

Membership Development & Communications

Membership Development and Communication is defined as activities designed to enhance a local advertising club or federation and its membership recruitment, retention and involvement and the communication collateral materials and/or websites produced and distributed for these purposes.

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

2. How did you achieve these goals including (but not limited to) the following activities:
 - Projects/Programs
 - Volunteerism
 - Member feedback
 - Club operations
 - Communications

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

4. For each communication vehicle submitted, provide the following:
 - Goals
 - Target audience
 - Budget recap
 - Distribution system
 - Results achieved

Club Achievement: Membership Development & Communications

GOALS

1. Recruitment

- The membership goal for AAF of the Midlands this year was set at 125, which was an ambitious number, considering last year we had 100 members. Currently, we have 112 members, which is a 12 percent increase over last year.

2. Retention

- Our membership goal as it related to retention was simple: retain all previous members. Again, we noted that this was an ambitious goal, as previous individual members may have moved or changed jobs. We retained 13 of 14 of our corporate members from the prior year and added four new ones for a total of 17.

3. Involvement

- We sought to involve at least eight new and current members alike by presenting them with opportunities for involvement on the committee level. Our committee member count by area is as follows: Communications (2), Mosaic (3), Public Service (2), Judging (2) for a total of nine. We found that committee members came from one of two areas; existing members that were interested in getting more involved with AAF, where committee work would set them up for success as potential future board members, and former board members, allowing them to stay involved with AAF without the commitment of board service.

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

4. Projects/Programs

- As a board, we provided substantive programming to current members and also marketed programming to both previous and prospective members, encouraging them to join AAF. We pride ourselves on providing high-quality professional development opportunities, utilizing a diverse set of out-of-market speakers to provide educational opportunities for marketing professionals who may not otherwise have access to it. (Exhibit 1)

5. Volunteerism

- As previously stated, we sought to involve both new and current members alike by presenting them with various volunteer opportunities from simple tasks like setup and cleanup at events, to helping build websites and design logos as part of our public service project. As an example, in planning for this year's gala, it quickly became apparent that we would need to employ the help of volunteers for assistance at setup, during the event and at breakdown. As a result, over half of the individuals who assisted the day of the gala were not board or committee members. We used this as an opportunity to get those individuals invested and involved in AAF. Volunteers also assisted with our Oyster Roast and Media Auction, American Advertising Awards judging, our Art Auction & Kickoff event, and to assist in our Public Service project.

6. Member feedback

- After each event, we sent a survey to all attendees, encouraging them to give us feedback on the programming. This helps us gauge what is and is not working for our membership base and also non-members who attend. The most common rating across the board was either good or very good. We received the following comments about some of our events: "The speaker was great and the atmosphere was great as well."; "Great setting, great artwork, good opportunity to mingle with other members, food/drink selection good too!"; "Talk was informative and fun. The length of the presentation was perfect.";

“Great food, great presentation, and wonderful people. The venue was very nice.”; “Well planned, great food, enjoyed the VIP room. Really great to have the Awards booklet, love that!”; “Beautiful venue, excellent food and I loved seeing everyone so dressed up!”

(Exhibit 2)

- Just as important as written feedback is the unspoken feedback we noted based on the record attendance we had for our programming this year. Our first luncheon was sold out and our second was at 97 percent capacity, attendance was up at our kickoff and oyster roast events, and our American Advertising Awards Gala sold out one week prior to the event, and we had to add a few more tables to accommodate the demand.

7. Club operations

- Membership Co-Chairs Valerie Russell and Kevin DeLoach contacted individuals for membership. These individuals included past, current and potential new members. Prospective members were not limited to the advertising industry. We contacted marketing professionals in the medical industry, education, and other industries. This reflects the fact that the majority of our market is not traditional advertising agencies. Much of our market is composed of in-house professionals. All membership representatives collaborated to form a list of marketing professionals to prospect for membership.
- Incoming President Jeff Lawler contacted all past and existing members for corporate membership with help from Treasurer Sam Bond, Immediate Past President Lenza Jolley and President Joey Wallace. The membership team brainstormed to form a list of corporations to contact. The board also emphasized face-to-face conversations or asks over the phone instead of relying on email for member recruitment. We felt that, the more

personal the touch, the more likely we would be to secure a membership and begin building long-term relationships.

8. Communications

- Social media: We utilize three social media channels: Facebook, Twitter and Instagram. (Exhibit 3) We saw a 7 percent increase in Facebook followers; an 18 percent increase in Instagram followers; and a 1 percent increase in Twitter followers. These figures reflect growing our reach for our communications.
- Email marketing to both members and non-members: we sent out regular Mailchimp communications as a primary means of communication to members. We have 944 subscribers, including current members, past members and potential members. Our open rate is 24.8 percent, which is higher than the Mailchimp average of 21.3 percent. We feel this reflects our audience's interest in the valuable content we send out.
- Website: We use our website as the main hub for information. Since July of last year, we saw 3,840 unique users viewing nearly 10,000 pages, with 90 percent of them being new visitors. This shows that new audiences are seeing our content on a regular basis.
- Cross promotions: We partner with other organizations for some events, including Jingle Mingle, which is an annual event held in conjunction with our local chapters of PRSA, IABC, Media Club and AMA. Cross-promotion of events like this allows us to reach professionals in similar organizations, potentially planting the seeds for future membership with AAF.

Describe your club or federation's use of communication materials for any or all of the following areas:

9. Regular communication with members

- GOALS: We sought to retain current members and attract new members, and consistently keep prospective members in the funnel. We specifically wanted to do this before our Kickoff event in August.
- TARGET AUDIENCE: We reached out to any professionals involved in marketing, who would benefit from our programming and networking opportunities
- BUDGET RECAP: We did not have a budget for communication with members, so all pieces had to be done either in-kind or through no-cost channels
- DISTRIBUTION SYSTEM: Personal contact, including phone calls and interaction at our events.
- RESULTS ACHIEVED: In addition to the figures mentioned above related to social media and newsletter open rates, we believe our event attendance and membership increase are evidence of our regular communication with membership.

10. Event or meeting promotions and announcements

- GOALS: To increase attendance at our special events and luncheons.
- TARGET AUDIENCE: We reached out to marketing, communications and advertising professionals in the Midlands. Depending on the event, we would also target specific groups. For example, we sought out marketing professionals who worked at nonprofits to encourage them to attend our Oyster Roast and Media Auction since they tend to have smaller marketing budgets, and the auction typically includes media packages that can be purchased at a great value.
- BUDGET RECAP: All efforts used existing digital channels, so aside from annual website hosting and domain fees, there was no charge. We have fewer than 2,000 subscribers in Mailchimp, so we are able to utilize the free account. All other digital channels are free social media accounts.

- DISTRIBUTION SYSTEM: We shared our information via Mailchimp emails; posts on Instagram, Twitter and Facebook; and the website calendar.
- RESULTS ACHIEVED: For our annual Kickoff and Art Auction, we saw an 8 percent increase in advanced registrations this year with 149 compared to 137 in 2018. For our Oyster Roast and Media Auction, we saw a 22 percent increase in ticket sales with 92 this year compared to 75 in 2018. Members receive free admission.

11. Communication with nonmembers

- GOALS: We wanted to reach marketing, communications and advertising professionals in the Midlands who would benefit from membership and encourage them to join.
- TARGET AUDIENCE: We aimed for marketing, communications and advertising professionals in the Midlands. Industries of marketing professionals included but were not limited to hospitals, schools, agencies, automotive, etc.
- BUDGET RECAP: We did not have a budget for communication with nonmembers, so all pieces had to be done either in-kind or through channels that did not have a cost.
- DISTRIBUTION SYSTEM: We used two primary vehicles for nonmember communication. One was a postcard-sized printed piece promoting membership that we distributed; we had 250 copies printed in kind and distributed them at all AAF events. (Exhibit 4) Two versions were created. They featured testimonials from past and current members. The second version included a photo of our board to help members recognize us at events. We also have a number of people on our email list that are not members, so we are maintaining contact with marketing, communications and advertising professionals in the area. Whenever someone attends an event as a nonmember, their email is added to the database so that we can maintain contact with them in the future.

- RESULTS ACHIEVED: We were able to increase membership by 12 percent and secure four new corporate members.

12. Self-promotion

- GOALS: To show the value and benefits of AAF membership.
- TARGET AUDIENCE: We reached out to current members to maintain their engagement, and marketing, communications and advertising professionals in the Midlands as potential members.
- BUDGET RECAP: We did not have a budget for self-promotion, so all pieces had to be done either in kind or through channels that did not have a cost.
- DISTRIBUTION SYSTEM: In addition to the print piece mentioned earlier, we used social media this year to promote and show the value of AAF. We did two campaigns. One was the “\$20 campaign” (Exhibit 5) where we pointed out that individual membership is less than \$20 a month and then illustrated what \$20 a month could purchase. It buys you lunch, a few trips to a coffee shop, etc. But do any of those things further your career the way AAF does? We also did a board member spotlight series where we did short social posts about our board members. It enabled members and nonmembers to get to know the board better and showed the diversity of the board itself.
- RESULTS ACHIEVED: The increase in membership reflected success in our self-promotion.

13. Others: Use of Social Media to Increase American Advertising Awards submissions

- GOALS: We wanted to increase not only the number of submissions for the American Advertising Awards but also the number of entrants we had. Because of the composition of our market, we have more in-house and freelance members than agency members, so we wanted to make sure that there wasn't a perception that this was only for agencies.

- TARGET AUDIENCE: We sought out our members and marketing, communications and advertising professionals who would have work that qualifies for the American Advertising Awards. We also made a concerted effort by calling or emailing individuals and companies who had submitted work in previous years but did not submit last year to encourage them to submit this year.
- BUDGET RECAP: We did not have a budget for this campaign, so all pieces had to be done either in kind or through channels that did not have a cost.
- DISTRIBUTION SYSTEM: We used social media to promote take-in day for six weeks up to the deadline. Each Friday for those six weeks, we featured a 2019 American Advertising Awards recipient. We specifically made sure to highlight an even mix of agency, in-house and independent work. (Exhibit 6)
- RESULTS ACHIEVED: We saw a 66 percent increase in American Advertising Awards submissions from 118 in 2019 to 196 in 2020. We also saw a number of first-time entrants and entrants who had not submitted in recent years.

Overall this year, our growth in members, our events, and our programs were very strong. We made it a priority to communicate in person as often as possible and to communicate regularly to keep our members engaged. We are well within our budget and all of our events have been met with increased overall attendance, positive feedback and have included a diverse range of content. We hope to continue the momentum we have built up this year and grow our membership even more. Because so many of our luncheons were at capacity, we are already investigating either increasing available space or moving to a new venue to support our growing club. Despite issues with COVID-19, we are well on the way to finalizing our 2020-2021 board and getting a head start on next year's events.

Exhibit 1: Speakers



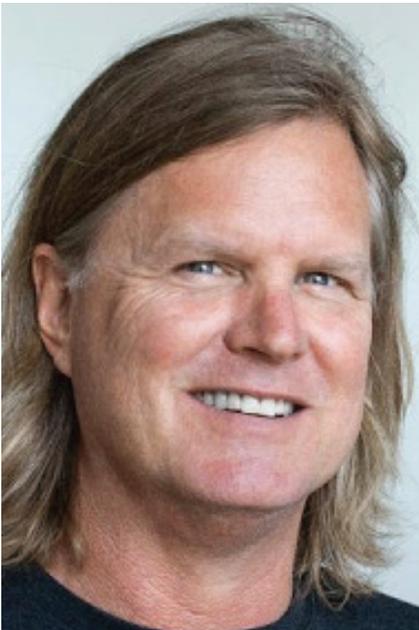
Jennifer Sutton
Bright + CO Marketing
September Speaker



Yeosh Bendayan
Push Button Audio
January Speaker



Tiffany Andrews
Myrtle Beach Convention Center
February Speaker



David Oakley
BooneOakley
March Speaker
(rescheduled for June)



Shane Santiago
Bravely
April Speaker
(rescheduled for fall 2020)



Ryan Beck
Beck Digital
May Speaker

Exhibit 2: Sample Survey

Entry #: 3

Date Submitted: 1/23/2020 11:28 AM

Satisfaction of Event

Overall, how would you rate this professional development luncheon?

Very Good

What did you like about the luncheon?

Talk was informative and fun. The length of the presentation was perfect.

What did you dislike about the luncheon?

Length of Luncheon

Was the luncheon length too long, too short or about right?

About right

Organization of Luncheon

How organized was the luncheon?

Good

Board Members/Committee Members

How helpful were the board and committee members?

N/A

Did you feel you received the right amount of information prior to the luncheon?

Perfect amount

Luncheon Speaker

How would you rate the presenter(s) at this luncheon

Very Good

Do you plan on attending our next event?

Maybe

Exhibit 3: Social Media Posts

AAF of the Midlands added an event.
March 4 at 5:36 PM · 🌐

The Social Buzz Around March Madness

COLUMBIA SC SPORTS **AAF** **U of SC.**

AMERICAN ADVERTISING FEDERATION OF THE MIDLANDS COLUMBIA, SC

TUE, MAR 24 AT 6:30 PM

The Social Buzz Around March Madness
800 Sumter St, Columbia, SC 29201, United States

★ Interested

👤 Danielle, Jennifer and 10 friends

AAF of the Midlands
Published by Eva Foussat · January 7 · 🌐

This is us putting in all of our American Advertising Awards submissions! Spoiler alert: we're not done yet. Luckily take-in days aren't until Thursday and Friday, so we've got time to finish. 🙌🏻

190 People Reached 23 Engagements [Boost Post](#)

AAF of the Midlands is with Sam Bond.
Published by Eva Foussat · January 10 · 🌐

Happy take-in day! We'll be here until NOON to take your American Advertising Award submissions. See you soon! 🙌🏻

145 People Reached 19 Engagements [Boost Post](#)

AAF of the Midlands
Published by Hootsuite · February 18 at 11:20 AM · 🌐

It's a new year, which means time to introduce you to another one of our Board Chairs. Eva Foussat, owner of Eva Foussat Creative, has been a member of AAF since she started her career with Lexington Medical Center in 2006. It has allowed her a way to not only spread her network wide but to meet other creative professionals as well. As she says, you never know where you'll meet your next colleague, partner, vendor, co-worker or employer!

AAF

EVA FOUSSAT
Owner, Eva Foussat Creative
AAF OF THE MIDLANDS COMMUNICATIONS CHAIR

AAF of the Midlands
Published by Hootsuite · December 17, 2019 · 🌐

Valerie Russell spends her time as a media executive as well as our membership co-chair. Her key to success is to network with other successful marketing professionals, which is why she joined AAF.

AAF

VALERIE RUSSELL
Media Executive
AAF OF THE MIDLANDS MEMBERSHIP CO-CHAIR

AAF of the Midlands
Published by Lauren McAlexander · November 25, 2019 · 🌐

Meet Heather Singleton, Resource Development Division Director at United Way of the Midlands as well as our Mosaic Committee Chair. You can meet her and other members of AAF at our Life After Work event tomorrow night at Graduate Columbia from 5:30 - 7:30.

She recently dove into the PR and advertising industries so joined AAF to grow in these areas, professionally, and to network with others in the field.

She has been successful by following this rule: "You have a voice! "No matter if you are a graphic designer, fundraiser or copywriter, you are your biggest champion. You have something to say, and in order to be a success, you have to find your voice through your gift and allow it to be heard."

AAF

HEATHER SINGLETON
Resource Development Division Director, United Way of the Midlands
AAF OF THE MIDLANDS MOSAIC COMMITTEE CHAIR

AAF MIDLANDS Posts

aafmidlands

CALLING ALL ARTISTS!
Want to be featured at our next event?
Visit AAFMidlands.com/kickoff

AAF
OF THE MIDLANDS

View Insights Promote

Liked by sodacitizen and 24 others

aafmidlands Calling all artists! Our annual Kickoff & Art Auction is next month. Are you interested in having your artwork featured? Let us know! 🎨

View all 4 comments

AAF MIDLANDS Posts

aafmidlands

7 DAYS UNTIL KICKOFF!

View Insights Promote

Liked by sodacitizen and 11 others

aafmidlands We're just one week away from our annual Kickoff & Art Auction! Do you have your tickets yet! 🎨 🎟️ 🎟️ 🎟️ Link in the bio!

August 15, 2019

AAF MIDLANDS Posts

aafmidlands

1 DAY UNTIL KICKOFF!

View Insights Promote

Liked by sodacitizen and 8 others

aafmidlands Tomorrow, tomorrow, Kickoff is tomorrow! Join us tomorrow night at 5:30 at City Market in the Vista for our annual Kickoff... more

August 21, 2019

AAF MIDLANDS Posts

aafmidlands

Oyster Roast & Auction
#SHUCKYEAH

View Insights Promote

Liked by sodacitizen and 5 others

aafmidlands Today's the day! See everyone at Carolina Haven tonight at 5:30!

November 7, 2019

AAF MIDLANDS Posts

aafmidlands

The American Advertising Awards
CALL FOR ENTRIES NOW OPEN!

View Insights Promote

Liked by sodacitizen and 10 others

aafmidlands Do shiny holiday decorations make you think about shiny Addys? Well you're in luck because call for entries for the 2020 American... more

November 15, 2019

AAF MIDLANDS Posts

aafmidlands

DAYS UNTIL Oyster Roast & Auction

View Insights Promote

Liked by sodacitizen and 5 others

aafmidlands The count is on! One week from today is our annual Oyster Roast & Auction! We still have tickets left, so get yours today! 🎟️ 🎟️ 🎟️ Link in the bio! 🎟️

October 31, 2019

AAF of the Midlands
Published by Hootsuite (1) · February 7 · 🌐

Ahem - you had me at Speakeasy VIP. 🍸 This year for the American Advertising Awards Gala, there will be a VIP Speakeasy that includes entry to the event 1 hour early, champagne, hors d'oeuvres and of course rubbing elbows with the best of the best creatives and advertisers in Columbia. 🎉 🍷 🍷 🍷 Sound good to you? Then head over to AAFMidlands.com/AAwards today. VIP tickets are limited, so get them while you can! 🎟️

DID YOU SAY VIP?

AAF of the Midlands
Published by Eva Foussat (1) · February 13 at 4:45 PM · 🌐

Hoping to buy a VIP table for the American Advertising Awards Gala next weekend? Well looks like the early birds got the tables, because we're all sold out. But don't fret! Individual VIP and general admission tickets are still available. But they're going fast, so get them ASAP! 🎟️ 🎟️ 🎟️ Visit AAFMidlands.com/AAwards for tickets.

VIP TABLES ARE SOLD OUT!

Click to expand

AAF of the Midlands
Published by Hootsuite (1) · September 10, 2019 · 🌐

Our next luncheon is officially SOLD OUT! We'll see y'all next Tuesday! 🍷

OUR NEXT LUNCHEON IS SOLD OUT!

193 People Reached 9 Engagements Boost Post

AAF of the Midlands
Published by Hootsuite (1) · September 30, 2019 · 🌐

Today is the LAST DAY to take advantage of our EARLY BIRD DISCOUNT! Renew or join at AAFMidlands.com/join today! 🎟️

Early Bird DISCOUNT ENDS TODAY!

170 People Reached 4 Engagements Boost Post

Exhibit 4: Membership Postcard



AAAF AMERICAN ADVERTISING FEDERATION®
THE UNIFYING VOICE FOR ADVERTISING®

JOIN TODAY

- National Speakers
- Networking Events
- Education
- AA Awards Incentives
- National Discounts

AAAF AMERICAN ADVERTISING FEDERATION®
THE UNIFYING VOICE FOR ADVERTISING®

We're dedicated to serving our members by protecting, educating and advancing advertising interest in South Carolina.



Andrew Evans, Marketing Communications Manager, Cognito Forms

AAAF has helped me advance my career by offering opportunities that may not have been available elsewhere. I've been able to develop my leadership abilities and create a national network of industry connections, all while working beside some of the best people in the business.

JOIN TODAY

aafmidlands.com

Exhibit 5: \$20 a Month Social Campaign

AAF MIDLANDS Posts

 aafmidlands

Things You Can Do for About \$20 a Month

Two Streaming Music Subscriptions



[View Insights](#) [Promote](#)

Liked by sodacitizen and 15 others

aafmidlands An individual membership for AAF costs a little more than \$20 a month. Your membership includes networking with industry... [more](#)

July 25, 2019

AAF MIDLANDS Posts

 aafmidlands

Things You Can Do for About \$20 a Month

Five Trips to Starbucks



[View Insights](#) [Promote](#)

Liked by sodacitizen and 15 others

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July 25, 2019

AAF MIDLANDS Posts

 aafmidlands

Things You Can Do for About \$20 a Month

One Lunch Out with a Friend



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aafmidlands An individual membership for AAF costs a little more than \$20 a month. Your membership includes networking with industry... [more](#)

July 25, 2019

AAF MIDLANDS Posts

 aafmidlands

Things You Can Do for About \$20 a Month

Advance Your Career with



[View Insights](#) [Promote](#)

Liked by sodacitizen and 15 others

aafmidlands An individual membership for AAF costs a little more than \$20 a month. Your membership includes networking with industry... [more](#)

July 25, 2019

Exhibit 6: #FBF for Last Year's Winners

AAF of the Midlands
Published by Hootsuite [?] · November 29, 2019 · [?]

#fbf to the 2019 American Advertising Awards when University of South Carolina picked up 7 Addys! Here's a couple of pieces that won! Is your in-house team as awesome as them? Show us your stuff! Now accepting entries in the 2020 AAwards, so visit AAFMidlands.com/aaawards today!



100 People Reached 5 Engagements [Boost Post](#)

👍❤️👎 4

👍 Like 💬 Comment ➦ Share 🌐

AAF of the Midlands
Published by Hootsuite [?] · December 6, 2019 · [?]

Time for another #fbf to our 2019 American Advertising Awards Gala! Chernoff Newman walked away with an impressive 11 wins that night. Check out some of the work! Think you can beat that number? Now accepting entries in the 2020 AAwards, so visit AAFMidlands.com/aaawards today!



104 People Reached 9 Engagements [Boost Post](#)

👍❤️👎 6

👍 Like 💬 Comment ➦ Share 🌐

AAF of the Midlands
Published by Hootsuite [?] · December 13, 2019 · [?]

They do more than provide you almost any resource you could imagine on your learning journey, Richland Library also produces creative content that wins awards. #fbf to the 2019 American Advertising Awards when they picked up four, to be exact! Now accepting entries in the 2020 American Advertising Awards at aafmidlands.com/aaawards



100 People Reached 11 Engagements [Boost Post](#)

👍😄👎 5

👍 Like 💬 Comment ➦ Share 🌐

AAF of the Midlands
Published by Hootsuite [?] · December 20, 2019 · [?]

It's a bird! it's a plane! Nope. It's Adams Outdoor Advertising's award winning billboards up in the sky. #fbf to the 2019 American Advertising Awards Gala when they brought home three Addys! Want to submit a billboard of your own? Visit aafmidlands.com/aaawards today.



110 People Reached 19 Engagements [Boost Post](#)

👍😄👎 6

👍 Like 💬 Comment ➦ Share 🌐

AAF of the Midlands
Published by Hootsuite [?] · December 27, 2019 · [?]

Mapping out your American Advertising Awards entries? Check out this work from Softdocs as inspiration! #fbf to last to the 2019 American Advertising Awards Gala when they won three Addys! Don't forget to submit for the 2020 awards at AAFMidlands.com/aaawards!



208 People Reached 6 Engagements [Boost Post](#)

👍😄👎 2 1 Share

AAF of the Midlands
Published by Hootsuite [?] · January 3, [?]

A new year deserves some new awards! Take In Day for the American Advertising Awards is next week. #fbf to last year's Gala when Cyberwoven took home three awards for some pretty awesome work. Check it out here! There's still time to submit your work at aafmidlands.com/aaawards today.



292 People Reached 12 Engagements [Boost Post](#)

👍😄👎 5 2 Shares

👍 Like 💬 Comment ➦ Share 🌐