“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

- John Quincy Adams
Membership and Development Communication

1. AAF Dallas Club Membership Goals as they relate to:

Involvement

Goal: Collect & sort key demographics on all members during 80% of fundamental points of contact like when they join, leave, or communicate with the club. Something that stuck out to AAF Dallas during the 2019-20 planning, was a lack of information for member segmentation. We realized we had several different types of members who were members for very different reasons. We set out in 2019-20 to fill those member demographics holes for better membership satisfaction.

Achievement:

- Identified 3 customer archetypes: (Exhibit 1)
  - Corporate Members: Members who join as part of their employer’s corporate account membership
  - Individual Members: Members who join on their own without benefit of a corporate account membership
  - Vendor Members: Members who join primarily for purposes of networking with potential clients

- Successfully identified and grouped 94% of our current membership according to these archetypes

- Conducted member surveys 100% of the time when members joined or left the club

- Mapped and sorted 100% of demographic information collected in member database

Recruitment

Goal: Increase Corporate membership by 10%, Ad 2 membership by 15% & overall AAF Dallas membership by 10%

AAF Dallas’ decided to focus on our growth in three areas of membership as they serve very different membership needs.

Achievement: Overall Membership grew 7% from 1611 members in years 2018-19 to 1723 members in years 2019-20 *

Ad2 membership increased 34% * Corporate membership grew 0% (34 Corporate in years 2018-19 vs. 34 Corporate in years 2019-20)

Retention

Goal: Retain 90% of Corporate members, 85% of Ad2 members, and 90% of individual 2018 AAF Dallas members.

The club worked on keeping 90% of corporate members and Ad 2 members that “aged out” into individual memberships.
Membership and Development Communication

**Achievement:** AAF Dallas was successful in retaining 100% of corporate members * AAF Dallas successfully converted 100% of Ad 2 members who “aged out” to AAF Dallas memberships * AAF Dallas retained 94% of our individual members

2. AAF Dallas Club Membership Goal achievement:

**Projects and Programs**

**Goal Results:** Drive membership & retention based around cornerstone events like the American Advertising Awards.

AAF Dallas focused a key part of our membership drive around the cost advantages of becoming a Corporate member versus paying the non-member entry fees. Utilizing platforms including social, we launched an aggressive campaign over the course of 30 days to draw attention to the Dallas American Advertising Award submission process.

**Achievements:** From 12 social posts we reached an average of 331 followers per post, a total of 15% of our followers reacted * 2.8% of our followers created their own stories from our original post * The post generated 4.2% engagement

**Volunteerism**

**Goal Results:** Mobilize our membership to help give back to the ad community by volunteering their involvement in AAF Dallas events and functions to strengthen their bond with the club & fellow members. AAF Dallas mobilized our membership through volunteer opportunities at events. This would strengthen our members personal connection to the board & our member base. This would increase their likelihood of maintaining membership & advocating peers to join.

**Achievements:** We maintained a 95% staffing rate at all events * AAF Dallas enticed members to volunteer at events through free or reduced event rates * AAF Dallas activated our deep reach within local universities to get student members involved to help with an introduction into the local ad community and further their bond with the club

**Member Feedback**

**Goal Results:** Collected & sorted key demographics on all members during 80% of fundamental points of contact such as when they join, leave, or communicate with the club. AAF Dallas set out on a mission to solicit, collect and sort member feedback to understand our membership base. We did so by consistent communication at our events, interactions and set
Membership and Development Communication

touch points. Whenever members connected, our membership team reached out to personally thank them and gather info as to what motivates them to be an AAF member.

**Achievements:** Successfully Identified and grouped 94% of our current membership according to these archetypes *

Conducted member surveys 100% of the time when members joined or left* Mapped & Sorted 100% of demo info collected in a database

Club Operations

**Goal Results:** Communicated on at least weekly basis with our members utilizing email blasts, social media posts and human to human communication. The board hosted luncheons, happy hours and meetings. The announcements were made via our social outlets to ensure our followers had the details.

**Achievements:** Of 14 social posts we reached an average of 269 followers per post, including a total of 10.5% reactions.

* 2.9% of our followers created their own stories from our original post. * Posts generated a 12.9% engagement rate.

Communications

**Goal Results:** Increase overall social engagement by developing a content strategy that provides resources, industry news & networking opportunities to advertising professionals within the Dallas area. In order to create engaging organic content for our social channels, the board members worked closely with the creative team to develop evergreen and event focused content that delivered a consistent look and feel to our followers. Additionally, we created a strategic calendar to highlight topics and events to reach our followers monthly. This allowed board members to have more visibility and input into the content creation process. It also gave us the opportunity to speak to topics that are relevant in-between event promotions including industry articles and resources.

**Target Audience:** Current members and prospective members that include client-side marketers and agency employees.

**Distribution System:** Facebook, Twitter, LinkedIn and Instagram.

**Achievements (Exhibit 2):** Facebook followers: + 12% * Twitter followers: + 4% * Instagram followers: +13% *

LinkedIn followers: + 30%
One of our most popular posts from the last 12 months shows the effect of the changing Dallas Advertising Community.

**Post Stats:** Story reached 825, 35% of our followers reacted to the post * Our 4.2% of our followers created stories from the post * The post generated a 13.5% engagement rate

3. **AAF Dallas Club Communication Materials:**

**Non-Traditional Advertising Luncheon (Exhibit 3)**

**Goal:** To promote a talk on non-traditional advertising. We took a decidedly non-traditional approach. Thumb-stopping lines like “Ingestible Rich Media Units” touted media moves primed to cause disruption. Panelists discussed memorable campaigns that stood above the noise and brought the brand to the forefront using augmented reality, digital out-of-home smart screens and more.

**Target audience:** AAF Members and the Dallas Advertising Community

**Budget recap:** No budget was used in this endeavor.

**Distribution system:** Marcom brainstormed ideas focusing on breaking down the traditional/antiquated approach to advertising. Moroch produced various assets to promote the luncheon, including static banners, animated banners, and a program with the panel’s bios. Frequent posts to Facebook, Twitter and Instagram were used to promote the event.

**Results achieved:** Attendance goals were met & exceeded. Over 7 social posts we reached about 269 followers per post, a total of 10.5% reactions. 3.9% of our followers created stories from the post. The post generated 12.9% engagement.

**2020 Advertising Trends Luncheon (Exhibit 4)**

**Goal:** To invite and inform the target audience of the Advertising Trends Luncheon. The event included discussion of topics like connected TV, virtual and augmented reality, and shoppable posts. Moderated by Steve Pacheco, President & CEO of AAF, the audience heard from top industry leaders who shared insights, learnings and predictions for this year.
Target audience: Attendees of “2020 Advertising Trends Luncheon” luncheon

Budget recap: No budget was needed for this endeavor.

Distribution system: A creative brief was written outlining the details, messaging and purpose for the assignment. We wanted to focus on future trends and highlight the panel moderator, Steve Pacheco, President & CEO of AAF National, and other top industry leaders. A “crystal ball” theme emerged, social assets were created & a program was developed.

Results achieved: Over 5 social posts we reached about 290 followers per post, a total of 9.5% of our followers reacted to the post. 2.9% of our followers created stories from our original post. The post generated 10.9% engagement.

Gingerbread House Decorating Contest/Holiday Happy Hour (Exhibit 5)

Goal: The holidays are often filled with abbreviated timelines and unrealistic expectations. So, we hosted a holiday happy hour that you could totally mail in while supporting a good cause, Hunger Busters. Members and non-members were encouraged to sign up a team to build gingerbread houses. And expectations were kept blessedly low. Ho, ho, ho.

Target audience: Marketing/advertising professionals in the Dallas area looking to get festive!

Distribution system: We didn’t have to go far for creative ideas—a gingerbread house! Since the holidays were in full force, and schedules jam-packed with parties, shopping, & end of year deadlines, a low-pressure event was needed. The messy gingerbread house was perfect. Frequent posts to Facebook, Twitter and Instagram were used for promotion.

Results achieved: With 7 social posts we reached about 269 followers per post, a total of 10.5% of follower reactions. Our 3.9% of our followers created stories from our original post. The post generated a 12.9% engagement rate.

Corporate Membership 1-sheeter (Exhibit 6)
Membership and Development Communication

**Goal:** Corporate memberships are the lifeblood of AAF Dallas. To encourage new members, we sent out a 1-sheeter with the benefits of membership. A quick glance gave potential corporate members all the benefits in an easy-to-digest form.

**Target audience:** Prospective corporate and individual members

**Budget recap:** No costs as the creation of the 1 sheeter

**Distribution system:** With a lot of information to convey in a one-page document, Moroch decided to use icons to call out benefits offered. Sectioning the document into the areas allowed us to break up the copy into intro, benefits, and call-to-action sections. The latter directed companies to a site with additional information & the membership application.

**Results achieved:** Grew overall membership by 7% from 1611 members in 2018-19 to 1723 members in 2019-20.

**Club Achievement Book Template (Exhibit 7)**

**Goal:** When was the last time you looked at a document template and said, “Whoa, I wish I would have done that!”? We needed to create a document template that was beautiful with simplicity, efficient in its design and uniform in its look.

**Target audience:** All AAF Dallas Board Members

**Budget recap:** No costs were incurred. Moroch created the template for us.

**Distribution system:** In preparation for submitting the Club Achievement Book to AAF in April, AAF Dallas asked Moroch to design a clean, simple and uniform template. It had to be in Google Docs so the various board members and team members could collaborate in the same space. A sample from a different market was provided.

**Results achieved:** The easy to use template made it possible for our Club Achievement books to feel cohesive. The AAF Board Members could complete each section by simply dropping in the hard work and achievements accomplished.
D&I Highlight with Flor Leibaschoff (Exhibit 8)

**Goal:** AAF Dallas tapped Flor Leibaschoff, creative director at Lerma, to help educate members about the importance of diversity & inclusion. To create awareness and thought leadership in the field of diversity & inclusion, we drove traffic to our Instagram stories. There, we featured a video highlighting diversity & inclusion dos and don’ts along with insider tips.

**Target audience:** AAF Members and the Dallas advertising community

**Distribution system:** We created a social post to direct followers to check out the Instagram Story with Flor. She spoke about why D&I is more important now than ever. Samples of past posts were provided, & the creative team changed the colors while keeping the look & feel. The familiar look would draw previous viewers to the story. Keeping the duotone & changing colors to ones that haven’t been used, we created images that made you wonder what Flor knew & we didn’t…

**Results achieved:** *Our social post reached an average of 179 followers per post, a total of 1.2% of our followers reacted to the post. 1.4% of our followers created stories from our original post. The post generated 1.9% engagement.*

AAF Dallas Appoints Moroch Partners as MARCOM Partner for 2019 Press Release (Exhibit 9)

**Goal:** When AAF Dallas selected Moroch Partners to be their MARCOM partner for 2019, we needed to spread the word.

**Target audience:** AAF members, the Dallas advertising community and all of the Dallas area.

**Budget recap:** No costs. Writing and distribution was done by Marcom partners and distributed by board members.

**Distribution system:** The Moroch team collected quotes from key people involved, including Allison Farris, Executive Director of AAF Dallas, and Matt Powell, CEO of Moroch Partners. A press release was published on October 9, 2019.

**Results achieved:** *With one social post we reached 1,900 interactions. 2.9% of our followers created stories from our original post. The post generated a 9.8% engagement rate.*
EXHIBITS

Exhibit 1: Member Archetypes

Exhibit 2: Selected AAF Dallas Social Media Posts
We want to take a moment to recognize TM Advertising for giving 85-years of passion and dedication to the Dallas advertising community, and the industry as a whole.

Their legendary campaigns and creativity have been a source of inspiration to many, and on behalf of the entire Dallas advertising community, we thank the people of TM Advertising.

Read the article by Adweek at http://bit.ly/2OCh0tF

#AAFDallas
Thanks for all those who came out Thursday night with your help Hunger Busters will provide over 250 meals for hungry children. Special shoutout to our winners Roxie, Crystal and Angelica.

Hope to see everyone at the 2020 Trends luncheon on 1/21/20 at The House of Blues.

Come and help us kick-off the 2020 American Advertising Awards at our launch party, taking place Nov. 13 from 5:30 - 7:00 PM at Dallas' exclusive club, The Nomadic Bar!

#2020trends AAF #AAFDallas #advertising #advertisingtrends

Meet Ashton Gary, the Director of Digital Strategy at the Goodway Group and one of the panelists for the Make a Date with Data Luncheon on Tuesday, Sept. 17.

Register now at http://bit.ly/2CMFXG
AAFDallas
Exhibit 3: Non-Traditional Advertising Luncheon

**Driving Brand Loyalty In Utero**

**Ingestible Rich Media Units**

**Chromosome Level Personalization**

**DNA Recognition Software for Enhanced Targeting**

**Sixth Sense Experiential Displays**

**Near Earth Orbit Programatic Holo-OOH**

**Non-Traditional Advertising Luncheon**

11.19.19 | 11:30 - 1:00 | House of Blues

"Hey, it could happen. See how brands are actually cutting through the clutter using innovative, non-traditional techniques."
Exhibit 4: 2020 Advertising Trends Luncheon

THE FUTURE IS 2020

Moderated by:
Steve Pacheco, President & CEO of AAF

Experts:
Al Reid, Managing Director, Satch & Satchi
Pete Lerma, Principal & Founder, Richards/Lerma
Christie Hoeting, VP of Midwest Sales, Hula
Lisa Matarazzo, VP of Marketing, Lexis USA
Cynthia Tenhouse, VP of Marketing, Trend USA

12.21.2020 11:30 to 1:00pm House of Blues, 2200 N Lamar St, Dallas, TX 75202

As we look ahead to the trends that will shape advertising in 2020, Connected TV, Virtual and Augmented Reality, Episodic Branding have been the first bullet points this year. We discuss each of them and the potential and limitations of each and how the video landscape will evolve in the next year. The insights provided in this luncheon will inform new strategies and opportunities in the Dallas community and beyond.

Steve Pacheco, President & CEO of AAF

Q&A

Participants (left to right):
Steve Pacheco, President & CEO of AAF
Al Reid, Managing Director, Satch & Satchi
Pete Lerma, Principal & Founder, Richards/Lerma
Christie Hoeting, VP of Midwest Sales, Hula
Lisa Matarazzo, VP of Marketing, Lexis USA
Cynthia Tenhouse, VP of Marketing, Trend USA

Diversity & Inclusion

Panel participants (left to right):
Steve Pacheco, President & CEO of AAF
Al Reid, Managing Director, Satch & Satchi
Pete Lerma, Principal & Founder, Richards/Lerma
Christie Hoeting, VP of Midwest Sales, Hula
Lisa Matarazzo, VP of Marketing, Lexis USA
Cynthia Tenhouse, VP of Marketing, Trend USA

Keynotes and Q&A
Exhibit 5: Gingerbread House Decorating Contest/Holiday Happy Hour
Membership and Development Communication

Exhibit 6: Corporate Membership 1-sheeter

Become a Corporate Member of AAF Dallas Today

At AAF Dallas, our mission is to elevate the perception of the advertising work done here in Dallas, and we want your agency to be recognized as part of that effort! With over 1500 members, year-round events, and the American Advertising Awards (the ADDYs), we offer more ways to keep you connected, involved, informed and showcase your work than any other club in Dallas.

WHAT ARE THE BENEFITS OF YOUR CORPORATE MEMBERSHIP?

**RECOGNITION**
We promote our Corporate members on every page of our website with a scrolling banner, and at our events.

**SPONSORSHIP OPPORTUNITIES**
We give our sponsors exclusive opportunities to speak to the attendees at our events.

**DISCOUNTED TICKETS TO EXCLUSIVE EVENTS:**
- our quarterly luncheons and happy hours, and special events with key influencers and speakers from the Dallas Advertising Community,
- Post new opportunities on the AAF WEBSITE JOB BOARD

**LOCAL & NATIONAL LEGISLATIVE INFORMATION IN OUR INDUSTRY**

**RFP**
Access to RFP requests from local businesses.

**DISCOUNTS ON ADDYS ENTRY FEES & TICKETS**
This typically more than makes up the cost of an annual membership for most agencies.

READY TO JOIN NOW?

Just go to AAFDALLAS.ORG/JOIN.PHP today!

Your AAF membership allows you the opportunity to be connected to something much bigger. AAF is a national organization with over 40,000 members working hard to make a difference in the overall image and viability of the advertising industry. We hope you will join us as part of this amazing organization.
Exhibit 7: Club Achievement Book Template
Exhibit 8: D&I Highlight with Flor Leibaschoff

**TALKIN’ D&I WITH**

**FLOR LEIBASCHOFF**

CIRCULO CREATIVO REGIONAL LEADER FOR DALLAS

---

**D&I HIGHLIGHT: FLOR LEIBASCHOFF**

**DATE**

**CREATIVE BRIEF**

**DESCRIPTION:** Our company is looking to create a series of internally distributed messages to celebrate our team members who have been with us for 10 years or more.

**WHAT ARE THE DATES/LOCATIONS:** December 2020

**WHAT ARE WE TALKING TO:**

- Internal staff

**WHAT'S THE MESSAGE:** Celebrate team members who have been with us for 10 years or more. Highlight their contributions and how they have impacted the company.

**TARGET AUDIENCE:**

- Team members

**AUDIENCE INSIGHTS:**

- Team members value recognition and appreciation for their loyalty and dedication.

**SUGGESTED APPROACH:**

- Video testimonials featuring team members sharing their experiences
- Social media posts featuring team members
- Internal newsletter highlighting team members

**CREATIVE STRATEGY:**

- Use a fun and upbeat tone to keep the content engaging.
- Feature stories that highlight the impact of team members on the company.

---

**REDDIT AMA WITH**

**VELEISA BURRELL**

TALKIN’ D&I WITH
Exhibit 9: AAF Dallas Appoints Moroch Partners as MARCOM Partner for 2019 Press Release

Dallas, TX Oct 2, 2019 - American Advertising Federation (AAF) Dallas, the oldest civic organization in Dallas, is proud to announce it has selected Dallas-based Moroch Partners, a full-service independent marketing and communications agency, as its official MARCOM partner for 2019.

“We’re thrilled to be the AAF MARCOM partner this year,” said Matt Pohorecky, Chief Executive Officer at Moroch. “This is a great opportunity to showcase what we can do creatively. We’re looking forward to seeing the ideas we can bring to the table to enhance the great work the organization is already doing.”

In its role as MARCOM partner, Moroch will assist with the branding and the development and marketing communications collateral to promote the organization’s upcoming events, including the Quarterly Professional Development Luncheon Series, Shining Stars – Top Women in Dallas Advertising and Dallas Ad Club. Moroch will also provide strategic guidance to increase AAF’s corporate memberships, as well as virtual entries for the American Advertising Awards, one of the industry’s largest creative competitions and home of the ADDY Award.

“The amount and variety of entries submitted to the American Advertising Awards give a good pulse on how the industry is doing as a whole and further our mission to elevate Dallas advertising reputation on a national scale,” said Jason Farns, Executive Director of AAF Dallas. “When selecting our next MARCOM partner, it was essential that we work with an agency that understands and can support this need. Moroch has a trusted reputation in the industry and has been an ally to AAF for years, making them a natural fit as our MARCOM partner.”

Previous MARCOM partners have contributed to various AAF projects, including branding for promotional materials and events including the ADDY’s trophy design. Moroch will serve as AAF Dallas’s MARCOM partner through June 2020. To learn more about AAF Dallas, visit https://aafdallas.org/

ABOUT MOROCO PARTNERS

Moroch Partners is a leading full-service, independent marketing and communications agency based in Dallas, with presence in over 30 markets across North America. Built to ignite relationships with brands and consumers at the local level, and do it on a scale. And because of that, their talent, tools, and approach are shaped by looking at the business from the ground up. Moroch clients include McDonald’s, Panerai, 944, Sis Pago Entertainment Corporation, Adidas, 7-Eleven, Panerai, Disney, Sony, Universal, Make-A-Wish Foundation and MetLife, among others. For further information on how we win in the business, please visit moroch.com.

ABOUT AMERICAN ADVERTISING FEDERATION:

AAF Dallas is the oldest civic organization in the Big D and has been the trusted business partner by connecting our corporate members and sponsors since 1970. We are one of the largest AAF chapters in the national network of over 200 AAF chapters with a loyal and dynamic membership. Our mission is dedicated to supporting and promoting the well-being of the advertising industry through our government relationships, to provide thought leadership to our members through innovative programs, to attract top talent by supporting and growing future industry leaders via our Educational Foundation, to foster diversity in advertising, and to honor advertising excellence.

MEDIA CONTACT:

Kandis Lynn
klynn@moroch.com
214.521.7707