



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



About AAF Dallas: The Dallas chapter of the American Advertising Federation is the oldest civic professional organization in Dallas. We are celebrating our 112th year anniversary in 2020. We are the only association in Dallas which represents all facets of the advertising industry. AAF Dallas and Ad 2 Dallas membership is comprised of almost 2,000 career-minded professionals interested in supporting the Dallas community.

Our Mission: Provide thoughtful leadership by discussing the latest trends in technology, creativity & marketing; Protect & promote advertising within all levels of government; Honor advertising excellence; Support & grow future industry leaders via our educational Foundation; Promote diversity in advertising.

Public Service Focus: Much like many organizations, AAF Dallas understands how valuable our volunteers are. Success within an organization like AAF is just not possible without them. We also understand that many of our members have times when they get lost in their day-to-day routine in which it can be difficult to squeeze in time to give back to their community. The goal for AAF Dallas' Public Service team this year was to bring fun, excitement and most importantly, ease to the volunteer opportunities within our organization. This year, we worked on establishing two major pillars within our organization to help achieve that goal.

Execution: Pillar 1 - Ad 2 Dallas Non-Profit Fundraiser

AAF Dallas' under-32 sister chapter, Ad 2 Dallas, is an award-winning chapter across all categories. Their award-winning Public Service team functions as a mock advertising agency (Element Ad 2) dedicated to giving back and making a difference in the Dallas community. Every year, Element Ad 2, partners with one deserving nonprofit organization to produce and execute a fully-integrated advertising campaign – for free!

This year, the Element Ad 2 team selected Hunger Busters as their non-profit focus. According to their website, “Hunger Busters is a Dallas-based charity focused on feeding kids and fueling futures by providing a much-needed third meal of the day to food-insecure children in Dallas Independent School District through its signature ‘Feed the Need’ after school program. In 2017, Hunger Busters will provide 350,000 meals to 11 DISD schools and 6 after school programs.”

The AAF Dallas Public Service team wanted to contribute to the cause by hosting a fundraising event that would share proceeds with Hunger Busters. We had three basic goals we wanted to achieve for this event:

1. Create a fundraising event outside of the standard “mix-and-mingle” happy hour to get attendees excited about donating and participating.
2. Create an event with different opportunities to raise funds (entrance, bar, competition fees, etc.).
3. Create partnerships that could help us establish this event as an annual fundraiser benefiting future nonprofits selected by the Element Ad 2 team.

The first task was determining our target audience and coming up with an ideal theme for the event. Our target audience was all advertising and marketing professionals at all levels who were interested in giving back and networking with like-minded professionals. This fundraiser was held right before many agencies and companies closed shop for the holiday break. Our Executive Director, Allison Farris McCaslin, approached the committee with the idea of hosting a gingerbread contest mixer. *(ex. #1a)* The idea would be to encourage teams of up to three people to sign up for a gingerbread decorating contest at an accessible fee. For additional revenue opportunities, we would charge a small entrance fee of \$5 to both members and non-members which would give each attendee access to the event, one complimentary cocktail sponsored by the venue, and a ticket to cast one vote for their favorite gingerbread house. Attendees would be allowed to purchase additional tickets if they pleased. *(ex. #1b)*. By utilizing past relationships, the committee was able to find a location that would not only provide a dedicated space for our event, but it

would also donate the first drink to each attendee. With event details and location in line, we set out to establish our communication strategy to promote the event.

Media/materials used

Like many of our events, the best way to encourage attendance without a media budget is by executing an email campaign to all current members as well as taking advantage of our social media following. Keeping the light-hearted theme of the event, we wanted to create graphics that not only gave off a “happy hour” feel but, was also clear that this event would embrace the holiday season with a gingerbread building contest. Once the creative brief was shared (*ex. 2a*), our MarCom partners at Moroch quickly got to work and provided a fun design approach that communicated the expectations of the event while staying on brand. (*ex. #3a*).

The creative went live three weeks prior to the event. Our social media team created a Facebook event as well as various social posts across all our major pages (Facebook, Instagram and LinkedIn). (*ex. #4a*). Organically, our post reached 8,242 daily impressions resulting in 411,771 total impressions throughout the length of the two-week promotion period. The Facebook event itself would reach 80 going/interested responses. We also had two emails about the event go to approximately 3,500 emails in our database with details on how they could participate in the event.

Day of event

As the day of the event approached, we thought through the logistics of how the teams would create the houses. For sake of time and efficiency, we decided to dedicate part of our hard costs to providing pre-built gingerbread houses as well as basic decorating tools, candies, and frostings to level out the contest. We did, however, advise each team they would be allowed to bring their own additional materials to take their houses to the next level if they pleased. With a total of four teams entered into the competition, the restaurant/bar was able to provide a designated area for us to comfortably set up each building station. (*ex. #5a*) The contestants were given one hour to decorate their houses. While the decorating was

happening, attendees were able to network with other members and non-members as well as observe how the contestant's houses were coming together.

As the competition came to an end, all attendees were allowed to observe the houses to cast their votes. Before announcing the winner, a representative from Hunger Busters shared some background on the work done by their organization. This allowed our attendees and supporters to really understand how their contribution for this event directly impacts the children in the Dallas area and our community as a whole. *(ex. #6a)*

Results Attained/Learnings

This event allowed us the opportunity to observe what changes we do/don't need to make to convert this type of event into an annual fundraiser. A major learning was timing. Our event was held in mid-December which would end up battling with many company holiday parties. Although attendance was lower than we anticipated, we were still able to raise about \$330 in net profit which will provide 260 meals to children in the Dallas-area. We plan to host the event earlier in the holiday season next year to avoid scheduling conflicts.

We did, however, establish a great foundation in terms of process and location. The restaurant turned out to be a great partner for the event and relationships were formed to continue the event at the same location. The decorating setup also provided for a structured and fair contest. We plan on creating rules in written format to make sure all contestants are aware of what they can and can't accomplish. The AAF Public Service team is looking forward to continuing this event for years to come! *(ex. #6a)*

Execution: PILLAR 2 - THE KEYNOTE COLLECTIVE

The Dallas area is not short of elite talent bursting with success stories from a range of backgrounds. With more than 20 Fortune 500 companies in the Dallas area alone, the potential of top professionals sharing their experiences that could

impact our local youth for the better is outstanding. The Public Service team wanted to find a way to tap into this resource and make it easier for our local community organizers to find these impactful professionals and their stories. At this time, the Public Service team is in the planning phase of this resource.

The Keynote Collective is a volunteer program being created by our Public Service team to bridge together local professional speakers to the Dallas community. The program will provide local educational organizers a list of marketing and advertising professionals that have signed up to volunteer as speakers for events like school career days, office tours and motivational conferences for students K-12. The program will have three main goals we wish to achieve:

- Provide an additional source of local volunteer opportunities within the marketing and advertising community
- Provide local educational organizers a credible list of willing speakers and hosts for their career building programs
- Establish AAF Dallas as a true partner and advocate for the Dallas community

With these goals in mind, we pulled a committee together to assess how we would bring this program to life.

We assessed that the program information and sign-up would live best on the AAF Dallas website. We will collaborate with our MarCom team to help us build a landing page where interested professionals could access details as well as a sign-up form. We will build a social and email campaign to bring awareness to the need of volunteers/speakers to help build our list. For now, the program will be open to current members and non-member. Our goal is to have 20 - 30 speakers and companies signed up before sharing the program with the public.

Our roll-out strategy for this project will continue to be very grassroots in terms of promotion. We plan on sharing a social campaign, and press release to the community as well as directly contacting the community organizers and school



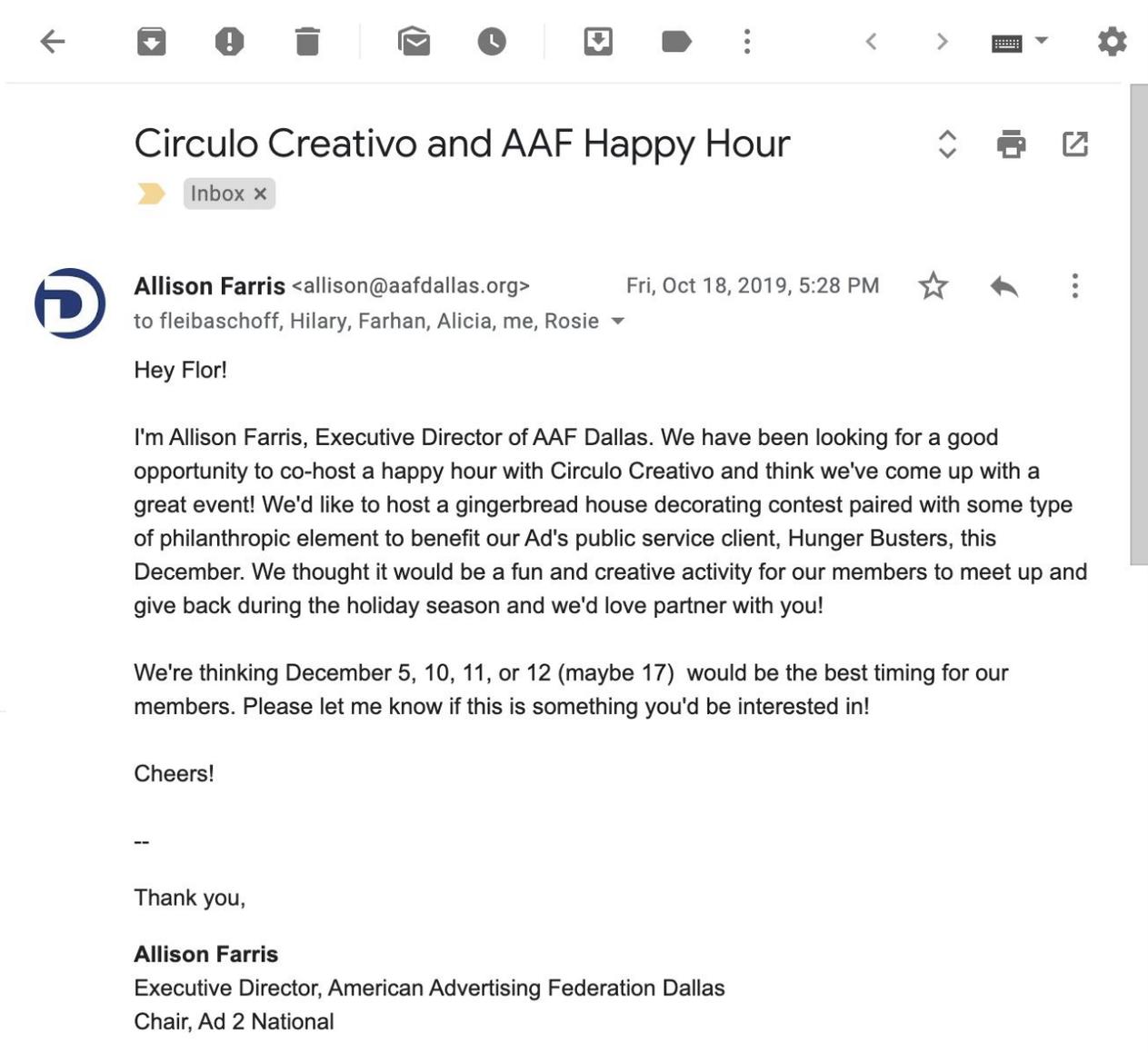
administrators to advise them that this resource is now available. We will guide them to the same landing page as mentioned above where they can request access to the list.

This program is in the early stages of development as we think through the logistics of information distribution. We are confident this will not only help provide our members with a fulfilling volunteer opportunity but also help the children in our community realize their future potential in a career in marketing/advertising.

IN CLOSING...

This year continued to be a year of growth and learning for the Public Service team as we entered our second year of being active. We are finding new ways to not only bring awareness to the needs of our community but continue to strive to create easy and fun ways for our volunteers to want to stay involved. As we look to the future, we are confident the work and relationships created this year will continue to fuel the growth of our volunteers and look forward to creating new programs to encourage participation.

Exhibit #: 1a – Planning Email

A screenshot of an email client interface. At the top is a navigation bar with icons for back, forward, search, and settings. The email title is 'Circulo Creativo and AAF Happy Hour' with a 'Inbox x' tag. The sender is Allison Farris, with a profile picture and contact information. The recipient list includes fleibaschoff, Hilary, Farhan, Alicia, me, and Rosie. The email body contains a message about a gingerbread house decorating contest for Hunger Busters in December. The email ends with 'Cheers!', a signature line, and a full name and title block for Allison Farris.

← [Icons] → [Icons] [Icons]

Circulo Creativo and AAF Happy Hour   

 Inbox x

 **Allison Farris** <allison@aafdallas.org> Fri, Oct 18, 2019, 5:28 PM   

to fleibaschoff, Hilary, Farhan, Alicia, me, Rosie ▾

Hey Flor!

I'm Allison Farris, Executive Director of AAF Dallas. We have been looking for a good opportunity to co-host a happy hour with Circulo Creativo and think we've come up with a great event! We'd like to host a gingerbread house decorating contest paired with some type of philanthropic element to benefit our Ad's public service client, Hunger Busters, this December. We thought it would be a fun and creative activity for our members to meet up and give back during the holiday season and we'd love partner with you!

We're thinking December 5, 10, 11, or 12 (maybe 17) would be the best timing for our members. Please let me know if this is something you'd be interested in!

Cheers!

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Thank you,

Allison Farris
Executive Director, American Advertising Federation Dallas
Chair, Ad 2 National

Exhibit #: 2a – Creative Brief

PROJECT/EVENT NAME	SUBMISSION DATE
Gingerbread House Decorating Contest (Subtitle - Holiday Happy Hour)	11/06/19
CONTACT NAME AND EMAIL	DUE DATE*
Angelica Ocampo aocampo217@gmail.com	11/21/19

*This date is the deadline for submitting a first complete draft/design for all brief components; it doesn't include approval/editing time.

PROJECT/EVENT DESCRIPTION (RELEVANT OVERVIEW INFORMATION)

AAF Dallas will be hosting a Gingerbread making contest at this year's Holiday Happy Hour to be held at The Old Monk (tentative). Contest entry fee will be \$30 for a team of up to 3 people and will include supplies and decorations. Members and non-members of AAF are encouraged to sign up their team for the contest. Entry to the happy hour tickets will start at \$5 and with partial proceeds benefiting Hunger Busters.

PROJECT/EVENT DETAILS

COMMITTEE	Events/Public Service
DATE	Thursday December 12th, 2019
TIME	5:30pm (Tentative)
LOCATION	Old Monk 2947 N Henderson Ave, Dallas, TX 75206 (Tentative)

TARGET AUDIENCE: WHO ARE WE TALKING TO?

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

STRATEGIC MESSAGE: WHAT IDEA(S) MUST WE GET ACROSS?

- Gingerbread making contest will happen at our holiday Happy Hour
- Contest entry fee will be \$30 per team (limit 3 people)
- Happy Hour Cover Charge - \$5/person with partial proceeds benefiting Hunger Busters

PUBLICITY: HOW ARE YOU ADVERTISING THIS PROJECT/EVENT?

Social media, website, and PR.

ADDITIONAL INFORMATION: WHAT ELSE DO WE NEED TO KNOW?

- Graphic 1 should be informational with gingerbread element in design
- Graphic 2 will be a "last call" social post encouraging contest sign-up
- Include AAF and AD2 logos
- *Must be inclusive of all celebrations if Holiday iconography is being used*

DELIVERABLES (FIRST DRAFTS ARE DUE ON LISTED "DUE DATE")

SOCIAL MEDIA GRAPHICS (If more than 1 of a specific graphic, describe needs in Addtl Info)		EMAIL, COLLATERAL AND WEB PAGE GRAPHICS	
FACEBOOK COVER (851x312)	1	EMAIL (HTML TEMPLATE)	0
FACEBOOK POST (1200x630)	2	PROGRAM (TEMPLATE)	0
INSTAGRAM POST (1080x1080)	2	AAF WEBPAGE (315x250)	0
LINKEDIN BANNER (646x220)	0	AAF WEB HOME PAGE (960x300)	1
LINKEDIN POST (1104x736)	1	EVENTBRITE (2160x1080)	0
TWITTER POST* (440x220) (2:1)	0	OTHER (DESCRIBE IN ADD TL INFO)	0

Exhibit #: 3a – Social Media Graphics




LOW EXPECTATIONS
LOTS OF HOLIDAY SPIRIT


AD2 DALLAS

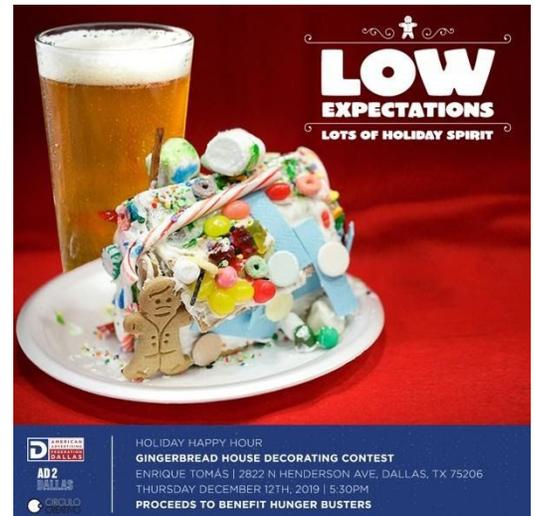

HOLIDAY HAPPY HOUR
GINGERBREAD HOUSE DECORATING CONTEST
 ENRIQUE TOMÁS | 2822 N HENDERSON AVE, DALLAS, TX 75206
 THURSDAY DECEMBER 12TH, 2019 | 5:30PM
PROCEEDS TO BENEFIT HUNGER BUSTERS




LOW EXPECTATIONS
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AD2 DALLAS


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Exhibit #: 4a – Social Media Event Page

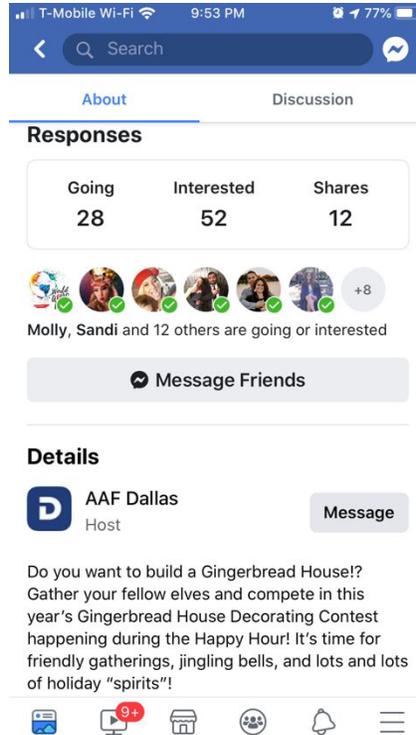


Exhibit #: 5a - Setup



Exhibit #: 6a – Hunger Busters Speaking



Exhibit #: 7a – Contest participants and houses







Exhibit #: 1b - Planning

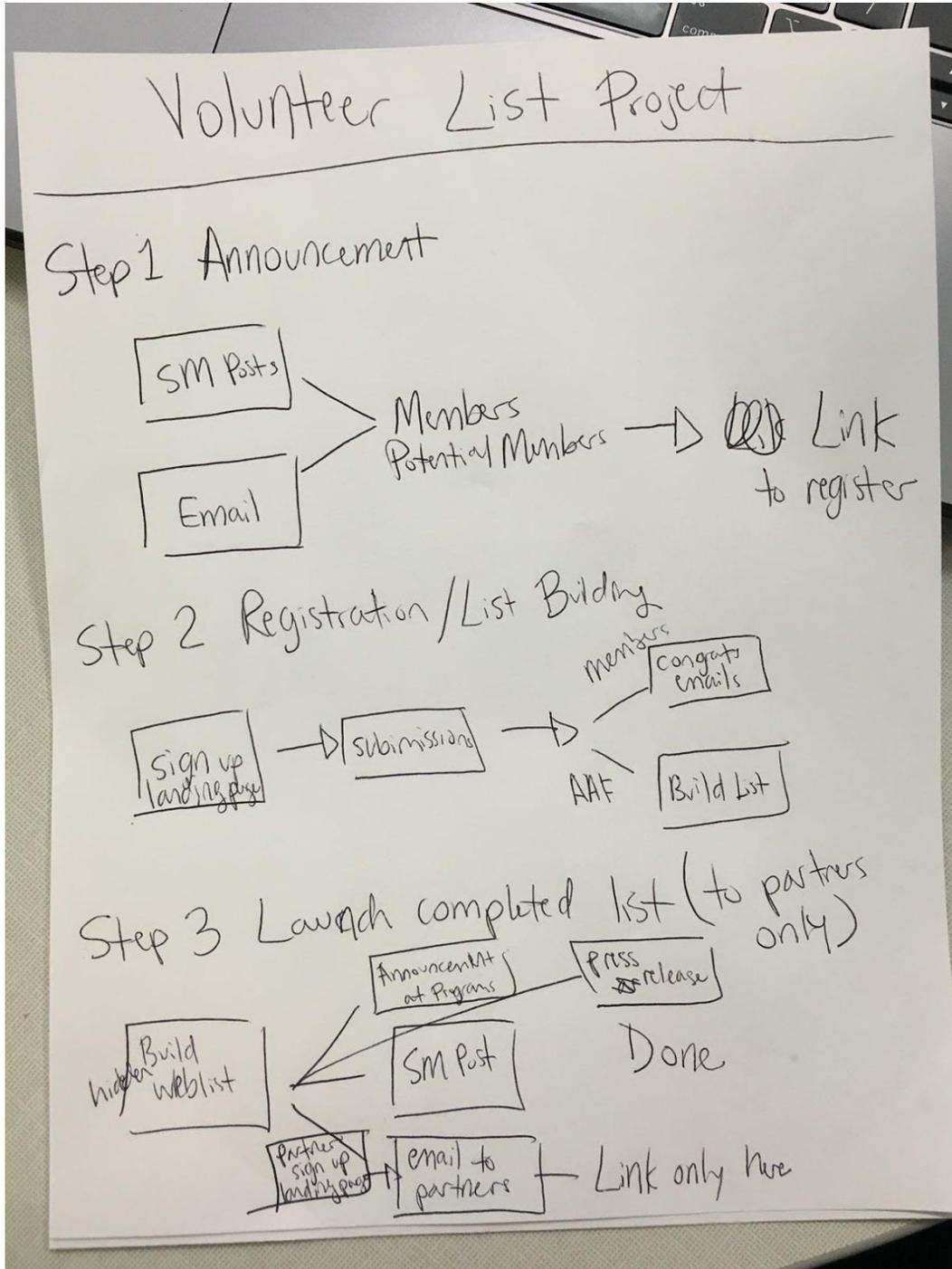


Exhibit #: 2b – Creative Brief for name/branding



PROJECT/EVENT NAME	SUBMISSION DATE
Volunteer Program Name Creation	11/07
CONTACT NAME AND EMAIL	DUE DATE*
Angelica	11/08

* This date is the deadline for submitting a first complete draft/design for all brief components; it doesn't include approval/editing time.

PROJECT/EVENT DESCRIPTION (RELEVANT OVERVIEW INFORMATION)

We are tasked with creating a new name for a speaker volunteer program that will fall under the AAF Dallas umbrella.

Problem: Many educational entities exist to help students become exposed to potential career paths, however they may not have direct access to a variety of speakers and professions willing to volunteer their time.

Solution: With access to a vast selection of local businesses and professionals, AAF Dallas wants to build a resource list of speakers willing to volunteer their time to k-12 school districts, educational organizations and universities. These volunteers will share their paths to success as well as expose students to potential opportunities they may not have been privy to. This list could also include independent businesses that are willing to host these entities to provide tours of their company.

AAF Dallas PS will work on populating the list. Educational entities will then be encouraged to request access to this list to coordinate with speakers directly. (AAF Dallas will not be involved in coordinating speaking engagements. We are only recruiting professionals/businesses to be a part of the list).

TARGET AUDIENCE: WHO ARE WE TALKING TO?

- Audience 1 - Education administrators looking for public speakers/mentors for their students
- Audience 2 - DFW business professionals and companies willing to volunteer as speakers or host company visits.

STRATEGIC MESSAGE: WHAT IDEA(S) MUST WE GET ACROSS?

We're a collective of volunteer speakers/companies available to educational entities