

AAF District 3 Quality Club Competition - Checklist

Mandatory Requirements to Participate

District Meeting Attendance

Local club president + 1 additional voting board member at the spring board meeting. *In the event of an emergency, a substitute attendee or proxy for the president is subject to the approval of the committee and must be preapproved for a club to be eligible.*

Club Management

(Documentation required for submission by deadlines on AAF District 3 Calendar)

- Prepare a club budget and submit a copy to D3 Treasurer by deadline
- Submit an accurate club roster by stated deadline and pay all dues on time
- Club president turns in all club reports to state governor by deadlines (see annual calendar of important dates)
- Hold a board retreat / annual planning session before September 1
- Provide proof of IRS filing for previous year's tax return by stated deadline

Optional Opportunities

AAF National Club Achievement Competition (max 1000 points)

- Each eligible book entered: 25 points
- National 3rd place books: 50 points
- National 2nd place books: 75 points

National 1st place books: 100 points

Seven book entry bonus: 125 points

Advertising Education Sponsor Participation (max 300 points)

Club donation up to \$300: 100 points

Club donation up to \$750: 200 points

Club donation up to \$1000: 300 points

District Meeting Attendance

National Conference: 25 points per attendee (*members of the District 3 Executive Committee do not count towards local club attendee total unless that person is also serving in a leadership role for the local club*).

District Leadership Conference: 40 points per attendee

Club Management (*documentation required*)

Hold monthly board meetings: 25 points per meeting

Professional development opportunities (*such as luncheon speakers, evening workshops, etc. Does not include ADDYs, happy hour socials, etc.*): 40 points per event

Conduct a club fundraiser (*such as media auction, member art auctions, etc.; does not include ADDY Awards.*): 100 points

Conduct a Diversity Internship program and award a \$250 or more club grant or scholarship: 200 points

Conduct a Public Service Initiative: 200 points.

Committee of more than 2 members for any of the following areas of club management- *Diversity, Public Service, ADDYs, Membership, Programs & Sponsorships*: 50 points per committee.

Membership growth: min 10%=50 points min 20%= 100 points 25% or more= 150 points (Based on roster submitted to District along with paid dues in February of each year)

Total professional ADDY® entries growth: min 10%=50 points, min 20%= 75 points, 25% or more= 100 points

Total professional ADDY® entrant growth: min 10%=50 points, min 20%= 75 points, 25% or more= 100 points

Total professional ADDY new entrant growth – where “new” is defined as an entrant that has not submitted into the awards competition for at least two prior years: min 10%=50 points, min 20%= 75 points, 25% or more= 100 points

Hold a Student ADDY® competition: 100 points

Award a scholarships/donation to universities/colleges on behalf of a student for his/her education in the field of advertising/public relations/graphic design/marketing - 25 points per donation

Bonus Points

The AAF District 3 QCC can award up to 150 bonus points for any exceptional "above and beyond" program, effort or idea submitted by a club which does not qualify under any of the above categories. Clubs will be asked to submit their achievements to be considered for bonus points and points awarded will be determined by the QCC.

Questions should be directed to Margaret Gregory, Chair, Quality Club committee, Margaret@sagecreates or 803-644-6021/803-760-0255.