

NATIONAL CLUB ACHIEVEMENT COMPETITION

# CALL FOR ENTRIES

2011-2012



## 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 21, 2011 to March 14, 2012 qualify for the 2012 competition.

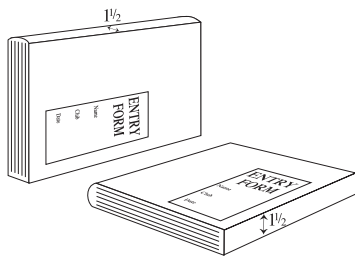
## ENTRY FORMAT & CONTENT

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.

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.**



- 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 21, 2011.
- The narrative section cannot exceed eight double-spaced, typed sheets of paper (one side) or four double-spaced, typed sheets of paper (two sides). The narrative may be at the beginning of the book (all together) or integrated within the collateral section.

- **Additionally, the narrative and collateral materials must be submitted electronically on CD/DVD.**

The narrative must be a Microsoft Word document, single-spaced and in 12-point Times New Roman font. Collateral pieces must be high resolution (300 dpi), image files (JPG, EPS, TIFF or PDF, with fonts embedded). Use a separate CD/DVD for each category entered. Clearly label the CD/DVD and tape it to the inside cover of the binder.

- A total of three (3) minutes of audio or visual material is allowed as collateral in the Public Service category ONLY. Submit radio and television spots together on DVD.

## 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:

<b>Division I</b>	<b>500+ members</b>
<b>Division II</b>	<b>250–499 members</b>
<b>Division III</b>	<b>100–249 members</b>
<b>Division IV</b>	<b>up to 99 members</b>
<b>Division V</b>	<b>Ad 2 Clubs</b>

## 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.

(CONTINUED)



## SPECIAL AWARDS

### The Saatchi & Saatchi Advertising Education Award

*Sponsored by Saatchi & Saatchi.* Grants will be given to all first-, second- and third-place winners and to the one overall winner in the Advertising Education category.

### 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 2-5, 2012 in Austin, TX.

## CATEGORIES OF ENTRY

### Advertising Education

Essentially, there are three areas of concentration in advertising education. These are programs for students, the general public and the profession. 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.

### Communications

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

### Diversity & Multicultural Initiatives

Projects and programs designed to increase the minority representation in a local advertising community to more closely mirror the percentile mix of minorities in the market.

### 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 enclosed category description sheets have further entry details for each category.

## ENTRY FEES

- \$75 for the first entry, **\$25 for each additional entry.**
- Make checks payable to the American Advertising Federation.
- **Entry fees must accompany entries.**

## ENTRY DEADLINE

All entries must be received by the AAF, no later than 5 p.m. EDT, Wednesday, March 14, 2012.

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 1, 2012. Please provide a street address, no Post Office boxes. Send entries to:

**American Advertising Federation  
Club Achievement Competition  
1101 Vermont Avenue NW, Suite 500  
Washington, DC 20005**

Questions concerning the National Club Achievement Competition should be directed to AAF Club Services at [clubs@aaf.org](mailto:clubs@aaf.org).

*Official entry form on the following page.*



## 2011-2012 CLUB ACHIEVEMENT COMPETITION 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 (#): \_\_\_\_\_

### 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: \_\_\_\_\_

Company: \_\_\_\_\_

Street address (no P.O. Boxes): \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_



## 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 since March 21, 2011.

**In addition to the collateral material in your binder, you must also submit all narrative and collateral materials electronically on CD/DVD.** The narrative must be a Microsoft Word document, single-spaced and in 12-point Times New Roman font. Collateral pieces must be high resolution (300 dpi), image files (JPG, EPS, TIFF or PDF, with fonts embedded). Use a separate CD/DVD for each category entered. Clearly label the CD/DVD and tape it to the inside cover of the binder.



## 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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## CATEGORY OF ENTRY: DIVERSITY & MULTICULTURAL INITIATIVES

**Definition:** Projects and programs designed to increase the minority representation and participation in the club or federation to more closely mirror the percentile mix of minorities in the market.

1. Explain your club or federation's activities/projects in any of the following areas:

- a. Program speakers
- b. Education workshops
- c. Volunteerism
- d. Advertising campaigns
- e. Seminars
- f. Business relationships with media outlets and multicultural suppliers and vendors.
- g. Educational and motivational programs aimed at encouraging multicultural students to pursue careers in advertising.
- h. Club leadership/club operations

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, ADDY® Awards, seminars and designated fundraising events). For each program, please explain how you achieved your goal(s) by describing:
  - 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:
  - 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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