

HOW-TO GUIDE FOR CLUBS

PUBLIC SERVICE



American Advertising Federation

The American Advertising Federation has a long-established and firm commitment to public service advertising. As advertisers, advertising agencies and media, we have the power to make the greatest impact in the public service arena. Our grassroots structure allows us to make an impact locally, as well as nationally.

The public service chair bears major responsibility to both his/her club and community. Club members active in the public service arena gain greater respect and admiration for their contributions to public welfare, as well as the reward of knowing that their skills have been used for genuine good.

The AAF has produced this manual to provide encouragement and direction. Within this guide is an itemized checklist of steps to take when organizing a public service project and detailed instructions on implementation.

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Benefits of a Public Service Campaign

Conducting a public service campaign will provide opportunities for your club.

- The visibility and favorable publicity you receive will increase your distinction in the local community, providing membership recruitment opportunities.
- Public service campaigns provide the opportunity for club members to feel they are participating in an effort to give back to the community and thus the greater good. Which results in genuine satisfaction for all club members, making them proud to be a member of your club.
- Public service campaigns contribute to the overall enhancement of the image of our industry. These activities make the public more aware of the tremendous contribution made by advertising professionals to the local community.

This awareness is important in an era when the industry is so closely scrutinized.

Finding Your Project

Your first task as public service chairman may be to find a project that will be appropriate for your committee to undertake. Consider the following sources when seeking out a new public service project:

- Your local media receives many requests for communications help. Because broadcast media regularly conduct surveys to ascertain the needs of their community as perceived by their audience area, they can give insights into emerging needs as well as those already recognized.
- Use your club and member social media outlets to enlist a call for non-profits and charities to contact the club or apply to be in the consideration set for your club's public service initiative.
- Survey your own membership for personal knowledge of organizations in need.

Criteria for Selection

The AAF criteria for assisting in local public service projects represent reasonable standards of integrity, public acceptance and appropriateness. These guidelines should be utilized in screening public service projects.

- The cause should be of such a nature that advertising techniques can be an effective means of achieving its objectives.
- The cause must be of genuine concern to the community and broad enough in scope so it will be of interest to the media and public.
- If the organization is a fund-raising one, the local club should take into consideration whether or not its financial records are up to date and that it can demonstrate financial solvency.
- Ideally, there will be a local organizational structure identified with the cause that can give direction, provide necessary approvals and provide out-of-pocket funding.
- The project should be noncommercial, nondenominational and nonpartisan politically.
- Agencies, organizations or groups served must be nonprofit and exempt from Federal Income Tax under sections 501(c)(3) or a similar section of the United States Internal Revenue Code.

- The appeal for support should be one properly made to the entire community. The project should not be rejected because it is in the interest of one group if the action messages have wide appeal or local applicability.
- The proposed organization must have a sufficient budget for out-of-pocket (material) expenses, unless provision is made for the donation of those materials as part of the public service effort.
- Projects should not be similar to another already being conducted in the local community.
- Provisions should be made for the club's logo to appear on all materials developed.

Background Statement

The client should prepare a written "Background Statement" covering the following subject area:

- The specific objectives that the campaign should hopefully accomplish in the year ahead (e.g., What is the purpose of this campaign and what is the desired action of the public?).
- An up-to-date, succinct and clear-cut description of the current nature of the problem that the projected campaign should help solve.
- Specific results, if any, that have been achieved in solving the problem so far. Is the problem being alleviated or not?
- Any new research data bearing on the problem itself that might help in developing new advertising and communication approaches affecting its solution. Is additional research being contemplated?
- Supporting efforts now being conducted or planned by the client, utilizing its own promotional resources, its field organization, other supporting groups, etc., to help solve the problem and achieve the campaign objectives.
- A summary of public reaction received towards previous advertising efforts. (This should be as specific as possible, giving qualitative and quantitative data rather than a generalized, subjective opinion on the part of the person preparing the "Background Statement.")

Copies of the "Background Statement" described above should be given to the public service chair for distribution to and study by the public service committee as early as possible prior to the new campaign year. Since the strategy and creative process is a time-consuming one, the earlier the "Background Statement" is completed, the better. Please see Appendix B.

Focusing the Client

- Why do you think you need advertising?
- Who will be responsible for signing off on creative work? Who will be a substitute signature?
- Who will review the advertising proposals?
- What is the perception of your organization/cause out in the public today?
- How do you know that?
- What one thing would you like the public to know about your organization/cause?
- Who now responds to your program/cause in a positive way? (Present audience.)
- How do you judge what would be considered a positive response?
- Who else would you like to see respond to your program? (Target audience: age, sex, income, location, nationality, etc.)

- What are you currently doing to attract these people?
- Who is your competition?
- How do they attract your audience?
- Has there been previous advertising for your project?
- Did you like it? Why or why not?
- What type of advertising do you like?
- What goal would you like to achieve through this campaign?
- When do you want to launch this campaign?
- Do you have any budget to allocate to this campaign? How much?

Launching Your Project

Once a project is selected, it should be assigned to a committee working on the project. The committee has proved to be one of the best ways to bind together talent with a common purpose.

The key to success is a clear communication objective agreed to by all parties. Produce a statement as to exactly what the campaign is supposed to accomplish. The statement should be based on your analysis of appropriate background information, an appraisal of the alternative means of carrying out these objectives and agreement on a district communication strategy.

On the subject of time, talent and expenses, generally all volunteer time is donated, but it is sometimes difficult to get out-of-pocket costs donated. Ideally the project should have a local sponsor who can underwrite such costs. Another alternative is for the local club to fund such endeavors.

Helpful Hints for Campaign Creation and Promotion

- Network with other clubs. Call the AAF to find out if any other clubs have implemented a similar public service project.
- Contact the national group of the organization you are promoting.
- Make sure media is appropriate for what you are promoting.
- Tag the club's logo to broadcast, print and radio pieces (e.g., "in cooperation with" or "brought to you by").
- Produce standard size pieces.
- Consider the following ways to promote the project: outdoor, radio, TV, internet, speakers bureau, milk cartons, posters, point-of-purchase displays, convention stuffers, mailers, newspapers, magazines, grocery bags.
- Create a media kit and plan a press conference to announce the launch of the project.
- Consider a day of recognition from the mayor, city council or governor.
- Obtain ad signatures or drop in logos from local establishments (e.g., grocery or bookstore).

AAF Resources

In addition to this How-to Guide, the AAF publishes Award-Winning Ideas to showcase the club achievement winning entries. The public service section of Award-Winning Ideas provides summaries from the winning public service project entries. The past year's Award-Winning Ideas is available on our website at aaf.org.

Appendix A: Application for Consideration

If you are soliciting or solicited by public service organizations you will want to generate an “Application for Consideration” to assist your committee in choosing a project.

1. Please indicate the full name, address and telephone of your organization and the person who would act as the liaison between your organization and the [Ad Club Name]’s public service committee.
2. When, where and for what purpose was your organization formed?
3. Is yours a nonprofit group? What is its tax-exempt status within the Internal Revenue Service?
4. Do you have a national headquarters?
5. What service does your organization offer and who are the recipients?
6. How is your organization funded?
7. If funds are solicited from the general public, is your organization registered with the National Information Bureau? If it is registered, does the bureau state in its current report that your organization meets its standards?
8. What is the nature of the problem that you believe can be alleviated with the help of public service advertising? Please document the problem, using some key statistics or other evidence.
9. What will the individual (i.e., the “person on the street”) be asked to do in your advertisement?
10. When and in what media would you like to see your advertising appear?
11. In your opinion, to what extent (if any) would the proposed public service advertising campaign be: sectarian, politically partisan, commercial or special interest/an influence upon pending legislation?
12. What other organization(s), private or federal, presently offer public service advertisements addressed to the same problem? How does your program differ?
13. Have funds been allocated or budgeted with which to conduct the public service advertising campaign, and if so, what amount?
14. Have you made any arrangements for creation, production, and distribution of your message? Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.
15. When does your organization hope to launch your public service advertising campaign?

In addition to the answer requested above, please provide us with your most recent annual report.

Appendix B: Letter of Agreement

This summary of responsibilities will be considered a working agreement between [club name] and the client organization for which the campaign is being conducted. Any variation should be requested in writing. It is requested that a copy of this summary be signed and returned to [club name]’s public service committee with any exceptions noted before any work for the ensuing year is begun.

It is agreed that:

1. A campaign background statement as described in the attached memorandum will be prepared setting forth our objectives as the client organization for the year _____. Client represents and warrants that any and all facts and information being provided to [club name] in connection with the campaign, whether used in the campaign or not, are true, accurate and complete; provided, further, as such facts and information are not true, accurate and complete, Client hereby indemnifies and holds [club name], its officers, directors and support staff from and against any and all claim and expenses (including attorney fees) arising therefrom.
2. Since our campaign costs and handling charges are to be billed through [club name], funds in the amount of \$_____ will be available for the production of campaign materials in the year _____.
3. Authority to clear all proposed advertising will be vested in the person of _____ on behalf of our organization. Any failure, for any reason whatsoever, by the person designated to give authority to clear all proposed advertising which results in any manner whatsoever in a failure to timely place any or all proposed advertising shall be and is directly attributable to the Client, and Client agrees not to hold [club name], any of its officers, directors and support staff responsible for such failure.
4. All campaign advertising will contain identification, symbol and logo of [club name] as prescribed by the public service committee.

Signed: _____

Name: _____

Title: _____

Organization: _____

Date: _____

Appendix C: Costs to Consider

Production Costs	Budget	Actual
Design Fee	_____	_____
Comp	_____	_____
Copy Fee	_____	_____
Illustration	_____	_____
Photography	_____	_____
Retouching	_____	_____
Miscellaneous	_____	_____
Shipping	_____	_____
Messenger	_____	_____
TV/Radio Production Costs		
Creative	_____	_____
Production	_____	_____
Editing	_____	_____
Talent	_____	_____
Recording & Mixing	_____	_____
Music & Sound Effects	_____	_____
Artwork	_____	_____
Additions	_____	_____
Transfer	_____	_____
Master/Setup	_____	_____
DVDs	_____	_____
Miscellaneous	_____	_____
Shipping/Postage	_____	_____
Print Production Costs		
Copy and Concept	_____	_____
Layout and Comprehensives	_____	_____
Creative Supervision	_____	_____
Artwork/Illustrations	_____	_____
Photography	_____	_____
Model Fees, etc.	_____	_____
Retouching	_____	_____
Printing	_____	_____
Miscellaneous	_____	_____
Shipping/Postage	_____	_____
Website Costs		
Hosting	_____	_____
Domain name registration	_____	_____
Design	_____	_____
Development/Programming	_____	_____
Miscellaneous	_____	_____

Appendix D: Campaign Brief

Target Audience: _____

Age: _____ Music: _____

Education level: _____ Predominant family unit: _____

Income range: _____ Recreation: _____

Ethnic origin(s): _____ Health care provider: _____

First language: _____ Identified leaders, heroes: _____

Neighborhoods by address: _____ Purchasing habits, credit/cash: _____

Goal of campaign effort: _____

Measurable goals: _____

Time frame for project: _____

Key dates and events: _____

Identified avenues of communication: _____

Tone of message: _____

Type of communication: _____

Cost: _____

Delivery date: _____

Appendix E: Checklist for Public Service Chair

Selection of Project

- Establish criteria for selection
- Form an application for consideration
- Select a client based on criteria and applications
- Obtain approval from board of directors
- Prepare a letter of agreement
- Request a background statement
- Focus the client

Form a Committee (should include the following)

- Media person
- Public relations person
- Creatives (writer, producer, director)
- Promotions person (to handle event planning)
- Account executive (to make client contacts)
- Market researcher
- Fundraiser

How to Execute

- Develop statement of what will be accomplished and if it will be measurable and how.
- Determine your budget.
- Determine time constraints.
- If needed, obtain a local sponsor to underwrite costs.
- Prepare a campaign brief to determine the best way to reach target audience.
- Develop a communications strategy for the project (e.g. video, digital, print, event).
- Obtain free publicity.
- Review helpful hints.



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