



**AMERICAN ADVERTISING FEDERATION**  
**DISTRICT 3**

**QUALITY CLUB OF THE YEAR COMPETITION**  
**2020-2021**

**QUESTIONS SHOULD BE DIRECTED TO:**

Jamal Millner, Quality Clubs Chair

Email: [jamal@m3grafix.com](mailto:jamal@m3grafix.com)

Phone: (540) 344-4739



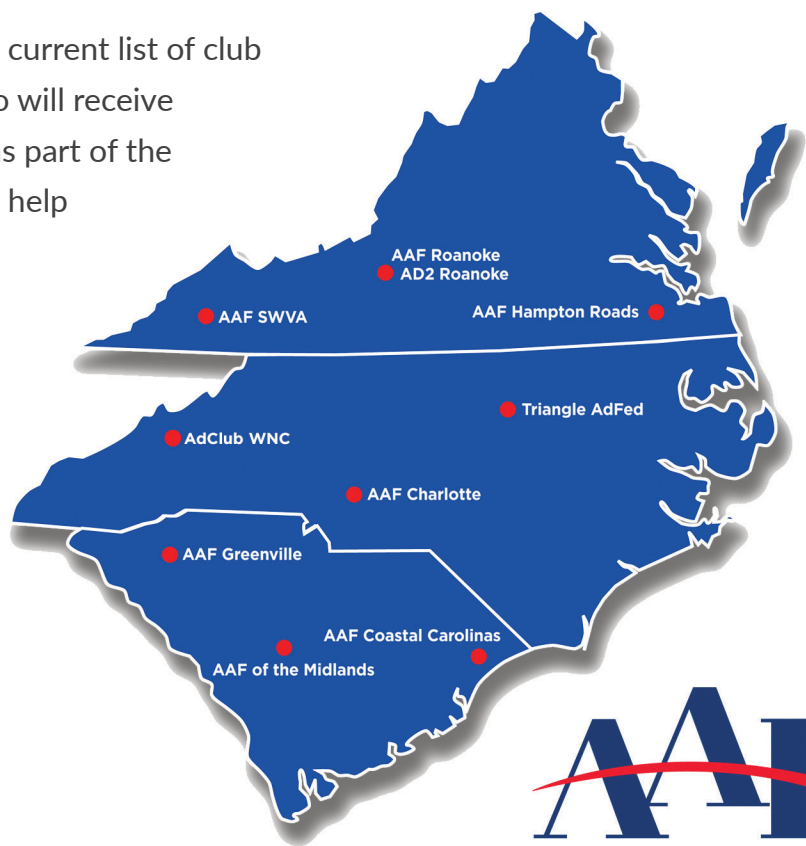
## Building a Quality Club

Each year, AAF District 3 will recognize Quality Clubs of the Year. The purpose of this program is to recognize and reward clubs that participate in club achievement, while excelling in areas of club management deemed crucial to being a quality club. Clubs that strive to meet the criteria detailed below will find they are doing the things necessary for their organization to grow and thrive.

The Club Achievement committee shall consist of the district governor, the Quality Clubs chair and the state governors. Duties of the committee will include determination of eligibility, collection of each club's data and proof of compliance. The committee chair is responsible for tallying all points, and determining winners.

The Quality Clubs chair will keep a current list of club presidents and vice presidents who will receive reminders of when items are due as part of the quality clubs competition. This will help ensure key members are always informed in order to help avoid missed deadlines.

Changes/updates to the rules will be considered at a minimum of at least every other year or sooner if the situation warrants.





# Quality Club of the Year

## RULES & DEADLINES 2020-2021

## Mandatory Requirements

### SPRING MEETING ATTENDANCE

- Local club president + 1 additional voting board member at the spring board meeting on **April 8**

*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)

- Hold a minimum of ten monthly board meetings. The annual retreat may count toward the required minimum of ten meetings (Send documentation to Quality Clubs Chair)
- Club president turns in all club reports to Quality Clubs Chair and State Governor by deadline\*
- Submit Board Roster to Quality Clubs Chair and State Governor by **August 3**
- Hold a board retreat / annual planning session before **September 1**
- Prepare a club budget and submit to Quality Clubs Chair and D3 Treasurer by **October 8**
- Submit proof of IRS filing for previous year's tax return to Quality Clubs Chair by **November 13**
- Pay National Dues (\$30/Member - Payable upon receipt)- Billed in **December**
- Submit Updated Membership Roster to Quality Clubs Chair and State Governor by **January 30**
- Pay District Dues (\$16/Member - Payable upon receipt) - Billed in **January (waived for 2020-21)**

*Clubs will be allowed one (1) missed deadline each year but will be required to provide the necessary information within an established grace period (10 days). If the club fails to provide the information within the grace period, the club will not be allowed to continue in the competition. The one exception is the IRS filing deadline. No grace period will be allowed for this requirement, because this is a legal requirement by the US government.*

**A list of all important dates can be found at [aafdDistrict3.org](http://aafdDistrict3.org)**

# Quality Club of the Year

## RULES & DEADLINES 2020-2021

### 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**
- BONUS: Submit books in all five categories: **125 points**



#### ADVERTISING EDUCATION SPONSOR PARTICIPATION

(MAX 300 POINTS)

Each club will be given a goal from the District AES Chair. Goals are determined based on membership size. Donations must be received by the Spring Meeting.

- Club donation 100% of goal: **100 points**
- Club donation 110% of goal: **200 points**
- Club donation 120% of goal: **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**

# Quality Club of the Year

## RULES & DEADLINES 2020-2021

### Optional Opportunities



#### CLUB MANAGEMENT (DOCUMENTATION REQUIRED)

- Professional development opportunities (such as luncheon speakers, evening workshops, etc. (Does not include American Advertising Awards, happy hour socials, etc.): **40 points per event**
- Conduct networking events (not to include professional development events or AAF Awards). Clubs may earn **five (5) points for each event up to a total of four events and a maximum total of 20 points**
- Conduct a club fundraiser (such as media auction, member art auctions, etc.; Does not include American Advertising 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**
- Have a committee of more than 2 members for any of the following areas of club management- Diversity, Public Service, American Advertising Awards, 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)**
- Awarding scholarships/donations 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**



#### AMERICAN ADVERTISING AWARDS (DOCUMENTATION REQUIRED)

- Total professional ADDY® entries growth: **min 10%=50 points, min 20%= 75 points, 25% or more= 100 points**
- Total student 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**
- Local Silvers forwarded to District Competition: **min 20%=50 points, min 30%=75 points, 45% or more= 100 points**
- Hold a Student ADDY® competition: **100 points**

# Quality Club of the Year

## RULES & DEADLINES 2020-2021

### Optional Opportunities



#### BONUS POINTS

- For any club supporting the District through the garnering of sponsorship funds for District initiatives to include, but not limited to, the Diversity program, AES, and the District Leadership Conference, the AAF District 3 QCC can award **up to 150 bonus points**
- Additionally, 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
- Submit event or meeting photography: **5 photos = 10 points, 10 photos = 25 points, 20 photos = 50 points (April 5 Deadline)**

### The Rewards



#### 1ST PLACE

**3 FREE**  
Conference  
Registrations



#### 2ND PLACE

**2 FREE**  
Conference  
Registrations



#### 3RD PLACE

**1 FREE**  
Conference  
Registration

Registrations may be used at the following year's District 3 Leadership Conference.