

aaf leadership

frequently asked questions

How should my chapter (or district) be set up for tax purposes? And do I have to file taxes no matter the level of annual income?

Based on tax law requirements, all AAF local chapters and districts should be set up as a 501c6. All chapters and districts should file taxes each year. It is also a good business practice to provide an audit to your board of directors for transparency purposes.

Who should have access to the chapter or district's banking information?

It is always best to require two signatures for all financial transactions. Both signatures should be provided by the president and the treasurer and/or executive director. There should be further checks and balances such as an internal audit with your board to avoid any opportunity for financial mishandlings.

When does AAF National bill me for dues and how much is it per member? Does this invoice include any District and/or Region dues?

National sends membership dues invoices in December. Professional dues are \$30 per member. Ad 2 dues are \$22 per member (must be on Ad 2 roster). Beginning 12/2023, National invoices will also include the \$6 per Ad 2-member fee paid directly to the Ad 2 National Board of Directors to help simplify the number of invoices and transactions. Professional chapters must pay for a minimum of 30 members to maintain their charter. Invoices are sent to the chapter president on file.

I can't access member benefits on the website. What do I do?

There are two possibilities. You may not be on your local chapter's most current roster and therefore the system doesn't recognize you. OR – You may simply need a new password. To rectify either, simply email clubs@aaf.org.

How do I find qualified, energetic and dedicated board members?

It takes a strategic approach to find the right leaders in each market. It's not enough to simply find bodies, you need to identify the skillsets needed to help your chapter grow and thrive. Consider talking to agencies to see if they will allow a junior member to join your board. Talk to your co-workers, search out freelancers. Who has your local business journal recently acknowledged for exceptional industry work? Look at your list of American Advertising Awards entrants. Don't forget the importance of LinkedIn.

I don't feel connected beyond my local chapter. How do I learn more about the bigger picture and/or get more involved?

The most important thing you can do is verify you are on your local chapter roster. If you are, you will receive monthly communications from AAF National by way of newsletters... Professional, Government Relations and Mosaic. Each of these newsletters is full of information and ways to further engage. Also, look online. AAF.org outlines our organization and opportunities in depth including committees, recognition, ongoing education and more!

My chapter is a bit stagnant. We need help with programming improvement. Who can I talk to?

The good news is... There are many people you can talk to! Chapter Presidents should be in constant communication with their District Governors. Most Governors will tell you that because they've walked in your shoes, they can provide guidance and support. After all, that is the purpose of their role! The AAF Member Services Team can help as well! Both are only a phone call or email away.

Who do I turn to if there is an incident of unethical behavior by a board or chapter member?

Always, always consult your bylaws first. Once you've read them thoroughly and can then identify a plan of action, act accordingly. If your bylaws don't address questionable behavior, you may want to consult your Governor in confidence. AAF National highly recommends a few things to proactively prevent unethical behavior: Have all board members sign a Code of Conduct when accepting the position. In the case of financial transactions, always require two signatures. Set expectations during your initial Board Retreat/Meeting, noting a no tolerance policy regarding unethical behavior. AAF National does not provide legal counsel.

Why is important to maintain brand standards regarding our chapter/district name and events?

As advertising professionals, we all understand the importance of the brands we represent and even more so, protecting the value associated with the brand. As creative people, we also enjoy a bit of fun and innovation when it comes to promoting events, webinars, programs etc. AAF National provides brand standards and guidelines for our organization for the sole purpose of promoting a unified, nationwide organization. Adherence is important for the longevity, recognition and image of the AAF.

What training is provided for new board members and/or governors?

Good news... There is so much! Each spring, AAF National hosts LeADership Immersion, a two-half day event created to share an overview of the organization and help rising leaders understand the broader impact of the organization they represent. There are also webinars hosted throughout the year relevant to specific roles within the organization. Additionally, the Council of Governors hosts quarterly training sessions focused on the four pillars of the AAF – Education and Lifelong Learning, Government Advocacy, Events and Experiences and Diversity, Equity and Inclusion. And who could forget ADMERICA, AAF's annual conference held each June. During this conference AAF hosts multiple chapter leadership development sessions. Rising Governors can attend Forward Planning held at the AAF office each year during the Spring in Washington, D.C.