



4TH DISTRICT CLUB ACHIEVEMENT COMPETITION  
CALL FOR ENTRIES

2011-2012

## ELIGIBILITY

All chapters affiliated with the American Advertising Federation – 4th District and in good standing may compete with in their division in any or all of the eight categories.

## DIVISIONS

AAF 4th District – AAF Chapters

AAF 4th District – Ad 2 Chapters

## CATEGORIES OF ENTRY

There are eight categories of entry, as follows:

### 1 ADVERTISING EDUCATION

There are three areas of concentration in advertising education: programs for students, the general public and the profession. These programs improve the skills, professionalism and standards of current and future advertising practitioners through education as well as provide an understanding of, and confidence in, advertising and its contributions to the community and the economy.

### 2 CLUB OPERATIONS

The policies, procedures and leadership development that contribute to the operations of a club or federation.

### 3 COMMUNICATIONS

Collateral materials and/or Web sites produced and distributed exclusively for the club or federation.

### 4 DIVERSITY & MULTICULTURAL INITIATIVES

Projects and programs designed to increase the minority representation in a local advertising community to more closely mirror the percentile mix of minorities in the market.

### 5 GOVERNMENT RELATIONS

Projects and programs designed to build effective relations with local, state and national governments. Relationships are developed through the club or federation's work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers and promote industry self-regulation.

### 6 MEMBERSHIP DEVELOPMENT

Membership development is defined as activities designed to enhance local advertising club or federation membership recruitment, retention and involvement.

### 7 PROGRAMS

Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

### 8 PUBLIC SERVICE

Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or for community betterment.

The enclosed category description sheets have further entry details for each category.

## ENTIRES

- Each Category of Entry is referred to as a "book" consisting of 2 sections: the "Narrative" (the written portion used to describe the activities or projects pertinent to the category, and the "Exhibits" section contains any documentation (photos, emails, printed items) in support of the narrative.
- All information in the Narrative and documentation in the Exhibits must be from your chapter's current year.
- The narrative section cannot exceed eight double-spaced, typed pages.
- Special AAF – 4th District Rule - The exhibits section has no limit.
- There is NO ENTRY FEE for entering the AAF 4th District — Club Achievement Competition.

## ENTRY FORMAT

- Entries must be submitted as pdfs.
- One pdf per "book" (to include both the "narrative" and "exhibits" portions).
- Video/audio in the exhibits section may be embedded into the pdf or linked to online from the pdf.
- Pdfs will be submitted online via this link: <http://bit.ly/Submit-Dist4-Books>
- All of your chapter information will be uploaded on the online form with your pdfs.

NOTE – If you are also planning on entering the The AAF Club Achievement Competition (National Competition) there will be some *differences* in their Call for Entries, most notably:

- Instead of exporting pdfs of your books, you will need to print them out and put them into three-ring binders. (There are specific rules on how this must be done).
- Additionally, the narrative and exhibit materials must be submitted electronically on CD/DVD. (There are also specific rules on how this must be done).
- There is an Entry Fee for the AAF Club Achievement Competition - typically \$75 for the first entry, \$25 for each additional entry (There is NO ENTRY FEE for entering the AAF 4th District — Club Achievement Competition.)
- See the official "national club achievement competition call for entries 2011 – 2012" document (available later this year) for complete entry rules.

## SCHEDULE

- July + August: Goal setting September
- December: Executing Initiatives + recording results
- January: Write books (Last checkin with D4 Achievement Chairs in Tally)
- February: **Entry due date Monday 2/13/2012 at midnight.** Judging (including feedback) will be complete by February 29

NOTE – The AAF Club Achievement Competition books are due at the end of March. AAF 4th District chapters should use March to make revisions to their books based on feedback from the judges before submitting for the national AAF Club Achievement Competition.

## JUDGING

Judges will review and score all entries using the following criteria and point values. Total points equal 100.

- A) Outline and relevance of goals, 10 points
- B) Methods used to achieve goal(s), 25 points
- C) Results of methodology, 30 points
- D) Degree to which the exhibits document the narrative description of the project or activities, 35 points

## JUDGES

- Judges will be past District Club Achievement chairs or past National President of the year winners (not Kate + Carl).
- Scoring will be based on the same system outlined in the AAF Club Achievement Competition Call for Entries.

## AWARDS

- Our 4th District Club Achievement Competition will have two Divisions:

1) AAF 4th District – AAF Chapters

2) AAF 4th District – Ad 2 Chapters

- One winning book from each category will be awarded for each division (total of 16 awards)
- One Club of the Year will be chosen from each division (based on collective book scores). Only clubs that submit all eight books will be eligible for this award. Ties will be broken at the discretion of the judges
- Awards will be presented at the 4th District Annual Conference in May.
- District 4 Club of the Year winners will be awarded the first issue "Golden Whistle Award" and a cash prize.

## ENTRY DEADLINE

The deadline for entering is Monday 2/13/2012 at midnight.

- All entries must be uploaded by this time.

All questions regarding the AAF 4th District Club Achievement Competition should be directed to [Carl@socialforces.com](mailto:Carl@socialforces.com).

# 4TH DISTRICT — CLUB ACHIEVEMENT COMPETITION FAQ'S

Do my books automatically forward on to the national competition like the ADDYs?

*No. You'll be sent feedback on your books so you can make changes and prepare your final entires for the national AAF Club Achievement Competition.*

Is there an entry fee for the 4th District Club Achievement Competition?

*No. But there is still an entry fee for the national AAF Club Achievement Competition.*

Since we are submitting pdfs, do we have to follow all of the formatting and length restrictions indicated in the national AAF Club Achievement Competition Call for Entries? *Yes. This competition is designed to prepare you for the national competition, so the vast majority the rules from the national competition must apply.*

Since we're not submitting a physical book, what should we do about binder tabs?

*Label your narrative and exhibits as clearly as possible without physical tabs.*

Do we need to submit a disc with our entry?

*No, only the pdf. Make sure to embed any video or audio you want the judges to see.*

We had some additional initiatives that took place after the 4th District Club Achievement Competition Book deadline but before the national AAF Club Achievement Competition deadline, including our ADDY Gala. May we add those?

*Absolutely. We encourage you to do so.*



## CATEGORY OF ENTRY: ADVERTISING EDUCATION

**Definition:** Essentially there are three areas of concentration in advertising education. These are programs for the profession, students, and the general public. These programs improve the skills, professionalism and standards of current and future advertising practitioners through education as well as provide an understanding of, and confidence in, advertising and its contributions to the community and the economy.

1. State your club or federation's advertising education goals in the following areas:

- a. Advertising education for the profession
- b. Advertising education for students
- c. Advertising education for the general public

2. Explain how you achieved these goals by describing your:

- a. Event details
- b. Target audience
- c. Strategy
- d. Execution/Tactics

3. Describe, in detail, the results of your advertising education program(s).



## CATEGORY OF ENTRY: MEMBERSHIP DEVELOPMENT

**Definition:** Membership Development is defined as activities designed to enhance the local advertising club or federation membership in three ways: recruitment, retention and involvement.

1. State your club or federation's membership goals as they relate to:
  - a. Recruitment
  - b. Retention
  - c. Involvement
  
2. How did you achieve these goals including (but not limited to) the following activities:
  - a. Projects/Programs
  - b. Volunteerism
  - c. Member feedback
  - d. Club operations
  
3. Describe, in detail, the results of your membership activities



## CATEGORY OF ENTRY: CLUB OPERATIONS

**Definition:** Club operations are defined as the policies, procedures and leadership development that contribute to the operations of a club or federation.

1. State your club or federation's operations goal(s) as they relate to:

- a. Long-range planning
- b. Analysis of member needs
- c. Leadership organization and development
- d. Fiscal management (budgeting, dues, non-dues income and fundraising)

2. Describe the methods used for achieving these goals.

3. State/define the results of these executions.



## CATEGORY OF ENTRY: COMMUNICATIONS

**Definition:** Collateral materials and/or Web sites produced and distributed exclusively for the club or federation.

1. Describe your club or federation's use of communication materials for any or all of the following areas:

- a. Regular communication with members
- b. Event or meeting promotions and announcements
- c. Communication with nonmembers
- d. Self-promotion
- e. Others (e.g., telephone and broadcast scripts, press releases, etc.)

2. For each communication vehicle submitted, provide the following:

- a. Goals
- b. Target audience
- c. Budget recap
- d. Distribution system
- e. Results achieved
- f. Sample



## CATEGORY OF ENTRY: DIVERSITY & MULTICULTURAL INITIATIVES

**Definition:** Projects and programs designed to increase the minority representation and participation in the club or federation to more closely mirror the percentile mix of minorities in the market.

1. Explain your club or federation's activities/projects in any of the following areas:

- a. Program speakers
- b. Education workshops
- c. Volunteerism
- d. Advertising campaigns
- e. Seminars
- f. Business relationships with media outlets and multicultural suppliers and vendors.
- g. Educational and motivational programs aimed at encouraging multicultural students to pursue careers in advertising.
- h. Club leadership/club operations

2. For each activity/project described, define the club's:

- a. Goals
- b. Target audience
- c. Strategy
- d. Execution
- e. Results



## CATEGORY OF ENTRY: GOVERNMENT RELATIONS

**Definition:** Projects and programs designed to build effective relationships with local, state and national governments. Relationships are developed through the club or federation's work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers and promote industry self-regulation.

1. State your club or federation's government relations goals.
  
2. Explain how you achieved these goals by describing:
  - a. Event details
  - b. Target audience
  - c. Strategy
  - d. Execution/tactics
  
3. Describe, in detail, the results of your government relations goals.



## CATEGORY OF ENTRY: PROGRAMS

**Definition:** Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

1. State your club or federation's overall program goal(s) and provide (in the collateral material) a calendar of the year's programs.
  
2. Describe three of your most successful programs (other than special events, ADDY® Awards, seminars and designated fundraising events). For each program, please explain how you achieved your goal(s) by describing:
  - a. Event details
  - b. Target audience
  - c. Method of promotion
  - d. Average attendance
  - e. Feedback mechanism
  - f. Results
  
3. Describe at least one special event. Please explain how you achieved your programming goal(s) by describing:
  - a. Event details
  - b. Target audience
  - c. Method of promotion
  - d. Average attendance
  - e. Feedback mechanism
  - f. Results



## CATEGORY OF ENTRY: PUBLIC SERVICE

**Definition:** Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or community betterment.

1. For each public service project, explain how you achieved these public service goals by describing the:

- a. Goals of the project
- b. Target audience
- c. Strategy
- d. Execution/tactics
- e. Media/materials used (documentation of use required)
- f. Results attained (may include club publicity)