Enter Club Achievement Books (April 2, 2024 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 November 30) .................................................. 50 points
Submitting Annual Documents to National (Code of Conduct, Bylaws, etc. by Sept. 4) ...... 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

Present a Mosaic ADDY® at the American Advertising Awards (provide proof by May 1) ...... 15 points
Participation in AAF National Webinars ................................................................................................. 20 points/call
Submitting Nominations for National Awards (limit 4) ..................................................................... 20 points/nomination

Full Registration Attendees at ADMERICA (Deadline April 12/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 May 1) ............................................. 50 points
Join AAF National President’s Facebook Group (by September 4) .............................................. 10 points
Follow AAF National Primary Social Media Channels (by September 4) ..................................... 10 points
Attendance at National American Advertising Awards Webinars (total of 3) ....................... 25 points/webinar
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 ............................................................................ 20 points

Proof for receipt of points should be submitted here.