



MEMBERSHIP DEVELOPMENT & COMMUNICATIONS

We are proud that our AAF Nebraska club is more than 116 years old. In fact, our Nebraska chapter is one of the oldest clubs in the AAF organization nationwide. This year marks an exciting change as we merged with the Lincoln chapter to become AAF Nebraska. By combining the local Nebraska chapters and becoming a statewide organization, this has opened the door to many exciting membership possibilities. AAF Nebraska leadership and member team have molded the new direction of our organization's membership goals. An example of this would be how the COVID-19 pandemic made us re-examine our retention efforts and programming. This year we have taken what we learned and applied it on a statewide level. The main goal this year is growth. We have approached this goal by targeting strategic businesses and their employees. With digital tools, calls and email reach outs, boots on the ground and grassroots word of mouth - we achieved 34% growth in membership this year over last year.

Overview: Membership Goals

- **Recruitment** - Seek diverse businesses and professionals with a range of expertise, ages, genders, and multicultural backgrounds.
- **Retention** - To increase the percentage of members who renew to 75%
- **Involvement** - To increase attendance at events with an average participation of at least 25 people

We worked our plan through the following activities:

- Projects/Programs – Ambassador Program – Network at events, sit with guests and potential members, only one committee member per table.
- AdPerks Program – Provide benefits and special items to members for attending events.
- Volunteerism and Public Service Support – Holiday Party – Seek raffle and silent auction items for the event that promotes unity among all members and non-members and benefits the chapter and our Public Service recipient.
- Member Feedback – Survey targeted at general membership to see how we can enrich the membership experience. We incentivized the survey with a \$50 visa gift card. We received record feedback (212 Responses - from current, past, and potential members).

Strategies and Tactics:

AAF Nebraska has put emphasis on ensuring our members are being offered a variety of events to choose from. These range from social networking events to professional development in-person events, professional in-person events, while keeping a constant focus on location to geographically attract our neighboring cities and potential new members. This has become more important now as we reach members in Lincoln and throughout the state.

We identified and targeted local businesses for group memberships. This has created incredible buy-in and more accountability for organizations to attend AAF Nebraska events / programs.

We hosted free AdConnect networking happy hour events for members by securing sponsorships to offset these event costs. We consistently highlighted these at events, via email invitations, social media posts and reaching out to new members personally with phone calls.

While hosting our events we have implemented digital marketing tools to help track attendance as well as a quick ability to sign up new members on site. Each event that we host has QR codes laid out on the tables. These QR codes allow anyone with a smartphone to pull up our membership landing page with information about AAF as well as the ability to sign up and become a member.

We know that getting people to attend events goes hand-in-hand with finding value in the club and membership. We have confidence that every event we host brings benefits to the professional lives of our attendees. Via email and social media, AAF Nebraska has direct access to more than 2,000 advertising, marketing, and communication professionals, both members and non-members. In order to increase participation at events, we started planning events and programs two months in advance. Event announcements were included in our monthly eNewsletter, in individual emails, on social media posts and as verbal announcements leading up to the event. As an added perk for members, early-bird pricing has been added to many event registrations to encourage more value in membership and early registrations. This year we also updated the AAF Nebraska Recruitment Video. This video was produced by a member company and is shared on every AAF Nebraska platform and is also used by the Community Outreach Committee during their presentations.

Emphasis on AAF Nebraska as the main voice for the advertising and marketing community has been one of our strongest selling points. We know that people today face multiple demands on their time and money. This means that many are joining fewer organizations.

We are presenting AAF Nebraska as a valuable organization, with many measurable benefits for our members:

- the opportunity for growth from industry education and development,
- many networking opportunities to meet potential clients,
- the chance to be proactive regarding legislative issues affecting our industry, national discounts on shipping/car rentals/insurance/office supplies/etc., and
- connecting college students with professionals, opportunities to share expertise with more than 110 students during our Meet The Pros student conference and many other value-added opportunities.

This message was shared across all social platforms, in email communications, through public announcements at AAF Nebraska events, and during one-on-one conversations.

One of our strongest selling points this year has been our strong influence throughout Nebraska advocating for the rights of advertisers and through our Legislative team's grassroots efforts keeping watch for legislative activity that will affect our members and advertisers. We use our recruiting brochure which emphasizes these values and benefits of an AAF Nebraska membership. In the spring AAF Nebraska members participated in Ad Day Under the Dome visiting Nebraska lawmakers by appointment sharing our message that the advertising industry helps cultivate a stronger, more vibrant Nebraska helping to create sales and jobs generating more than 15% of the economic activity in Nebraska.

This year our leadership took a boots on the ground approach securing new memberships from agencies and advertising professionals in Lincoln, Nebraska. In addition, our president and executive director have made personal appointments during day-long visits in Lincoln with current and prospective members. These meetings have been valuable in getting to know the Lincoln market and how our local, now statewide organization can benefit members in Lincoln and throughout the state. We met with leaders from other member trade organizations in Lincoln to collaborate on upcoming programming. Out of these meetings we have developed a new program for the Associated General Contractors of America Nebraska Building Chapter and will be working with the Lincoln chapter of the American Marketing Association in conjunction with our ON Brand conference in July. We renewed 50% of AAF Lincoln's 2020-2021 membership and have gained 12 additional new memberships from Lincoln professionals via in-person and individual Zoom meetings with prospective new members.

Finally, AAF Nebraska leadership cares about being proactive in being able to provide every member with what they feel is important to their paid experiences. One way that we are doing this is every year we ask for input and feedback through event surveys. These surveys gauge club satisfaction and request ideas for all areas of our club. Improvements that AAF Nebraska made as a result of the surveys included: emphasizing more thought leader speakers and professional development as the top membership benefit, communicating more networking opportunities, posting more local company news and successes in our social media postings, and ensuring non-members receive our AdMuse eNewsletter.

RESULTS:

- Retention – Our one-on-one calling and email follow-up with late renewing members, has allowed just under 75% of expiring and late renewing members back to our club.
- Recruitment – We were successful with new member recruitment, increasing general membership from 130 members last year to 197.
- Member Perk Program - Members enjoy free social and networking by attending AdConnect events along with raffles and door prizes at these events.
- Our membership numbers are strong, and we are achieving goals in many areas set at the beginning of the year. With three months left in our fiscal year, we are on target to further increase our membership from advertising agencies, corporate marketing departments, media representatives and vendors.

COMMUNICATIONS

Channel 1 – AdMuse monthly eNewsletter

Areas of Use: Regular communication with members; event or meeting promotions and announcements; communication with non-members; self-promotion; others (press releases).

Goals:

- Rebrand the eNewsletter to AAF Nebraska and implement a new design format.
- Continue to produce a relevant, informative, and educational monthly eNewsletter to remind the target audience about club news, initiatives such as diversity, inclusion and equity (DEI) efforts, events and the benefits of membership.
- Continue the practice of consistent sharing of press releases with our members.
- Complete monthly audits of our e-mailing list.

Target Audience: Chapter members and interested non-members in the local advertising community, including students.

Budget Recap: There is no hard cost for monthly production or publication. The communications committee donates all needed assets. The monthly fee to utilize and distribute emails via MailChimp is donated by a member company. AAF Nebraska pays a monthly fee for Wild Apricot, which we use for managing our

AAF Nebraska Professional Development Webinar
Creating an Inclusive Workplace and World
Keynote Speaker Adam Miller, Director, Diversity and Inclusion, Barkley
Tuesday, Feb. 8, 2022
12 p.m.
Free to AAF Nebraska Members & Students | \$10 Non-Members/Guests

Adam Miller is the Director of Diversity and Inclusion for Barkley where he leads all diversity, equity, inclusion and belonging efforts for the agency to cultivate a culture in which all partners of Barkley can bring their full, unique selves to work each day. Additionally, he leverages those internal learnings to support clients in their DEI+J journey.

Miller is a Kansas State University graduate and Fulbright scholarship recipient, which he completed in Mendoza, Argentina. He was previously the inaugural Director of the Green Fellowship program at Teach For America.

For his entrepreneurial endeavors, Miller is part owner of a virtual winery called The AV Collection. Additionally, he is the co-founder of The WorkoutKC, an outdoor functional fitness gym created in the midst of the pandemic for Kansas Citizens to prioritize their fitness in a safe, socially-distanced manner.

Miller also serves as a board member for The BrandLab, Big Brothers Big Sisters of Kansas City, and Visit KC. For his contributions internal to Barkley, Adam was awarded the 2021 Add Good Award, given to one individual in the company who bleeds contribution, inspires those around them, and strives to edify the culture, community and work.

[REGISTER](#)

membership list, event registrations and membership renewals.

Distribution System: AdMuse is distributed through MailChimp and is delivered to more than 1,700 email addresses each month.

Results Achieved:

- From April 2021 – March 2022, a monthly edition of AdMuse was published.
- The average email open rate was 26.7 % (9.3% higher than the year prior) and the average click-through rate was 2.6% (.6% higher than the year prior).
- The communications committee has also learned that event-related content receives the most clicks. With that knowledge, events have become a priority in the eNewsletter content.
- A brand refresh was designed and applied to the newsletter in July 2021 with our new name and new brand standards. The eNewsletter team has developed a more appealing format for subscribers along with more informative articles and information included in each issue of the eNewsletter.

Channel 2 – Chapter website –aafnebraska.org

Areas of Use: Regular communication with members; event or meeting promotions and announcements; communication with non-members; self-promotion; others (press releases).

Goals:

- Rebrand, redesign and continued refreshing and updating information and material on the website.
- Continue to offer a site that gives the target audience easy access to helpful resources, including job and resume postings, membership sign-up and renewal, DEI initiatives, and registering for events.

Target Audience: Chapter members and interested non-members in the local advertising community, including students and young professionals.

Budget Recap: There are no hard costs for the development or posting of content. The communications committee donates all prior mentioned assets. AAF Nebraska pays monthly fees for site hosting and for use of Wild Apricot software, which is integrated into some of the site pages. Minimal expense was incurred for adding a new website address and a member organization did the backend website development for the club at no cost.

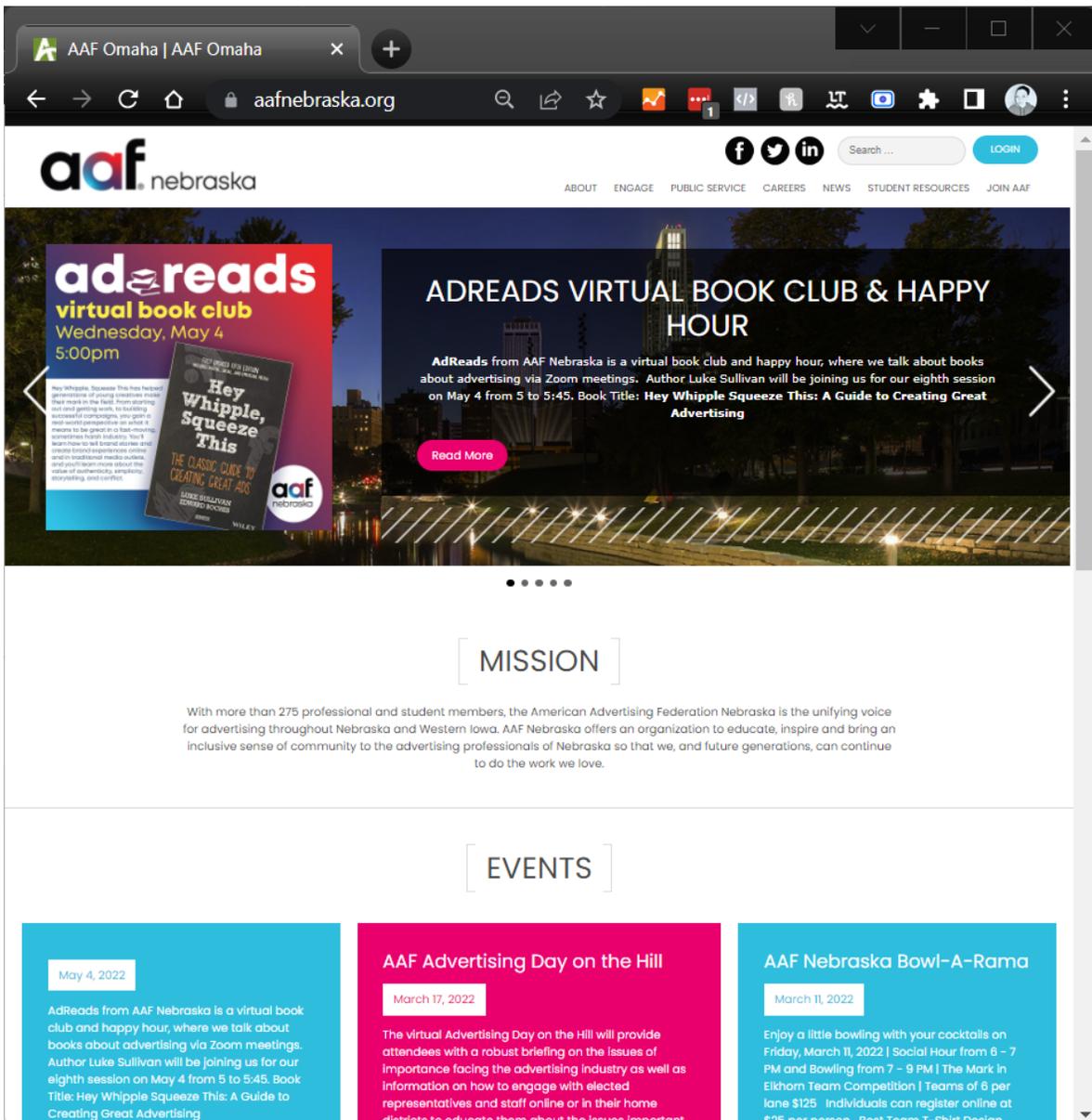
Distribution System: The website (aafnebraska.org) is viewable from any internet connected browser. The web address is mentioned/branded in all distributed AAF Nebraska communications, including the AdMuse eNewsletter and applicable social media sites. The site can also be easily found through internet search engines as a result of organic search engine optimization efforts.

Results Achieved:

- The target audience could access aafnebraska.org for the following: local and national chapter news; information on membership benefits, directories for local members and local member companies, board member bios and

contact information; to sign up for membership or renew expiring membership; register for upcoming events; view job postings; and access to the current AdMuse eNewsletter and archives of past issues of AdMuse.

- This year we put an emphasis on keeping our job board active and up-to-date, and promoting our resume posting service to members and student members. With the assistance of a member agency the website aafnebraska.org was designed and branded with a new landing page and new navigation throughout the site. We have also utilized the site to post our webinars and events so they could be watched on-demand after the live event, a new benefit implemented during the pandemic.
- Between March 10, 2021, and March 24, 2022, aafnebraska.org hosted on average 75 unique visitors each month that spent an average of 1:58 minutes on the site per visit and viewed approximately 1.2 pages per visit. Event emails sent through Wild Apricot, the club's member, and event registration management software, are directed to this platform for event registrations and not to our website. Average open rates on emails sent through Wild Apricot is 38%. We anticipate that these analytics will be steady throughout the year and will continue to grow.



Channel 3 – Broadcast emails

Areas of use: Communication with members; event or meeting promotions and announcements; communication with non-members; self-promotion; other (press releases).

Goals:

- Rebrand all broadcast emails.
- Keep our target audience informed about important local and national club news, upcoming events, and benefits of membership.

Target Audience: Chapter members and interested non-members in the local advertising community, including students.

Budget Recap: There is no hard cost of production or publication of emails from AAF Nebraska. All needed assets are donated by the communications committee. AAF Nebraska pays a monthly fee to utilize and distribute broadcast emails through Wild Apricot.

Distribution System: Broadcast emails are distributed via the broadcast email option of Wild Apricot and MailChimp, and each email is distributed to more than 1,700 subscribed addresses.

Results Achieved:

- March 10, 2021- March 24, 2022: Approximately 85 email blasts were distributed to specific target audiences.
- These emails provided details on the following: upcoming events with links to registration; invitations to member and non-member surveys; local club news; national news; and reminders about benefits to members.
- All AAF Nebraska emails and communications were rebranded with our new name and new brand standards.

[View this email in your browser](#)



March 2022 In-Person & Virtual Events

Meet the Pros Professional Development Luncheon
DAY ONE
March 3, 2022 | 11:30 AM | Salvation Army Kroc Center



Nikki Villagomez is a nationally recognized speaker on typography. She is a graduate of Louisiana State University with a BFA in Graphic Design. After working as a designer in New York City, she moved to her home state of South Carolina where she became a fulltime freelancer. Nikki is the founder and former president of the South Carolina chapter of AIGA. She has been an educator teaching Graphic Design and Typography at the University of South Carolina and the University of Akron. Currently, Nikki lives in Charlotte, NC and is the Senior Vice President of Brand & Marketing at DHG, one of the top 20 public accounting firms in the country.

In her free time, she maintains her blog about how culture affects typography. Check out Nikki's Culture+Typography blog here: <https://nikkivillagomez.wordpress.com/>

Join AAF Nebraska and Nikki Villagomez for a look into how culture affects typography and decision-making processes in everyday life. In her presentation, Nikki will use pictures taken throughout her travels to discuss the comparisons (and contrasts) in type choices based on location. This is where YOU come in! Help shape the event's content by sending in photos of your favorite Nebraska typography.

Nikki will use the photos you send in to create her presentation. For the next few weeks, we challenge you to really look at the everyday typography that



Creative Nebraska The 2022 Nebraska Advertising Awards

Award show February 19, 2022

Entries have closed and judging is about to begin. It's time to buy your tickets to the Creative Nebraska awards show.

Saturday February 19, 2022

The Kaneko Gallery
1111 Jones Street
Omaha, NE 68102

Cocktail hour starts at 6:00 pm and show will begin promptly at 7:00 pm

Single ticket price - \$95
Table price (seats 8) - \$500

[Buy tickets](#)

[Meet the judges gathered from across the country.](#)

Should we need to change the event to a virtual show due to COVID-19 safety concerns, partial refunds will be applied.

Thank you to the Creative Nebraska Sponsors:



Channel 4 – Local Club Pages on Social Media

Areas of Use: Regular communication with members; event or meeting promotions and announcements; communication with non-members; self-promotion; other (press releases, etc.).

Goals:

- Improve processes for the communication committee– clear timelines, consistent posting.
- Improve event promotion processes for the event committees.
- Build a library of evergreen creative assets.
- Build a well-rounded team by adding volunteers (3-5 members).

Target Audience: Chapter members and interested non-members in the local advertising community, including students.

Budget Recap: There is no hard cost for AAF Nebraska to maintain social media accounts and post to followers.

Distribution System: AAF Nebraska’s social media pages on LinkedIn, Facebook and Twitter are viewable from any internet connected browser, or through each channel’s app. The Instagram page is also viewable through the app. Links to the pages are active on each issue of the AdMuse eNewsletter, and on every page of the aafnebraska.org website.

Goal and Results Achieved:

- Improve social communication process.
- Successfully maintained and efficient process for consistent social media postings. We achieved this by creating an annual view of key events and monthly social calendars to outline posts per week and per channel. These calendars ensured we covered upcoming events & special needs of the club while providing visibility to the club President and Executive Director. To stay on top of posting, the committee used Hootsuite to schedule content in advance.

What we did- As a result of consistent posting & messaging:

- AAF Nebraska’s Facebook page increased by 5% compared to last year - from 597 to 627 followers. Engagement rate increased from 1.5% to 2.8%.
- After becoming active on LinkedIn last year, AAF Nebraska’s page increased by 40% – from 205 to 289 followers. Engagement rate increased from 2.5% to 5.1%.
- The club’s Twitter page currently has 1,538 followers with Instagram growing to 582 followers.

We learned the most successful posts revolved around: Member features & their achievements, event photos with a thank you message, announcing the launch of new programs, events or initiatives, job posting shares & open positions at key agencies. These posts consistently had the highest reach and the most engagements on social platforms. We should continue sprinkling these posts into the social content calendar in the future. Most of the posts deployed to promote events were generic (1 month away, 2 weeks away, week of, and thank you posts). To truly promote the unique aspects and value of an event, the communication committee needs to collaborate with event committees at least 2 months in advance of the event date. However, this can be a challenge as some event committees don’t have details ironed out until a month before an event.

facebook.com/aafnebraska

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American Advertising Federation Nebraska
@aafnebraska1 • 5 (3 reviews) • Community Organization
aafomaha.org

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P.O. Box 6146 Omaha, NE 68106

AAF Nebraska is the unifying voice for advertising in Nebraska, offering an organization to educate, inspire and bring an inclusive sense of community... See more

562 people like this including 59 of your friends

629 people follow this

http://www.aafnebraska.org/

(402) 401-4273

Typically replies within minutes

Send message

Add Get Quote form

Allow potential customers to answer a few questions and submit a quote request through Messenger.

aafomaha.teri@gmail.com

Create post

Photo/Video Check in Tag friends

American Advertising Federation Nebraska added an event

AD WARS

Only the sharpest will prevail. The ultimate advertising team trivia contest.

Tuesday 1 April 10:00 AM

TUE APR 19 AT 6 PM
AdWars
Omaha

You like American Advertising Federation Nebraska

instagram.com/aafnebraska

Instagram

Search

aafnebraska Message

365 posts 582 followers 232 following

AAF Nebraska
Community Organization

AAF Nebraska members advocate for the rights of advertisers & educate policy makers on the value advertising brings to our community. Join today.

aafnebraska.org/engage/signature-events/meet-the-pros

Followed by ihpizzapacific, rmhcralphie, allmakes1 +7 more

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What would help you the most as you launch your career?

INTERN FOR A DAY GIVEAWAY

Enter at www.aafnebraska.org/ntp-intern

The Ultimate Q&A: What do you want to know?

linkedin.com/company/aafnebraska

99+ American Advertising Federation Nebraska

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aaf nebraska

American Advertising Federation Nebraska
The unifying voice for advertising across the state of Nebraska.
Advertising Services - Omaha, NE - 298 followers

Teri works here

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About

With more than 250 professional and student members, the American Advertising Federation Nebraska (AAF Nebraska) is the unifying voice for advertising in throughout Nebraska and Western Iowa. AAF Nebraska offers an organiza... see more

twitter.com/aaf_nebraska

AAF Nebraska
7,416 Tweets

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AAF Nebraska
@aaf_nebraska Follows you

AAF Nebraska exists to unite and prosper advertising, marketing, and public relations professionals in the state of Nebraska

Omaha, Nebraska aafomaha.org Joined September 2010

1,391 Following 1,537 Followers

Followed by VitalSigns, ExpressWay Detailing, and 66 others you follow

Tweets Tweets & replies Media Likes

AAF Nebraska Retweeted

AAFNational @AAFNational · Mar 28

We're working with @yoxmedia + @UMWorldwide to carve out a new path of entry for people of color into the advertising industry with "Breaking Media"—a free 9-week program designed to educate students on topics

Goal: Improve event promotion processes for the event committees

A challenge the communications committee typically faces when working with event committees is receiving creative and event promotion copy in a timely fashion to promote the event on social channels. Ideally, these would come from the committee because they are closer to the details of the event – speakers, what’s exciting about the event, what makes the event unique, value proposition, etc.– which would better appeal to members to attend the events.

We created communication plan templates which outlined the topic of the posts that we wanted to use on our social channels. Committee members wrote the copy. With all the responsibilities that come with planning an event powered by volunteers—there simply wasn’t enough time or volunteer resources to complete the plan. After identifying the barriers event committees were facing, we designated a social media/communications volunteer from our committee to work with the event committee to gather information to be used in the posts. This worked well.

Goal: Build a library of evergreen creative assets

Instead of relying heavily on designers to craft social images to promote our events, we wanted to build a library of evergreen photography that we can use for quick-turn event promotion via social, email, etc. In addition, people really like seeing event photography with actual people in the photos—it paints a picture of what the event will be like. We recruited event photographers for our key events. We looked for emerging photographers that were interested in growing their brand awareness. This was the value that AAF Nebraska could provide for an emerging photographer to network at our key events and a way to increase young professional memberships.

Goal: Build a well-rounded team by adding volunteers (3-5 members)

Our initial goal was to build a well-rounded team on the communications committee to resemble a mini agency. Volunteers would include social and email strategists, copy editor, photographer, designers, and a creative director. By the end of the year, we had an email strategist, 3 social media strategists, a copy editor that consistently volunteered with the committee meeting our team goal.