



To: All Professional Club Leaders, Ad 2 Club Leaders, and
Members of the Council of Governors

From: Dawn Reeves, AAF Executive Vice President CSMP

Date: September 29, 2021

Subject: AAF Club Membership Reciprocity

At the heart of the American Advertising Federation, “The Unifying Voice of Advertising,” is the grass roots network comprised of 40,000 members, each having membership in a local chapter. By virtue of being a dues-paying member, each individual member also holds membership in one of 15 districts, one of three regions and is a member of the national organization.

It is the desire of the AAF National organization for each Professional and Ad 2 Club to extend membership reciprocity, thus allowing attendance at live and/or virtual events outside of their immediate membership market in the spirit of collaboration and a mutual interest in building out the greater advertising community.

Similarly, Professional and Ad 2 membership transfers should be considered in good faith or at a minimal cost to a member moving from one market to another during the fiscal year but wishing to maintain membership in the organization.

Your support of this recommendation is greatly appreciated and can help ensure the AAF maintains a strong base of Professional and Ad 2 members.