



# ovation awards

## scoring guide



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Adoption of new AAF Brand Identity (by January 1, 2022) .....	50 points
Participation in Statewide/National Day on the Hill Activity (details submitted by May 1) ..	50 points
Enter Club Achievement Books .....	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 August 1) ...	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 15/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 August 1) .....	10 points
Follow AAF National Primary Social Media Channels (by August 1).....	10 points
Attendance at National American Advertising Awards Webinars (total of 4) .....	10 points/webinar
Attendance at Council of Governors Webinars (total of 4).....	10 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 sent to [clubs@aaf.org](mailto:clubs@aaf.org).*