

# ad 2 national

frequently asked questions

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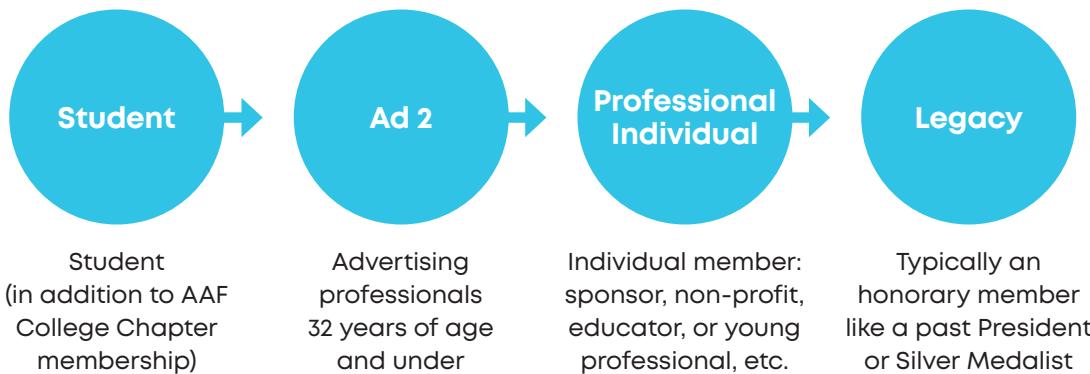
# the basics

## What is an Ad 2?

Ad 2 is the dedicated membership of the AAF focused on the young professional demographic of 32 years old and under, primarily serving individuals who are within the first decade of their advertising careers.

With the support of the AAF, Ad 2 clubs are able to foster a community of aspirational networking and peer-to-peer mentorship spurred by friendships. This next generation of advertising leaders is committed to using their advertising skills to give back to their communities through public service.

As part of the recommended membership structure, Ad 2 clubs help bridge the gap between collegiate years and being a senior-level professional in advertising. When you join AAF, it is important to choose the correct designation, whether you are Ad 2 age or not, so the AAF club's membership count is reflected accurately. Ad 2 members are to contribute to club growth and 'add to' the number of members rather than take away from your AAF membership.



## Why have an Ad 2?

As smart marketers, we understand the importance of knowing our target audience and capitalizing on opportunities to grow. The young advertising professionals of today are the future of our industry - and, for AAF chapters - a natural pipeline for your membership. Ad 2 naturally attracts recent graduates from advertising disciplines and people within the first decade of their advertising career by providing community, skill-building, and leadership opportunities specifically for young professionals in advertising. Establishing and nurturing an Ad 2 in your market will help to grow and retain an engaged and energetic base of young professionals members for your AAF chapter. There's already a natural social aspect built within this demographic that has growth potential such as speed networking and happy hours. As a bonus, college students also see Ad 2 members to be more relatable and able to connect with them since they are more close in the same, pivotal life stage.

## Why should a club consider an Ad 2?

- **Stay relevant and in the know** - Incorporating a dedicated platform for young advertising professionals fosters an engaged and energetic community, and helps your AAF chapter keep an “ear to the ground” for emerging trends. Being able to keep up and learn about generational trends will make us smarter advertisers.
- **Club sustainability** - From collegiate chapters to senior leader, Ad 2 focuses on the first 10 years of someone’s professional career (32 and under). This provides a natural progression in getting new members and fosters rapport by “bridging the gap.”
- **Two-way mentorship** - As marketers, it’s critical that we keep up with trends and continue to learn. One-way mentorship is outdated -- welcoming the next generation’s ideas will reveal surprising new trends and tactics, even for the most seasoned industry professional.
- **Vast opportunity to connect nationally and generationally** - Our current Ad 2 national network spans across 18 clubs and over 700 members while representing 8 of the 15 AAF Districts. This community presents an opportunity to add value for young professionals to connect and lean on each other for support and friendship beyond just conferences. In addition, with workers being in the workforce for longer, the industry will become multi-generational and more diverse.

## How do you define a stable AAF?

- Interest and intention in the market to start an Ad 2
- Existing membership that is Ad 2 age (32 and under)
- 15 members minimum for an Ad 2 club
- History of active AAF programs to support the local market’s membership
- Completion of an affiliation agreement between AAF and Ad 2
- Financially solvent and filing taxes
- Use the [Internal Operational Audit](#) as a good resource to determine status of AAF clubs
- Desire to financially support young professionals in the market (i.e, underwrite AAF National dues, Ad 2 National dues, and/or District dues in its first year of establishment, and any operational, logistical needs to start a new club)
- Bonus: Future leaders identified (both AAF and Ad 2 would be preferred)

# logistics

## **Are there any initial financial requirements to establish an Ad 2?**

There is a \$330 minimum to establish an Ad 2 which covers the AAF National dues for an Ad 2 member (\$22/member) at 15 members minimum for its first year of establishment. Typically, the AAF club is able to underwrite this investment in the beginning as a startup cost or acquire a local sponsorship. You will not be double billed within the first year unless there are more than 15 members for an Ad 2.

Once the new Ad 2 is voted in, there will be at least 2-3 different types of ongoing dues that club will be responsible for - see below:

- AAF National dues = \$22 / member
- Ad 2 National dues = \$5 / member (paid separately from and in addition to AAF dues)
- District dues (if applicable) - this varies by District, but typically between the \$5-\$10 range

At a minimum, 15 members constitute an official Ad 2 club - what this means is that AAF National and Ad 2 National will bill for 15 members at a minimum.

In terms of timing, AAF National and Ad 2 National invoices go out toward the end of the calendar year. AAF National and Ad 2 National request membership rosters by the end of November. AAF National bills within the month of December (due 30 days upon receipt): whereas Ad 2 National will bill in early January (due by January 31st). We do this in order to stagger the timing, in hopes to help with budgetary needs.

## **What is the ideal size of an Ad 2 board in their first year and what positions are recommended as being the most crucial?**

Five board members would be a good start. This could be the founding people of the Ad 2 club and can provide a succession plan for the next few years.

For example, focus on the President, Vice President, Secretary, Membership and Communication Chair.

- President to oversee club operations
- Vice President to learn and naturally help with the succession of the club
- Secretary to maintain organization of the club and document processes
- Membership to help recruit new members and potential board members
- Communications to focus on website and social media presence of the new Ad 2 club

**Pointers:**

Note upfront that the Founding President will most likely serve 2 years, unless there's a VP ready from the start

- Vice President should serve at least 1 year on the Ad 2 board
- With collaboration of the AAF club, map out a 3-year strategy on both AAF and Ad 2 Executive teams
- Recommend writing in board contracts that there is an understanding you're expected to train the next person filling in your role
- Be cognizant of board members' bandwidth on serving on Ad 2 board (would not recommend dual board roles on AAF and Ad 2 boards, since the Ad 2 club is starting out)

**How do you set up an Affiliation agreement and Bylaws?**

Ad 2 founding Presidents and leader(s) to work with your AAF President and AAF Vice President (to ensure succession and clear transition) to discuss terms on the local level. Ad 2 National can provide example(s) and guidance on best practices and general guidelines on how to set up the club for success.

We understand there are nuances when it comes to local markets, so it is important for the details to be discussed up front on how to set up an agreement.

Ad 2 clubs will recognize the Bylaws and Policies and Procedures of its AAF club. Ad 2's policies and procedures must be in compliance with those of its AAF club, if they choose to have their own policies & procedures for their board.

AAF and Ad 2 clubs should meet on an annual basis regarding their affiliate agreement to evaluate how to improve club operations together.

**If we aren't ready to set up a stand-alone Ad 2 but there's an AAF in our market, what's a good way to incorporate Ad 2 into the club?**

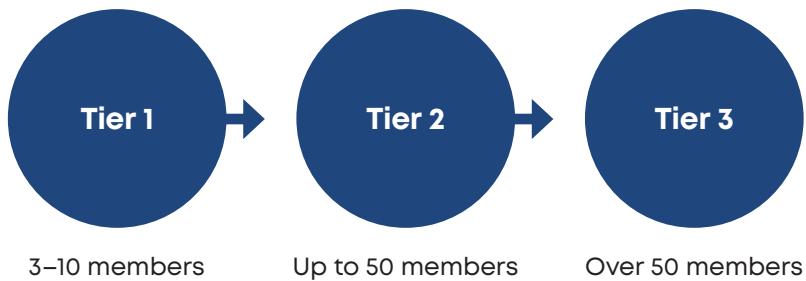
In order to foster the talent coming out of colleges/universities or finding people who are just getting into the business, there needs to be a commitment to serving our AAF members who are junior-level professionals. The first step is to incorporate relevant programming that is devoted to building up the young professional demographic. A few other ideas:

- Establish a dedicated board position for a young professional member to make sure their voice is heard at the table. This will help you find a potential leader for your AAF club down the road.
- Have a group of 3-4 young professionals who can champion young professionals' goals in the market and serve as a subcommittee
- Feature an Ad 2 member-at-large in your market to be tapped into the national network of other young professional leaders

## **How are Ad 2 members counted on the National level?**

Members of affiliated Ad 2 chapters have a dual membership in their local markets and gain access to both AAF and Ad 2 events. Typically, Ad 2 membership costs range from \$60 to \$100. If you are part of an Ad 2 club, you are designated as Ad 2 on the National level and have slightly lower National membership dues (\$27 for AAF National and \$5 for Ad 2 National dues) than someone who is 32 and under within a current AAF club, but no Ad 2 club (\$30 member rate).

## **How do you account for Ad 2 members in Tiered membership plans (see below)?**



Every AAF club on the local level has their own needs. As for tiered membership plans, Ad 2 members are classified as such on the National level. AAF National now requires names under tiered membership plans (not just seats).

If someone who was part of a tiered membership plan leaves their company and forfeits their tiered membership, there needs to be communication to local club and then National about the change in order to accurately track member count. The HR person at the company will serve as your best point of contact and your go-to person to validate membership on the local level. These are also the individuals you want to have great relationships with because they are paying for the investment in potential AAF and Ad 2 members through a corporate membership.

**PRO-TIP!** In order to capture the most accurate count of Ad 2 members on the local level, we suggest asking for the birth year of all members within their tiered membership plans as they are up for their annual renewal. This would help with nurturing the long-term AAF membership journey beyond Ad 2.

## the future

### If there is an interested leader in the market, how do we get them involved before making the jump?

- On the local level, invite them to AAF club events and give them an opportunity to volunteer and learn
- On a National level, invite them to upcoming Ad 2 National conferences and meetings (Mid-Year Retreat in October / November and ADMERICA conference in June) and our monthly leadership roundtable calls to get acquainted with other Ad 2 leaders from around the country
- Include them in our #general Slack channel for Ad 2 to get connected with more people outside of their local network
- Build relationships with Student American Advertising Awards winners and NSAC participants to showcase the broad value of being part of a national network

### What does a recommended succession plan look like?

At minimum, have a 3-year plan for both AAF and Ad 2 clubs where future leaders are already identified from the start. The founding President will most likely serve 2 years to maintain consistency and stability of the club, unless there is a strong VP ready to be at the helm and assume leadership. The founding President will become the Immediate Past President (focused on Club Achievement and documentation of improvement during the startup years) when the VP succeeds into the President role. The VP can focus on developing relevant programming for Ad 2 to increase membership and recruit potential new Ad 2 board members.

### GREAT! YOU'RE READY... What needs to be done?

1. Reach out to Ad 2 National Chair ([chair@ad2.org](mailto:chair@ad2.org)) on interest in starting an Ad 2 club, and an Ad 2 representative from the Exec Board will serve as a mentor throughout the process. AAF National needs to be notified at this time as well – EVP Club Service, Membership and Programs ([dreeves@aaf.org](mailto:dreeves@aaf.org)).
2. Discuss with local AAF board to start an Ad 2 affiliate club
3. Identify a leader or leaders in the market who are ready to become Ad 2 Presidents (and/or Founders)
4. Collaborate with potential Ad 2 leaders to create an affiliation agreement between your local AAF and Ad 2 chapter
  - a. Ad 2 National to provide guidance and best practices

5. Vote to approve the affiliation agreement on the AAF local level
    - a. Bylaws/policies & procedures would be under the AAF local club
    - b. Filing taxes would be under the AAF local club under their charter and/or articles of incorporation
  6. AAF current President and Ad 2 founding President to sign the affiliation agreement
  7. Once approved and signed, send the affiliation agreement and founding board contacts on to Ad 2 National
  8. Initial cost to form a chapter must be paid in full to AAF National prior to the vote at the AAF National Board of Directors meeting.
  9. Ad 2 National to present the new local affiliation agreement to AAF National EVP, Club Member Services for AAF National Board of Directors vote (Nov, Apr, and June meetings). Affiliation agreement needs to be submitted 60 days prior to business meetings to AAF National.
  10. The Ad 2 National Board of Directors will also vote on the establishment of new Ad 2 clubs during their annual business meeting (Nov/Jun)
- 11. You're in.**
12. Make sure founding Presidents know about dues time scheduling (as an affiliated club, there is a section in the affiliation agreement that discusses finances):
    - a. AAF National - \$22 per member (billed in next Dec)
    - b. Ad 2 National - \$5 per member (billed in next Jan)
    - c. AAF District - amount and timing varies based on District

## **BONUS! Who is the Ad 2 National Exec team?**

The Ad 2 National Executive Board is a 4-person team consisting of:

- Chair
- Vice Chair
- 2nd Vice Chair
- Immediate Past Chair

All executives on the National board have served as a local club president in their market, serve as an Exec mentor to current Ad 2 clubs, and remain in good standing with their Ad 2 club.