



# ovation awards

**2024-2025**  
**Scoring Guide**



# Ovation Awards Scoring Guide

Enter Club Achievement Books (4/1/25 deadline) .....	20 points/book
Winning National Club Achievement Books	
1st Place .....	25 points
2nd Place .....	15 points
3rd Place.....	10 points
Membership Percentage Increase 5% growth .....	25 points
Membership Percentage Increase 6%+ .....	35 points
Payment of National Dues (30 days from receipt) .....	50 points
Payment of American Advertising Awards Fees (within 30 days of competition close) .....	50 points
Providing Full Membership Roster/Email List (by 11/14/24) .....	50 points
Submit Annual Documents to National (Code of Conduct, Bylaws, etc. by 9/5/24) .....	50 points
Professional American Advertising Awards Entry Percentage Increase	
5% growth .....	15 points
5.1%-10% growth.....	25 points
10.1%-15% growth .....	35 points
15.1%+ growth.....	45 points
Student American Advertising Awards Entry Percentage Increase	
5% growth.....	15 points
5.1%-10% growth .....	25 points
10.1%-15% growth .....	35 points
15.1%+ growth.....	45 points
Attend AAF National Day on the Hill (provide proof by May 2, 2025).....	50 points
Present a Mosaic ADDY at the American Advertising Awards (provide proof by 5/2/25).....	15 points
Participation in AAF National Webinars .....	20 points/call
Submit Nominations for National Awards (limit 4) .....	20 points/nomination
Full Registration Attendees at ADMERICA (Deadline April 11, 2024/maximum 100 points).....	20 points/attendee
Posts to Local Social Media Pages Promoting National Events (100 maximum points) .....	10 points/post
Completion of a Public Service Project (details submitted by 5/2/25) .....	50 points
Join AAF National President's Facebook Group (by 9/5/24) .....	10 points
Follow AAF National Primary Social Media Channels (by 9/5/24).....	10 points
Attendance at President Idea Exchange Webinars (total of 5).....	25 points/webinar
Work with AAF National to Successfully Launch a New Ad 2 or Student Chapter .....	50 points
Host a Program on Diversity, Equity, and Inclusion (provide proof by 5/2/25) .....	20 points

**Proof for receipt of points should be submitted [here](#).**