

NATIONAL CLUB ACHIEVEMENT COMPETITION

CALL FOR ENTRIES

2017-2018



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CLUB ACHIEVEMENT COMPETITION

Purpose: One of AAF's major objectives is to recognize excellence and encourage high standards among industry professionals. The Club Achievement Competition is designed to recognize outstanding accomplishments of AAF-affiliated advertising clubs and to showcase the programs and projects that these clubs undertake each year.

Structure: The AAF National Club Achievement Competition recognizes achievement in eight categories: advertising education, club operations, communications, diversity and multicultural initiatives, government relations, membership, programs and public service. These categories were chosen to reflect the areas of operation of local ad clubs.

Advertising clubs are segmented into five membership size divisions as follows:

| | |
|--------------|------------------|
| Division I | 500+ members |
| Division II | 250–499 members |
| Division III | 100–249 members |
| Division IV | up to 99 members |
| Division V | Ad 2 Clubs |

Clubs compete within their membership size divisions. These divisions provide for a more equitable competition and thus for an opportunity for any size club to win. Ad 2 clubs compete in a separate division regardless of membership size. Each category is judged by a separate panel of professionals with expertise in that specific field.

Each panel of judges reviews and scores each entry in each of the membership size divisions. First-, second- and third-place awards are given in each division for each category, at the discretion of the judges. A club and president of the year award are designated in each division to the club with the highest total points. Awards are announced and presented annually in conjunction with ADMERICA, AAF's National Conference.

Benefits of Entering: Gaining district and national recognition is but one of the many benefits of entering the Club Achievement Competition. Entering the Club Achievement Competition is an excellent way to document your club's activity in any given year. This can prove to be a useful tool for self-evaluation and

goal setting for the coming year. Entering consistently provides a historical record of the progress your club is making.

ELIGIBILITY

All clubs and federations affiliated with the American Advertising Federation and in good standing may compete within their membership size division in any or all of the eight categories.

Club or federation projects implemented from **March 10, 2017 to March 10, 2018 qualify** for the 2018 competition.

PREPARING TO ENTER

The Club Achievement Chair: The AAF recommends that each club appoint a Club Achievement Chair. The immediate past president is an excellent choice for this position. The Club Achievement Chair should be the official liaison to AAF headquarters. It is this person's responsibility to familiarize the appropriate committees within the club, with the competition categories and the documentation necessary for entry. It is recommended that all Club Achievement entries be assembled at the same time so that materials can be shared and/or redistributed to different committees for entries in other categories. It is therefore best that the Club Achievement Chair coordinate this activity.

Competition Rules and Guidelines: In the fall, guidelines and category summary sheets are sent to the presidents, executive directors and club achievement chairs of all local ad clubs, to use as a model to start preparing entries for competition. The individual responsible for your Club Achievement Competition entries should make sure that he or she obtains a copy of the current rules, categories and guidelines for the competition from AAF headquarters. The competition may change from year to year, which makes a current set of competition guidelines important. This information should then be passed on to the appropriate chairs whose committees correspond to the Club Achievement categories. Included with the guidelines are category summary sheets, which preface each entry and contain points and topics to be covered in the narrative. Each chair should be familiar with the summary sheet for his or her corresponding category.



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ENTRY CONTENT

Entries are divided into two sections: narrative and collateral. The narrative section is used to describe the activities or projects pertinent to the category, and the collateral section contains printed material in support of the narrative. All collateral material must have been produced since March 10, 2017.

NARRATIVE: The narrative is used to describe your club's activity in each area outlined on the category description sheet. Judges evaluate objectives versus results. It is therefore advisable to document the planning meetings where goals were outlined and a plan of action was drawn up and to outline how these goals and objectives were met. Statistics are an excellent way to provide a concrete measure of performance and a record of the club's progress and growth.

For example, in the membership category, a statement of growth in membership should include the number of new members who joined in the past year, the type of attendance at your programs and the number of members versus guests. Also, consider the following questions: Are the same members coming back each time or is attendance different at each event? Are new members getting involved? Do past officers stay involved? How do your current members compare to last year's? What is the difference in the growth and profitability of the club? What is your total count for participation in all events, compared with that of the previous year?

The narrative section cannot exceed eight double-spaced, typed sheets of paper (one side) or four double-spaced, typed sheets of paper (two sides).

Collateral: The collateral portion of the entry contains material that directly supports the points in the narrative. Please keep in mind that judges look for the degree to which the collateral material documents the narrative of the project or activities. Collateral pieces may include, but are not limited to, press releases, flyers, newsletters, testimonial letters, thank-you letters from public service projects, new member pieces, etc. All collateral material, in all categories, must have been produced.

It is a good idea to keep at least five extra copies of all publications, news releases, meeting notices, etc., for use when compiling books. The membership and program chairs should also track attendance figures to monitor progress.

The narrative may be at the beginning of the book (all together) or integrated within the collateral section. If you decide to keep the two elements separate, label the collateral as "exhibits" and refer to them in the narrative. Integrating narrative has the advantage of providing a better flow of information. But keep in mind that the competition rules limit the number of sheets of paper to four two-sided or eight one-sided.

Also note that the same narrative and collateral can be used in several different categories. For instance, the advertising education projects that your club undertakes are often eligible in the programs category as well. Your club newsletter should definitely be included in the communications category, but it may also be collateral materials for the membership category. There is a different panel of judges for each category, so judges will not review the same material twice.

COMPILING ENTRIES

When to Start: Ideally, preparations for the Club Achievement Competition should begin as soon as the previous year's entries have been sent. It is therefore advisable that the "old" committee chairs continue collecting material for next year's competition until the new chairs are elected, in office, and ready to take over this responsibility.

Timeline: Once the current year's deadline has been announced, you should plan three months out to begin writing the narrative. If you adhere to this timetable, there is sufficient time to collect any extra material needed to support the narrative.

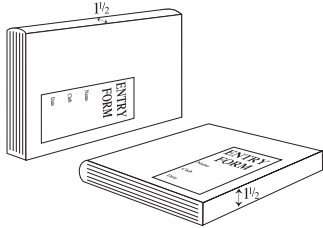
Once the committee chairs have gathered the material for each entry, it is advisable that the final compiling be done jointly. Although it is not necessary for books from the same club to be uniform, it may be helpful to have this sort of "workshop" atmosphere for the sharing of information and collateral material. Once each book is assembled, ask another committee member to look it over. Make sure that all of the competition guidelines have been met.

ENTRY FORMAT

Entries must be submitted in a **PLAIN three-ring binder** provided by the local club or federation. Affix a completed official Club Achievement entry form to the outside cover of each binder. This is all that should be on the outside of the binder; no artwork, colored paper or other material may appear on the cover, spine or back of the binder.



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To ensure equitable judging of all entries, the outside measurements of the binder may be **no larger than 11" x 12" or exceed 1.5" in width at the spine.**

In addition, when full, the width of the binder on any side may be no more than 1.5".

Please note: Many manufacturers of three-ring binders refer to the size of the binder by its ring size. Therefore, the outside measurements of binders with ring sizes of 1.5" may in fact measure 2" and exceed the maximum width requirements. The AAF recommends that your club confirm the outside measurements of entry binders prior to purchasing them. **Binders exceeding 1.5" will be disqualified. Submit only one binder for each category.**

A total of three (3) minutes of audio or visual material is allowed as collateral in the Public Service category ONLY.

CDs/DVDs of narrative and collateral will no longer be required. First place winners in all categories will be contacted after judging and asked to submit the winning entries in a digital format.

JUDGING

The AAF secures a separate panel of judges for each category of the competition. Each panel is composed of individuals who have professional expertise in the category that they are judging. Each judge reviews and scores all entries using the following criteria and point values. Total points equal 100.

- A) Outline and relevance of goals, 10 points
- B) Methods used to achieve goal(s), 25 points
- C) Results of methodology, 30 points
- D) Degree to which the collateral material documents the narrative description of the project or activities, 35 points

COMPETITION DIVISIONS

For the purpose of an equitable competition, clubs compete by membership size (except for Ad 2 clubs) in the following divisions:

- Division I** 500+ members
- Division II** 250–499 members
- Division III** 100–249 members
- Division IV** up to 99 members
- Division V** Ad 2 Clubs

AAF AWARDS

First-, second- and third-place awards will be designated in each division within each category at the discretion of the judges.

A **Club** and **President of the Year Award** is given to the club in each division whose accomplishments—based on the first-, second- and third-place awards it receives—are outstanding.

Each first-place award receives 30 points. Each second-place award receives 20 points. Each third-place award receives 10 points.

Ties will be broken at the discretion of the judges.

SPECIAL AWARDS

The G.D. Crain Jr. Memorial Award for Public Service
Sponsored by the Crain Foundation. Grants will be given to all first-place winners in the Public Service category.

The Sid Bernstein Communications Award
Sponsored by Crain Communications. Grants are given to all first-place winners in the Communications category.

Diversity & Multicultural Initiatives
Sponsored by Crain Communications. Grants are given to all first-place winners in the Diversity & Multicultural Initiatives category.

All awards will be announced and presented at a special awards ceremony in conjunction with ADMERICA, AAF's National Conference, June 6–9, 2018 in Chicago.

CATEGORIES OF ENTRY

Advertising Education

Essentially, there are three areas of concentration in advertising education. These are programs for the profession, students and the general public. These programs improve the skills, professionalism and standards of current and future advertising practitioners through education as well as provide an understanding of, and confidence in, advertising and its contributions to the community and the economy.

Club Operations

The policies, procedures and leadership development that contribute to the operations of a club or federation.



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Communications

Collateral materials and/or websites produced and distributed exclusively for the club or federation.

Diversity & Multicultural Initiatives

Projects and programs designed to elevate the practice and presence of multiculturalism in the club or federation through professional development, promotion and inclusion.

Government Relations

Projects and programs designed to build effective relations with local, state and national governments. Relationships are developed through the club or federation's work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers and promote industry self-regulation.

Membership Development

Membership development is defined as activities designed to enhance local advertising club or federation membership recruitment, retention and involvement.

Programs

Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

Public Service

Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or for community betterment.

The category description sheets below have further entry details for each category.

ENTRY FEES

- **\$95 for the first entry, \$45 for each additional entry.**
- Make checks payable to the American Advertising Federation.
- **Entry fees must accompany entries.**
- Send entries to:
**American Advertising Federation
Club Achievement Competition
1101 Vermont Avenue NW, Suite 500
Washington, DC 20005**

ENTRY DEADLINE

All entries must be received by the AAF, **no later than 5pm ET, Wednesday, March 14, 2018.**

Entries become the property of the AAF unless the appropriate space on the entry form is checked for return. Entries will only be returned if a FedEx account number is provided by the entrant. If requested AND an account number is provided, entries will be returned to the contact as listed on the entry form via FedEx. Club Achievement Books will be returned no later than September 14, 2018. Please provide a street address, no Post Office boxes.

Questions concerning the National Club Achievement Competition should be directed to AAF Club Services at clubs@aaf.org.



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OFFICIAL ENTRY FORM

Affix a completed copy of this form to the outside front cover of each entry binder. This form may be duplicated.

Name of club or federation: _____

Population of city or metro area served by club (#): _____

Total club members at date of entry (#): _____

Name of club or federation president: _____ Phone: _____

Check Appropriate Division

(based on size of membership):

- Division I 500+ members
- Division II 250-499 members
- Division III 100-249 members
- Division IV up to 99 members
- Division V Ad 2 Clubs

Check Appropriate Category:

- Advertising Education Club Operations
- Communications Diversity & Multicultural Initiatives
- Government Relations Membership Development
- Programs Public Service

Do you want your binder returned? YES NO (If yes, please provide your shipping account information)

Your FedEx account number: _____

Club Contact

(For questions or notifications regarding the entry, as well as where the entry will be returned, if requested.)

Name of Club President: _____

Company: _____

Street address (no P.O. Boxes): _____

City/State/Zip: _____

Phone: _____ E-mail: _____



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CATEGORY OF ENTRY: ADVERTISING EDUCATION

Definition: Essentially there are three areas of concentration in advertising education. These are programs for the profession, students, and the general public. These programs improve the skills, professionalism and standards of current and future advertising practitioners through education as well as provide an understanding of, and confidence in, advertising and its contributions to the community and the economy.

1. State your club or federation's advertising education goals in the following areas:

- a. Advertising education for the profession
- b. Advertising education for students
- c. Advertising education for the general public

2. Explain how you achieved these goals by describing your:

- a. Event details
- b. Target audience
- c. Strategy
- d. Execution/Tactics

3. Describe, in detail, the results of your advertising education program(s).

Rules: The narrative section of the binder, expanding on the above, must be limited to eight (8) one-sided, double-spaced, typed sheets of paper or four (4) double-spaced, typed sheets back-to-back. The narrative may be at the beginning of the book (all together) or integrated within the collateral section.

The remainder of the binder must be produced collateral or supportive material relevant to the category. All collateral material must have been produced between March 10, 2017 to March 10, 2018.



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CATEGORY OF ENTRY: MEMBERSHIP DEVELOPMENT

Definition: Membership Development is defined as activities designed to enhance the local advertising club or federation membership in three ways: recruitment, retention and involvement.

1. State your club or federation's membership goals as they relate to:

- a. Recruitment
- b. Retention
- c. Involvement

2. How did you achieve these goals including (but not limited to) the following activities:

- a. Projects/Programs
- b. Volunteerism
- c. Member feedback
- d. Club operations

3. Describe, in detail, the results of your membership activities

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CATEGORY OF ENTRY: CLUB OPERATIONS

Definition: Club operations are defined as the policies, procedures and leadership development that contribute to the operations of a club or federation.

1. State your club or federation's operations goal(s) as they relate to:
 - a. Long-range planning
 - b. Analysis of member needs
 - c. Leadership organization and development
 - d. Fiscal management (budgeting, dues, non-dues income and fundraising)

2. Describe the methods used for achieving these goals.

3. State/define the results of these executions.

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CATEGORY OF ENTRY: COMMUNICATIONS

Definition: Collateral materials and/or Web sites produced and distributed exclusively for the club or federation.

1. Describe your club or federation's use of communication materials for any or all of the following areas:
 - a. Regular communication with members
 - b. Event or meeting promotions and announcements
 - c. Communication with nonmembers
 - d. Self-promotion
 - e. Others (e.g., telephone and broadcast scripts, press releases, etc.)

2. For each communication vehicle submitted, provide the following:
 - a. Goals
 - b. Target audience
 - c. Budget recap
 - d. Distribution system
 - e. Results achieved
 - f. Sample

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The remainder of the binder must be produced collateral or supportive material relevant to the category. All collateral material must have been produced between March 10, 2017 to March 10, 2018.



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CATEGORY OF ENTRY: DIVERSITY & MULTICULTURAL INITIATIVES

Definition: Projects and programs designed to elevate the practice and presence of multiculturalism in the club or federation through professional development, promotion and inclusion.

1. Explain your club or federation's activities/projects as they relate to the above definition in any of the following areas:

- a. Program speakers
- b. Education workshops/seminars
- c. Advertising campaigns
- d. Representation and participation by diverse individual members in the club or federation through club leadership, club operations and/or volunteerism
- e. Diversification of the employee base at member businesses and organizations
- f. Representation and participation by multicultural/cross-cultural agencies, media, or other service providers in the club or federation
- g. Educational and motivational programs aimed at encouraging multicultural students to pursue careers in advertising
- h. Programs that promote business relationships between general market member companies and multicultural suppliers, vendors and service providers

2. For each activity/project described, define the club's:

- a. Goals
- b. Target audience
- c. Strategy
- d. Execution
- e. Results

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CATEGORY OF ENTRY: GOVERNMENT RELATIONS

Definition: Projects and programs designed to build effective relationships with local, state and national governments. Relationships are developed through the club or federation's work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers and promote industry self-regulation.

1. State your club or federation's government relations goals.

2. Explain how you achieved these goals by describing:
 - a. Event details
 - b. Target audience
 - c. Strategy
 - d. Execution/tactics

3. Describe, in detail, the results of your government relations goals.

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CATEGORY OF ENTRY: PROGRAMS

Definition: Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

1. State your club or federation's overall program goal(s) and provide (in the collateral material) a calendar of the year's programs.

2. Describe three of your most successful programs (other than special events, American Advertising Awards, seminars and designated fundraising events). For each program, please explain how you achieved your goal(s) by describing the:
 - a. Event details
 - b. Target audience
 - c. Method of promotion
 - d. Average attendance
 - e. Feedback mechanism
 - f. Results

3. Describe at least one special event. Please explain how you achieved your programming goal(s) by describing the:
 - a. Event details
 - b. Target audience
 - c. Method of promotion
 - d. Average attendance
 - e. Feedback mechanism
 - f. Results

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CATEGORY OF ENTRY: PUBLIC SERVICE

Definition: Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or community betterment.

1. For each public service project, explain how you achieved these public service goals by describing the:
 - a. Goals of the project
 - b. Target audience
 - c. Strategy
 - d. Execution/tactics
 - e. Media/materials used (documentation of use required)
 - f. Results attained (may include club publicity)

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The remainder of the binder must be produced collateral or supportive material relevant to the category. All collateral material must have been produced between March 10, 2017 to March 10, 2018.