2024-2025 Club of the Year Checklist

aaf american advertising federation
district 7

president + club ops

	Date	Task	Points
☐	JUL 24	COP Call @ 3:00 CST	20 pts
☐	AUG 1	Meet & Converse with RD	10 pts
☐	AUG 1	Submit Directory Information	20 pts
☐	AUG 16	Submit President's Report #1	20 pts
☐	AUG 22	President's Idea Exchange – PIE	10 pts
☐	AUG 25	Full registration attendees at Leadership	20 pts *(<60)*
☐	AUG 25	District Board Meeting 1	20 pts
☐	AUG 30	District Dues	50 pts
☐	SEP 2	Membership Roster	50 pts
☐	SEP 2	Annual Budget, Charter & Bylaws	25 pts
☐	SEP 18	COP Call @ 3:00 CST	20 pts
☐	OCT *(TBD)*	Awards Webinar Series – Part 1	25 pts
☐	OCT 16	COP Call @ 3:00 CST	20 pts
☐	OCT 24	President's Idea Exchange – PIE	10 pts
☐	NOV *(TBD)*	Awards Webinar Series – Part 2	25 pts
☐	NOV 13	COP Call @ 3:00 CST	20 pts
☐	DEC *(TBD)*	Awards Webinar Series – Part 3	25 pts
☐	DEC 18	COP Call @ 3:00 CST	20 pts
☐	DEC 30	National Dues	50 pts
☐	JAN *(TBD)*	Awards Webinar Series – Part 4	25 pts
☐	JAN 15	COP Call @ 3:00 CST	20 pts
☐	JAN 23	President's Idea Exchange – PIE	10 pts
☐	FEB 19	CCOP Call @ 3:00 CST	20 pts
☐	MAR 3	Club Achievement Books	20 pts/*bk*
☐	MAR *(TBD)*	Submit President's Report #2	20 pts
☐	MAR 14	Mid-Year Membership Rosters	50 pts
☐	MAR 14	Award Student Scholarship or contribute to funds	20 pts
☐	MAR 19	COP Call @ 3:00 CST	20 pts
☐	MAR 27	President's Idea Exchange – PIE	10 pts
☐	APR 5	District Board Meeting 2	20 pts
☐	MAY 21	COP Call @ 3:00 CST	20 pts

membership dev + communications

☐	MAR 14	**Membership Percentage Increase**	
		1%-5% growth	**25 pts**
		5.1%-10% growth	**35 pts**
		10.1%-15% growth	**45 pts**
		15.1%+ growth	**55 pts**
☐	MAR 14	**Participation in AAF Certification**	
		1-5 attendees	**15 pts**
		6-10 attendees	**25 pts**
		10-15 attendees	**35 pts**
		15+ attendees	**45 pts**

programs

☐	MAR 14	**Submit high quality, vetted speakers to the *D7 Speaker List***	**10 pts/ea** *(max 30 pts)*

public service

☐	MAR 14	**Submit your Public Service Initiatives**	**50 pts**

cornerstone events + initiatives

☐	MAR 1	**Professional Awards Entry Increase**	
		1%-5% growth	**15 pts**
		5.1%-10% growth	**25 pts**
		10.1%-15% growth	**35 pts**
		15.1%+ growth	**45 pts**
☐	MAR 1	**Student Awards Entry Increase**	
		1%-5% growth	**15 pts**
		5.1%-10% growth	**25 pts**
		10.1%-15% growth	**35 pts**
		15.1%+ growth	**45 pts**
☐	MAR 1	**Present a Mosaic ADDY®**	**10 pts**
☐	MAR 1	**Forward local ADDY® Award Winners**	**50 pts**
☐	MAR 1	**Present a Diversity & Inclusion Speaker**	**50 pts**
☐	MAR 14	**Submit judges to the *D7 Judges List***	**10 pts**

teamwork + celebration

☐	AUG 24	**MOTS Participation**	**20 pts**
☐	MAR 14	**Submit Nominations for Awards**	**20 pts**/*nom*
☐	APR 5	**Winning District Club Achievement**	
		1st place	**25 pts**
		2nd place	**15 pts**
		3rd place	**10 pts**
☐	JUN	**Entry in National Club Achievement**	**20 pts**/*bk*