



MAKE **YOUR** MARK

# 2019-2020 COTY POINTS

**Criteria:**

Participation in statewide Day on the Hill activity  
*(Details must be submitted by March 4)*

Entry in District Club Achievement Competition

Winning District Club Achievement Competition

Membership percentage increase  
*Based on membership total from February 2019 to March 2020,  
Calendar year with growth year-over-year*

Mouth of the South Participation

Payment of District Dues On Time

Providing Full Membership Roster/Email List On Time

Submitting Annual Budget and Documents to Regional Director

Professional American Advertising Awards Entry Percentage Increase

Student American Advertising Awards Entry Percentage Increase

Participation in Council of Presidents (COP) Conference Calls

**Points:**

50 points

25 per book

25 points 1<sup>st</sup> place  
15 points 2<sup>nd</sup> place  
10 points 3<sup>rd</sup> place

25 points 1%-5% growth  
35 points 5.1%-10% growth  
45 points 10.1. %-15% growth  
55 points 15.1%+ growth

20 points

50 points

50 points

25 points

15 points 1%-5% growth  
25 points 5.1%-10% growth  
35 points 10.1%-15% growth  
45 points 15.1%+ growth

15 points 1%-5% growth  
25 points 5.1%-10% growth  
35 points 10.1%-15% growth  
45 points 15.1%+ growth

20 per call



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# 2019-2020 COTY POINTS

## Criteria:

Submitting Club Reports to District E-Newsletter On Time

Submitting Nominations for Scholarships and Awards

Submitting President's Report to RD on Time  
*(Leadership Conference, Forward Planning, Spring Convention)*

Attendance at COP and Board of Directors Meetings  
*(President or Proxy; 2 opportunities per conference)*

Full Registration Attendees at District Events  
*(Leadership Conference, Spring Convention)*

Award of Local Student Scholarship OR Donation to Jan Gardner,  
Mosaic Fund, or Malone NSAC Fund  
*(Details or donation must be submitted by March 20)*

Posts to AAFD7 Social Media Pages  
*(Topics to be announced)*

Completion of a Public Service Project  
*(Details must be submitted by March 4)*

Join COP Facebook Group

Attendance at American Advertising Awards webinars

Participation on Ethics in Advertising Certification Event  
*(To be held in September 2019)*

## Points:

20 per issue

20 per nomination

20 per district event

20 per meeting

20 per attendee, per meeting  
*Maximum of 80 points*

20 points

10 per post  
*Maximum of 50 points*

50 points

10 points

10 per webinar

15 points	1-5 attendees
25 points	6-10 attendees
35 points	10-15 attendees
45 points	15+ attendees