

# What Does The NEW Ad Club Look Like?

The AAF Model of the Future

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# It's All About Resources



AAF has clubs of all sizes...from 30-1000s of members.  
Yet most local clubs are **under-resourced**.  
Resources are not just money.



# Let's Define Resources...

MONEY



TIME



IDEAS



PEOPLE



# Which Resource Is The Most Important For Local Clubs?



**PEOPLE!!**



# Common Challenges For Most Clubs

- Recruiting the necessary critical mass of **board** members
- Getting the **board** to do the work
- Dealing with **board** burnout
- Being prosperous

As you can see, the most important resource is also the scarcest resource.



**PEOPLE!!**

# The Impact Of Relationships

In the age of texting and social media this sounds like something out of the past, not the future, but let's un-complicate this...



**The REAL REASON your members join, and the key to EVERY club's success, is and will always be relationships.**

Simply stated: It's how things get done.



# Introducing **AAF Core**

To begin to improve your resources, you can start with a simple model we call AAF Core.

1. Define your **CORE** areas of club operations.
2. Re-define the rolls of your **CORE** board members.
3. Recognize that the real **CORE** of your club is relationships.





# Before We Unpack These 3 **CORE** Steps

**We know you're thinking at least one of the following:**

**“Yeah, yeah. I've heard this before.”**

No you haven't. Trust us.

**“That sounds too simple.”**

That's the point.

**“I'm not sure how to do that.”**

Don't worry, we're going to show you.

**“This doesn't solve our problem.”**

Yes it does. You're focused on the wrong problem.

**“That won't**

**work.”**  
Yes it will. But only if you **REALLY** commit to it.



# Step 1: Define Your Core Areas Of Club Operations



# Time For A Moment Of Truth

- Often clubs try to take on too much.
- Steeped in tradition, they believe they must do ALL the things they've always done.
- Today's world doesn't offer the **resources** to do EVERYTHING.
- Your club has to make some tough choices.
- Talk with your leaders and discuss which projects to undertake.
- Focus on the areas you are already good at, and you will have a successful year.



# Designing Your Road Map

## First: Evaluate The Past

- Are your club's projects and programs still relevant?
- Do they make sense for the club to continue?
- Are you doing too many things?



# Designing Your Road Map

## Next: Determine What To Keep

- Downsize what your club does to the things you do well.
- Look at the 8 categories of Club Achievement for guidance.
- If you can't decide, try focusing on these 4 things:
  1. Quality Programming- Provide top quality speakers and learning. Build networking and entertainment into each event.
  2. A really excellent American Advertising Awards competition.
  3. Elevate and enhance your club's communication including website, e-blasts, social media, direct mail, etc.
  4. A public service program that will help raise awareness of your club and attract more members.



# Designing Your Road Map

## Some Things To Remember

- Don't set goals that are too high. It's OK to start over small and build from there.
- Your goals should correlate to improved awareness for your club.
- Your goals should be focused on member involvement. Give members reasons to join and renew.



## Step 2: Re-defining Your Core Board Members

**It's time to turn the traditional AAF board model on its head.**

- Align your CORE areas of club operations with your CORE board members that have complimentary skill sets.
- Their re-defined role is to become a team leader for that area. NOT A COMMITTEE LEADER.
- Let's stop calling them committees. It's members working as a team to get things done. Call it a committee and people run.
- Your board's re-defined role is to **GUIDE** the work of their teams...not to **DO** the work of an entire team.
- That means lots of members, who are not on your board, each making small contributions.



# Wait...You Mean Members Do The Work?

**No. We haven't lost our minds. That's EXACTLY what we mean.**

- You must give your members **ownership** of your club.
- The things we own have more value to us than the things owned by others.
- The way a member takes ownership in their club is by contributing to it's accomplishments, and having a voice in how it's run.
- Your members' direct involvement in the operations of your club will make it better.



# How Do We get Those Members Involved?

**Here's a crazy idea...start by asking.**

- Don't wait for people to step up. You have to ask them.
- Your leaders should recruit their team by looking for members who fit the team's mission.
- Tell them why they would be great at it.
- Tell them why the club needs their help.
- Show volunteers and their employers what's in it for them.
- Reach out to new resources. Ad2 members. Students.
- Look outside of media and agencies to new types of members.

# Member Driven Clubs Have Big Benefits.

**Members fix those universal problems.**

- Requires fewer board members
- Prevents board burnout
- Allows your areas of club operations to grow as your membership does
- Builds more prosperous clubs
- Builds more engaged clubs





## Step 3: Recognize The **CORE** Of Your Club Is Relationships...

**Because the future of AAF is all about relationships.**

Member driven clubs ARE the ad club of the future. This is an on demand world. You can learn online. You can connect to new clients on LinkedIn. But all these useful technologies lack the same thing... relationships.

When your members have ownership in your club, it sets you apart from other associations and all the options in the digital space. Their membership has real value.





**When your club is defined by its  
members, it continues into the  
future.**

**If your club is defined by its board, it  
is already the club of the past.**



Let's



Seriously, let's talk about it.  
Continuing the way we are is madness...it  
won't work.

There will be no ad club of the future.

**So hit us with your questions!**

