

AAF Tuscaloosa // Club Operations 2021-2022

Introduction

As we began to plan for the upcoming year, we realized we needed a “spark” to reignite the club as a whole. We faced some of the same challenges other clubs did in the previous year with reduced membership, Zoom fatigue and general apathy; however, we had some high notes to celebrate and build from including our award-winning “Masks for Tuscaloosa” public service campaign and wins for club achievement at the district and national level. We thought we could use those highs to provide the “spark” needed to reengage inactive members and give those who already were special recognition as an extra push to continue to create and succeed.

We began our strategic planning in May, with the first program on the horizon being our annual State of the Club meeting. We decided to give the annual meeting a facelift and changed it from a general lunch meeting to a social—and as we learned of our victories for Chapter of the Year—we also included a celebration. We invited past club presidents to come back and share in the win and mingle with the new and prospective members. We hosted a variety of icebreaker games and gave away fabulous prizes to those who participated.

Our “Spark” theme was formally introduced during the board planning session in June. The AAFT board of directors was asked to consider how to “spark” our membership in each facet of our leadership, programming, and ways we communicate so that we could add a little sparkle to everything. With that in mind, we set the following goals:

- 1.) Make People Feel Special
- 2.) Go For It
- 3.) Continue our Focus on Service
- 4.) Continue Doing What Works
- 5.) Be a Good Partner
- 6.) Refocus on Succession Plans / Identifying Leadership

- 1.) **Make People Feel Special:** When people feel appreciated and know they matter, they are more likely to participate in a more meaningful way.
- 2.) **Go For It:** This is not the year to put things on hold or plan based on “wait and see.” Let’s make big moves and do big things. If we have to adjust along the way, so be it.
- 3.) **Continue Our Focus on Service:** Service projects are a way for each member to feel like they have the chance to make the community better by offering creative outlets for group service from home. It has also been a great teambuilding exercise within our club.
- 4.) **Continue Doing What Works:** Since change = stress for most, continue using techniques and platforms implemented in previous years for board director success, membership engagement and club growth with minimal adjustments.
- 5.) **Utilize Partnerships:** As clubs and organizations across the board are struggling with engagement, finding exciting topics and speakers and general burnout, we wanted to use our partnerships with other local organizations to the benefit of all involved.

Exhibits: Introduction

Exhibit 1 // AAFT Board Retreat & Board Binder Cover



board
resources



Make People Feel Special

Details: We began this effort last year by personalizing and thanking people while they are still top of mind. When entries into the American Advertising Awards dropped last year, we personally delivered swag bags prior to our virtual event thanking those that did enter. Entries went up this year, with more entries from the agencies and departments who received the gifts.

We continued that this year with our club's special awards, correspondence for the Joel A. Mask golf tournament, and correspondence with our educators.

Strategies and Results:

- **AAFT Special Awards:** So that our Ad Person of the Year, Silver Medal, Dan Kilgo and AAFT Hall of Fame recipients did not feel like it was a one-night-only award, we used these award descriptors as we announced each of them at meetings and programs throughout the year, along with our typical

announcements on social media. Having done this last year, there seemed to be extra effort on some board members, and this year we had a tie for Ad Person of the Year for the first time.

- **Joel A. Mask Golf Tournament:** Due to COVID-19, when we hosted the tournament this year, it was the third time it had been rescheduled. We knew some of the teams were a bit frustrated but turned out for us nonetheless. Also, because of hesitation to move forward again, sponsorship and team sales started later than usual. We were asking people to support us at a time when their resources and staff members were sparse...at a time when we may have seemed a little unorganized with the shuffling of dates and asking late in the game. We wrote personal, hand-written thank-you notes to every team captain and sponsor letting them know their participation was essential to us being able to finally endow the Betty Heard scholarship. (The scholarship was created in 2002 in honor of longtime member and former President Betty Heard who passed in 2001.) Our members also volunteered at the tournament, serving as hosts and beverage cart runners. Throughout the tournament our team was service- and thank-you minded. We will know next year that if participation increases, our efforts worked.
- **Correspondence with Educators:** Typically, our general membership correspondence is all the communication our educators receive. This year, we made it a point to show them special care and help them focus on what was beneficial to them and their students. Emails were sent to this group specifically notifying them of scholarship opportunities, professional awards deadlines, American Advertising Awards entry schedule and a follow-up personalized thank-you email to each professor that entered student work into the competition. Our President also spoke to the University of Alabama Student Ad Fed about AAF and invited them to partner with us on our public service project. Our goal was to have more participation among the UA educators, but also entice professors at Mississippi State University and The University of West Alabama to become members. We also had a scholarship winner from the University of Alabama for the Alabama Advertising Education Fund's Bruce Roche scholarship because of one of our educators following up with students about submitting.

Exhibits: Make People Feel Special

Exhibit 2 // Special Awards Recognition on Social Media

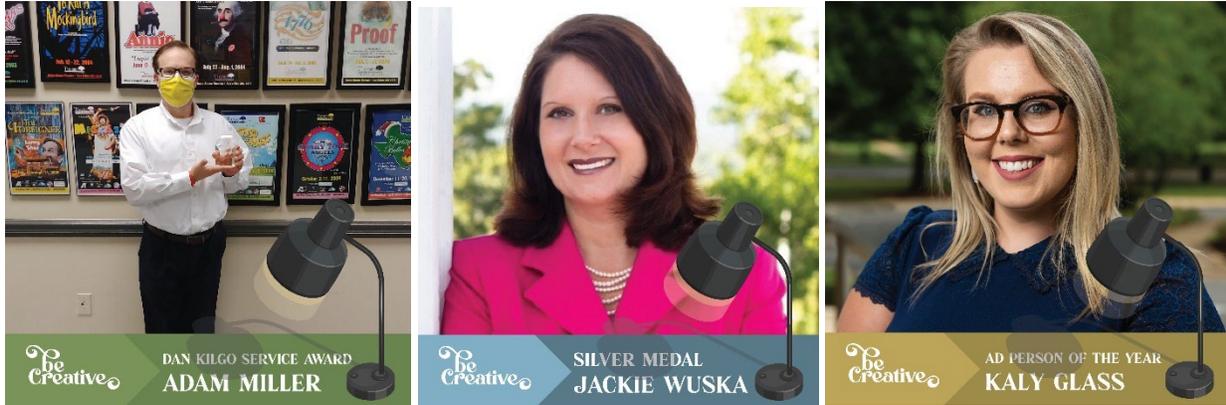


Exhibit 3 // Joel A. Mask Thank-You Letter



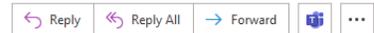
Exhibit 4 // Educator Email

AAF D7 Scholarships & AAA applause



Julie Mann

To: Mike Little; Sims, Tracy (sims@apr.ua.edu); Barry, Mark (barry@apr.ua.edu); Walters, Caleb; Cumberland, Jonathan; cgipson.caad.msstate.edu; cspalmer@ua.edu; Henley, Teri Tue 2/1/2022 10:13 AM



You forwarded this message on 2/1/2022 10:14 AM.

Good morning, everyone!

First, I wanted to tell you that the judges for our American Advertising Awards agreed this was by far the best student entries they have ever judged! The work was outstanding, and we sure appreciate you entering the competition. Award email announcements will be sent this week.

Also, I wanted to make sure your students are aware of a few scholarship opportunities through AAF District 7: <https://www.aafdDistrict7.com/awards/>

There are also a couple of professional awards you may be interested in applying for:

from the AAF D7 newsletter:

We are currently accepting applications for the [Mosaic Scholarship](#) and [Jan Gardner Memorial Scholarship](#).

In addition to scholarships, we are also accepting nominations for the [Donald G. Hileman Award](#) and the [Bolton-MacVicar-Marlone Award](#).

All scholarship applications and award nominations must be emailed to [Drew Beamer at drewbeamer87@gmail.com](mailto:DrewBeamer87@gmail.com) by March 23, 2022.

Thanks again and please let me know if you have any questions.

Best,

Julie

Go For It

Details: Since the world turned upside down in March 2020, there has been a lot of hesitation in terms of planning. What if this happens? What if we must cancel? We don't know what our COVID situation will be then... We had to stop thinking that way and go forward making plans as if everything would work perfectly but also have a "Plan B" should we need it. We were no longer going to just hit the pause button and schedule underwhelming meetings and events because we were scared to plan BIG.

Strategies and Results: All of our meetings were scheduled to be in-person; however, upon scheduling with the venue we held to the contingency should there be a spike in COVID cases, or we didn't meet the minimum, we had the option to move to virtual a week out. We did not want to "wait and see" what happened any given month. There were times we did move to Zoom, and that was not problematic.

As already mentioned, our golf tournament had been cancelled/rescheduled multiple times. We decided we had to host the fundraiser if at all possible, so we moved forward as if it was 100% going to happen...and it finally did!

For years we have talked about endowing our Betty Heard scholarship at the University of Alabama. Because it is a multi-year commitment to reach our investment level, our club has hesitated to move forward. We had a very unique "situation (as we call it)" happen last year that brought a substantial, unexpected sum into our organization from a previous member. Even after setting some of that funding

aside to support ongoing club operations, such as ordering American Advertising Awards trophies, there was still a large amount remaining. That, along with our proceeds from the golf tournament, made this year the perfect year to go for it and move to endow the scholarship—so we did. Because we were able to contribute \$18,245.96 of the \$25K commitment this year, the donation amount over the next four years will be more manageable.

There was also a fear of scheduling our American Advertising Awards gala in person this year due to the possibility of losing deposits from venue and catering vendors. We decided the reward in terms of participation and sales outweighed the risk financially, so we moved ahead. We had almost 100 people attend this year, the most we've had in recent years.

Exhibits: Go For It

Exhibit 5 // In-Person Meetings (clockwise: November general mtg, October general mtg, December Holiday social)



Exhibit 6 // Betty Heard Scholarship Endowment



THE UNIVERSITY OF ALABAMA ENDOWED SCHOLARSHIP REVISED MEMORANDUM OF AGREEMENT The Betty Heard Memorial Advertising Endowed Scholarship

Introduction

A memorandum of agreement for the Betty Heard Memorial Scholarship was executed June 8, 2018, between The University of Alabama and the American Advertising Federation of Tuscaloosa, who pledged to contribute ongoing gifts to The Board of Trustees of The University of Alabama to promote the education of students in the College of Communication and Information Sciences at The University of Alabama.

Julie Mann and Kellie Hensley, co-presidents of the American Advertising Federation of Tuscaloosa, now request that the 2018 memorandum of agreement be rescinded and that a new memorandum of agreement be executed to revise the current use scholarship to an endowed scholarship and to revise the name of the scholarship.

As a result of these changes, the revised memorandum of agreement shall now read as follows:

The American Advertising Federation of Tuscaloosa, represented herein by Julie Mann and Kellie Hensley, co-presidents of the organization, (“Donor Representative”) pledges to contribute \$25,000 to The Board of Trustees of The University of Alabama (“Board”) to promote the education of students in the College of Communication and Information Sciences at The University of Alabama through the creation of the Betty Heard Memorial Endowed Scholarship (“Named Fund”). The purpose of this document (“Agreement”) is to summarize the mutual understanding between the Board, by and through The University of Alabama (collectively “the University”), and the Donor Representative related to the creation and administration of this fund. The University represents that it is qualified as a charitable organization and a 501(c)(3) non-profit public benefit organization (Federal Tax ID# 63-6001138).

Continue Our Focus on Service

We saw tremendous success last year with membership engagement through public service. These volunteer experiences have allowed teams that do not typically work with each other to meet and create for the good of our community.

Strategies and Results: We continued to work with Canine Compassion Pet Care (continuation from last year) through the Grand Opening of the new facility on July 24th, 2021. A team of six worked to increase awareness of the unique nonprofit and promote the Grand Opening. Leading up to the event, AAF board members met with CPC founders and the vet to create a plan to help them expand awareness of the new veterinary clinic that supports the Canine Compassion Fund. Members worked on CPC website content and redesign; established social media pages on Facebook and Instagram; designed graphics and wrote

captions to promote the facility and grand opening date; scheduled a photo shoot to highlight the facility and for images for the campaign; shot/edited a :30 PSA for TV that ran on WVUA23; wrote/edited :30 PSA that ran on radio stations across West Alabama; designed billboards and negotiated an in-kind agreement; created/executed a digital ad campaign; and ordered promotional products for the grand opening that included poopie bag holders and magnets. Three AAFT members volunteered at the Grand Opening event, took pictures, and posted to social media.

During our board retreat, we voted to move forward with a public service idea we've had for a while (going back to the "Go for it" goal) to have nonprofits be able to request help on small projects/needs. The idea is that instead of focusing on one big service project each year, we serve many organizations by helping on a project-by-project basis through what we've termed "Brand Aid." We are working with the University of Alabama's student Ad Fed to launch the initiative and have identified the first round of organizations we will help. We are still experimenting with how this is going to be best-implemented and how to present the needs and acquire talent for our member bases, but the project is at least officially in the works!

Exhibits: Focus on Service

Exhibit 7 // Canine Pet Care Deliverables



AAF Tuscaloosa
 Published by Kaly Glass · January 25 at 12:00 PM · 🌐

We are thrilled to partner with @caninecompassionfund as they open Compassion Pet Care! This unique animal hospital located in Northport will treat dogs, cats and most exotic pets. Best of all, 100% of the profits are donated to dog rescue! #aafgivesback

COMING SOON!



**Compassion
Pet Care**

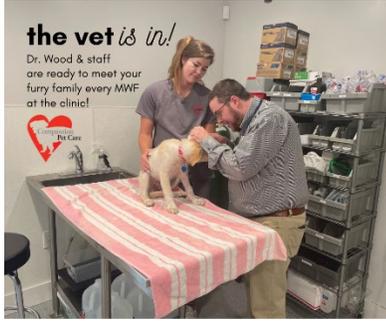
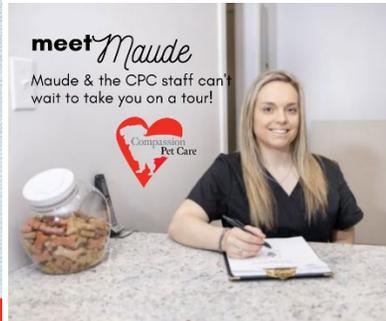
Compassion Pet Care
 Ralph Wood, DVM

*animal hospital, grooming,
daycare, boarding*

COMPASSIONPETCARE.ORG 🐾 205-409-6150

Reach More People With This Post
 Promote your Page by boosting this post so more people can see it: "We are thrilled to p..."

42 People Reached 6 Engagements **Boost Post**



Compassion Pet Care
July 24, 2021

Today's the big day! Our Grand Opening is from 12- 7 p.m. at 9830 Hwy 69N in Northport. We'll have fun giveaways, a dog wash, and more! Plus, starting at 5 p.m., live music with Casie and the No-Joe's!

We look forward to showing you around and providing info on all we have to offer your pets!



Maude Jacques and 3 others

1 Comment 3 Shares

Win this toy basket full of treats, a Gulpy Pet Water Dispenser, toys, treat jar and MORE! 🐾 To enter 1) Follow @compassionpetcare on both Facebook & Instagram; 2) Share this post; 3) Tag your animal loving friends! *BONUS* Post a pic of your fur-baby in the comments or share to your story!
 *must enter by Friday, July 23!
 🏆... See more



CPC Grand Opening // Saturday, July 24th
 👍❤️ Maude Jacques and 45 others 61 Comments 41 Shares

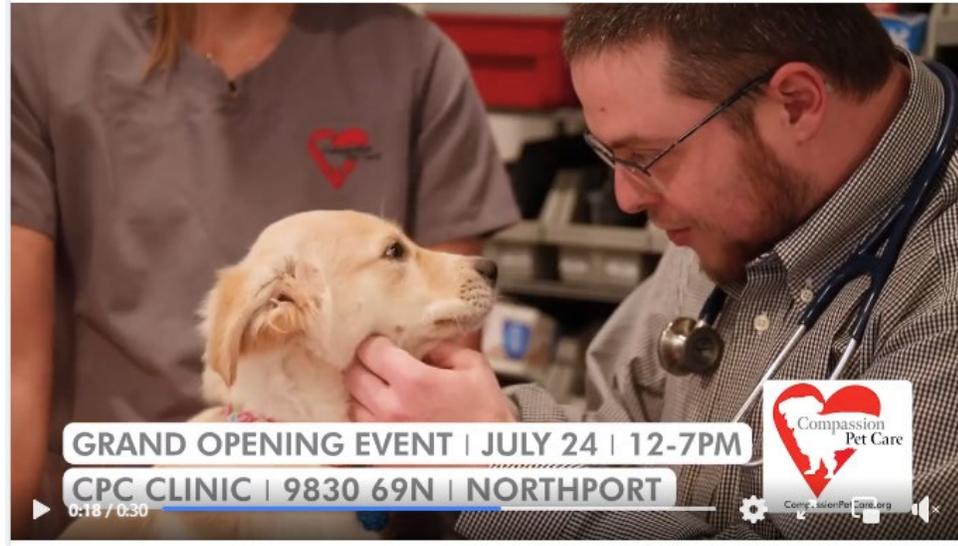
Compassion Pet Care
 July 19, 2021 · 🌐
 We hope to see you at our grand opening on Saturday, July 24, from 12-7 p.m. Dr. Wood will be there to answer any questions you may have. There will be giveaways, tours of the facility, an opportunity to meet Dr. Wood and staff, and much more! CPC is located at 9830 Hwy 69N in Northport.



👍❤️ You, Maude Jacques and 21 others 2 Comments 19 Shares

Compassion Pet Care is at **Compassion Pet Care.**
 July 15, 2021 · Northport · 🌐

Looking for a vet? Compassion Pet Care is now open! Dr. Wood and his staff provide compassionate, high quality, and progressive veterinary care, including a fully equipped hospital with state-of-the-art surgical and diagnostic equipment. Call today for an appointment!



👍❤️ You and 16 others 29 Shares

Commerical: <https://www.facebook.com/102361061822064/videos/1134676747028105>

Exhibit 8 // Brand Aid logo and slides from University of Alabama presentation



AAFT PUBLIC SERVICE PROJECTS



Connecting Talent with Nonprofits Needing Branding/Design/Communication Help on a Small/Limited Project Basis

AAFT PUBLIC SERVICE PROJECTS



Organization Requesting Aid:

- CAPS (Child Abuse Prevention Services)
- CSP (Community Service Programs of West Alabama/Meals on Wheels)
- Jesus Way Shelters
- Love, Inc.
- SAFE Center
- Sons of the American Revolution
- TES (Temporary Emergency Services)
- West Alabama Food Bank
- YMCA Barnes Branch

Continue Doing What Works

Over the past couple of years, we've had many of our seasoned board members roll off, those being groomed for leadership move away, and various other factors that have led to a fairly new set of board members. Because of this, there was more importance placed on continuing with process and platforms that have proven successful than making big changes and improvements.

Strategies and Results:

A large portion of our club and board works for The University of Alabama and uses Basecamp in their day-to-day operations. For the other remaining members, they've spent the last two years adapting to the tool. Each year, the buy-in to use the program grows. Club members are creating their own folders and starting their own "campfires" without being prompted. With the growing level of comfortability, we kept the system in place.

We also voted to keep the schedule the same unless we need to invoke a "Plan B" for board and general meeting dates. In previous years, we've changed up days to allow people who may not be able to attend a certain day of the week a chance to attend, but that gets hard to manage. To make the AAFT experience stress-free and simple for the majority of our members, we opted to go with a non-rotating schedule.

Our club has a tradition of strong board involvement and leadership and after a year of virtual, we were happy to be back in person for a half-day board retreat and planning session for goals and leadership succession. We also planned our budget and went over individual officer roles and goals. Since then, we've seen an unusual uptick in resignations for varying reasons this year, but because we've had a "step-up," two-year terms roles with co-leadership roles, we were able to finish the year mostly unscathed.

Exhibits: Continue Doing What Works

Exhibit 9 // Basecamp, Budget

AAFT Board 2021-22



Message Board

- Website login portal <https://okra-owl...>
- Expense reimbursement form <https://docs.google.com/forms/d/e/1FAIpQ...>

Docs & Files

- Programs
- Board Retreat
- resources
- Board Directory
- awards
- club operations

To-dos

Make lists of work that needs to get done, assign items, set due dates, and discuss.

Campfire

The analytics for m1_aaft_upd...

Jacob Crawford 9:52am ***
I was forwarded an email this ...

Kellie Hensley 10:20am ***
I have them and can give you ...

Jacob Crawford 12:37pm ***

Jacob Crawford 12:29pm ***
Howdy everyone! I hope you'

Schedule

Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.

Automatic Check-ins

Create recurring questions so you don't have to pester your team about what's going on.

Income		19-20 Budget	19-20 Actual	20-21 Budget	20-21 Actual	21-22 Budget	21-22 Actual
	101 AAA Fees	9,000.00	8,347.20	7,500.00	4,224.80	8,000.00	0.00
	115 AAA Tickets	4,500.00	5,243.91	0.00		4,000.00	0.00
	117 AAF Donations	0.00	0.00	0.00		0.00	0.00
	### Dues	11,500.00	8,023.00	8,000.00	6,953.00	8,000.00	0.00
	121 Diversity Fund Dispersement	0.00	0.00	0.00		0.00	0.00
	### Fundraiser - Golf Tournament and The Situation	15,448.00	11,400.28	14,277.00	500.00	7,000.00	0.00
	### Fundraiser - Misc	0.00	990.63	750.00	254.00	0.00	0.00
	### Donations	0.00	1,000.00	0.00		0.00	0.00
	### Guest Fees	160.00	15.00	0.00		0.00	0.00
	### Restitution	0.00	2,582.87	0.00	20,608.52	0.00	0.00
	### Miscellaneous Income	0.00	854.22	0.00	18.42	0.00	0.00
	### Interest/Dividends	50.00	112.53	100.00	74.82	100.00	0.00
	### Club Achievement	0.00	0.00	0.00	100.00	0.00	0.00
	191 Club of the Year Award	0.00	1,000.00	0.00	2,000.00	0.00	0.00
	Total Income	41,958.00	39,569.64	30,627.00	34,733.56	42,100.00	0.00
Expense		19-20 Budget	19-20 Actual	20-21 Budget	20-21 Actual	20-21 Budget	20-21 Actual
	### AAF 7th District Dues	760.00	700.00	700.00	1,070.00	1,100.00	0.00
	### National AAF Dues	2,100.00	1,020.00	1,020.00	1,320.00	1,300.00	0.00
	### AAA District Auto-Forward	1,500.00	1,605.53	1,500.00	835.00	1,000.00	0.00
	### AAA Expenses	9,500.00	10,979.83	5,000.00	5,302.15	4,000.00	0.00
	### Board Travel	4,000.00	3,420.64	1,000.00		2,500.00	0.00
	### Conference Fees				237.55	2,500.00	0.00
	### Club Achievement	500.00	285.00	300.00	320.00	350.00	0.00
	### Fundraiser - Golf Tournament and	7,000.00	3,597.77	7,000.00	1,040.00	1,000.00	0.00
	### Fundraiser - Misc	0.00	997.60	0.00		0.00	0.00
	### Gifts & Memorials	300.00	350.74	350.00	100.00	300.00	0.00
	### Insurance	1,500.00	1,477.00	1,500.00	1,453.00	1,500.00	0.00
	### Meeting Meals	4,250.00	2,492.22	2,000.00	1,176.41	4,538.00	0.00
	### Office Supplies	100.00	0.00	100.00		100.00	0.00
	### Accounting Software	220.00	222.44	340.00		340.00	0.00
	### Mailbox	102.00	102.00	102.00	102.00	102.00	0.00
	### Postage	25.00	0.00	0.00	1,233.08	0.00	0.00
	### Miscellaneous Expenses	500.00	38.45	500.00		500.00	0.00
	### Donations				300.00	0.00	0.00
	### Communications/Website/Digital	400.00	162.99	1,000.00	229.99	500.00	0.00
	### Printing (General)	0.00	51.16	0.00		0.00	0.00
	### Professional Acct/Legal	1,500.00	240.00	1,500.00	50.00	500.00	0.00
	### Program Expenses	500.00	500.00	1,000.00	1,137.68	1,000.00	0.00
	### Public Service	0.00	0.00	1,500.00		500.00	0.00
	### Scholarships	4,000.00	2,500.00	2,500.00	1,072.00	2,500.00	0.00
	Betty Heard Endowment					15,000.00	
	### Alabama Adv. Ed Found. Contribu	76.00	70.00	70.00		70.00	50.00
	### Socials	500.00	0.00	500.00		500.00	0.00
	### UA Student Ad Team Sponsorship	250.00	70.00	70.00	72.00	70.00	0.00
	### District Student Competition \$1.25	80.00	0.00	80.00		0.00	50.00
	### State Legislative Fund Fee	80.00	70.00	80.00	72.00	80.00	50.00
	### Paypal Fees	500.00	404.80	500.00	187.94	250.00	0.00
	### Diversity	1,300.00	0.00	1,000.00		0.00	0.00
	### Education Committee	415.00	0.00	415.00		0.00	0.00
	Total Expense	41,958.00	31,358.17	31,627.00	17,310.80	42,100.00	150.00

Utilize Partnerships

Details: As clubs and organizations across the board are struggling with engagement, finding exciting topics and speakers, and general burnout, we wanted to use our partnerships with other local organizations to the benefit of all involved.

Strategies and Results: We have a lot of membership overlap with PRCA in our market, and while this typically leads to us being competitive, in this climate we've tried to be more collaborative so that we both maximize our resources, save on unnecessary costs, and keep our officers from becoming burned out. As we reacclimate everyone to coming back to in-person events, it is also encouraging for people to see a room full of excited audience members rather than a sparsely populated room of guests.

We partnered for our November general meeting, which ended up having the highest turnout of the year. Our April meeting is also scheduled to be co-hosted.

Most exciting to announce is that we are working together on a big project next month that resembles similar workshops in larger cities where a variety of entities partner to provide communications workshops and tools in a one-day format. AAFT, PRCA and the West Alabama Chamber of Commerce will present "WelCOMM, Y'all" for what is hopefully a long, successful, and ever-growing series that no one of us could have done alone.

Exhibits: Continue Doing What Works

Exhibit 10 // WelCOMM, Y'all!



MAR
30

WelCOMM, Ya'!!

by PRCA West Alabama & AAF
Tuscaloosa

[Follow](#)

\$25 - \$50



[Tickets](#)

A workshop to inform & inspire our communications community

About this event

AAF Tuscaloosa & PRCA West Alabama are bringing you the first ever WelCOMM, Y'all! --a one-day workshop for communications professionals (and those who have communications/social media as a part of their role). This full day event will bring the expertise of 5 communications professionals to Tuscaloosa to share tips and tactics on a variety of comms topics.

We are welcoming Mandi Stanley back to Tuscaloosa for our keynote luncheon and it is sure to be engaging and informative! Other session speaker and topics to be announced soon. The workshop is wonderful for folks ranging from seasoned PR & Advertising pros to

Date and time

*Wed, March 30, 2022
10:00 AM - 6:00 PM CDT*

Location

*The EDGE Incubator and Accelerator
2627 10th Avenue
Tuscaloosa, AL 35401
[View Map](#)*

Refund policy

No Refunds

Conclusion

Time will tell if we were successful in igniting the “spark” that will advance us in the coming years.

We’ve put in place practices and initiatives that have proven successful and allow for them to continue to be effective, evolve, and expand. Because of some unexpected board losses, we will face challenges in the following year and need to set a goal to rebuild our line of succession that has been important to our club’s achievements to date.