

## CRITERIA

## POINTS

### American Advertising Awards

Professional Entry Percentage Increase

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

Student Entry Percentage Increase

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

Present a Mosaic ADDY® at the American Advertising Awards

**10 points**

Forward Gold and Silver entries to District Correctly and On-Time (March 3)

**50 points**

### Club Achievement

Entry in District Club Achievement Competition

**20 points** / per book

Winning District Club Achievement Competition

**25 points** / 1st place . **15 points** / 2nd place . **10 points** / 3rd place

Entry in National Club Achievement Competition

**20 points** / per book

### Club Operations

Providing Full Membership Roster/Email List On Time

**50 points**

Submitting Annual Budget and Documents to Regional Director

**25 points**

Participation in Council of Presidents (COP) Conference Calls

**20 points** / per call

Submitting Club Reports to District E-Newsletter On Time

**20 points** / per issue

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

**20 points** / per district event

### Conferences

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

**20 points** / per meeting

Mouth of the South Participation, *if held*

**20 points**

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

**20 points** / per attendee

*\*subject to change*

### Diversity

Present a Diversity & Inclusion speaker or promote the National Diversity & Inclusion Webinars to your members

**10 points**

### Dues

Payment of District Dues On Time

**50 points**

Payment of National Dues On Time

**50 points**

Payment of American Advertising Awards Handling Fees On Time

**50 points**

### Government / National Day on the Hill

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

**50 points**

### Membership

Membership Percentage Increase

**25 points** / 1%-5% growth

*Based on membership total from February 2020 to March 2021,*

**35 points** / 5.1%-10% growth

*calendar year with growth year-over-year*

**45 points** / 10.1%-15% growth

**55 points** / 15.1%+ growth

### National Certification Program (if held)

Participation in AAF National Certification Program/Process

**15 points** 1-5 attendees

**25 points** 6-10 attendees

**35 points** 10-15 attendees

**45 points** 15+ attendees

### Public Service

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

**50 points**

### Scholarships

Award of Local Student Scholarship OR Donation to Jan Gardner, Mosaic Fund, or Malone NSAC Fund

**20 points**

Submitting Nominations for Scholarships and Awards

**20 points** / per nomination

*(Details or donation must be submitted by March 20)*

### Social Media

Join COP Facebook Group

**10 points**

Posts to AAF D7 Social Media Pages Sharing Ideas (*Topics to be announced*) *Maximum of 50 points*

**10 points** / per post

### Webinars

Attendance on District 7 and Council of Governors webinars

**10 points** / per webinar

Attendance on American Advertising Awards webinars

**10 points** / per webinar