

National Club Achievement Competition

**Categories &
Criteria Guide**

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National Club Achievement Competition Categories & Criteria Guide

Category of Entry: Cornerstone Initiatives

Definition: Projects and programs designed to build effective relationships within the chapter and greater community. Relationships are established through the chapter's work to provide advertising education, celebrate creative excellence, elevate diversity and multicultural initiatives and take an active role in government affairs as it relates to the advertising industry.

This entry should include four sub-categories:

- Advertising Education (Professional, Student, General Public)
- American Advertising Awards
- Diversity & Multicultural Initiatives (Speakers, Workshops/Seminars, Campaigns, Membership Demographics, etc.)
- Government Relations (State Day on the Hill, Speakers, Programs, Chapter Involvement, etc.)

If the chapter has work to execute all four sub-categories, it is recommended two pages of the narrative be dedicated to each, or as needed to adequately share the following for each:

1. Goals for each initiative
2. Explain how each goal was achieved:
 - a. Event Details
 - b. Target Audience
 - c. Strategy
 - d. Execution/Tactics
3. Describe, in detail, the results of your program/initiative.

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Category of Entry: Programs

Definition: Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

1. State your chapter's overall program goal(s) and provide (in the collateral material) a calendar of the year's programs.
2. Describe three of your most successful programs (other than special events, American Advertising Awards, seminars and designated fundraising events). For each program, please explain how you achieved your goal(s) by describing the:
 - a. Event details
 - b. Target audience
 - c. Method of promotion
 - d. Average attendance
 - e. Feedback mechanism
 - f. Results

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Category of Entry: Public Service

Definition: Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or community betterment.

1. For each public service project, explain how you achieved these public service goals by describing the:
 - a. Goals of the project
 - b. Target audience
 - c. Strategy
 - d. Execution/tactics
 - e. Media/materials used (documentation of use required)
 - f. Results attained (may include club publicity) for each publicity

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Category of Entry: Chapter Operations

Definition: Chapter operations are defined as the policies, procedures and leadership development that contribute to the operations of a chapter.

1. State your chapter's operations goal(s) as they relate to:
 - a. Long-range planning
 - b. Analysis of member needs
 - c. Leadership organization and development
 - d. Fiscal management (budgeting, dues, non-dues income and fundraising)
2. Describe the methods used for achieving these goals.
3. State/define the results of these executions.

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Category of Entry: Membership Development & Communications

Definition: Activities designed to enhance a local chapter and its membership recruitment, retention and involvement and the communication of collateral materials and/or websites produced and distributed for these purposes.

1. State your chapter's membership goals as they relate to:
 - a. Recruitment
 - b. Retention
 - c. Involvement
2. How did you achieve these goals including (but not limited to) the following activities:
 - a. Projects/Programs
 - b. Communication with members and non-member
 - c. Member feedback
 - d. Communications
3. Describe your chapter's use of communication materials for any or all the following areas:
 - a. Regular communication with members
 - b. Event or meeting promotions and announcements
 - c. Communication with non-members
 - d. Self-promotion
 - e. Others (e.g., telephone and broadcast scripts, press releases, etc.)
4. For each communication vehicle submitted, provide the following:
 - a. Goals
 - b. Target audience
 - c. Budget recap
 - d. Distribution system
 - e. Results achieved