

Communication

LETTERS | SURVEYS | PRESS RELEASES | FEEDBACK FORMS

THE FOLLOWING MEMBERSHIP MATERIALS CAN BE ADAPTED FOR USE IN POWERPOINT, VIDEO AND CD-ROM FORMAT. IT IS IMPORTANT TO DISSEMINATE THE MESSAGE AND COMMUNICATE TO PROSPECTIVE MEMBERS IN THE MOST EFFECTIVE MANNER POSSIBLE. YOUR CLUB MAY SUCCESSFULLY USE MEDIA OPPORTUNITIES RATHER THAN PRINTED PIECES.

1. A BRIEF HISTORY OF AAF

By the turn of the 19th century, advertising had been recognized as an important and viable means of communication. The industrial movement gave rise to the need for product and service promotion, and with this, the advertising profession was established. As the profession grew into an industry, practitioners became concerned with assuring high business standards. Then, as now, advertising professionals identified the need to join together to protect and promote their trade.

This idea led to the organization of professional advertising clubs founded on the principle of upholding high industry standards. Across the country, advertising professionals formed local organizations to achieve this objective.

By 1904, these local advertising clubs realized that to be effective they should join together. Accordingly, the local clubs in the West formed the Pacific Coast Advertising Men's Association. A year later, the East Coast clubs organized into the National Federation of Advertising Clubs. These two regional groups evolved to become the Advertising Association of the West (AAW) and the Advertising Federation of America (AFA).

Both associations worked to raise the standards of advertising through education and self-regulation. In the East, the AFA organized

a national vigilance committee in 1911 and launched the "truth in advertising" movement, the forerunner to Better Business Bureaus. The AAW became involved in this movement a year later.

For many years the AAW and the AFA operated independently to represent industry interests. After World War II, however, the East and West were brought closer together through the advent of commercial air travel and advances in telecommunications. Accordingly, it became increasingly necessary for the AFA and AAW to coordinate activities and positions, particularly in dealing with the federal government.

For several years the AFA and AAW worked cooperatively to promote and protect industry interests as pressure toward merger mounted. In 1962, a joint convention was held and a commission was formed to discuss the issue of merger. Five years later, in February 1967, the Advertising Federation of America and the Advertising Association of the West joined forces, creating the unifying voice for advertising . . .

THE AMERICAN ADVERTISING FEDERATION.

Today, the American Advertising Federation (AAF) represents some 50,000 advertising men and women in all industry segments. Members join together to achieve a common mission.

As a member of your local advertising club, you are a member of the American Advertising Federation (AAF). As the "Unifying Voice for Advertising," the American Advertising Federation (AAF), headquartered in Washington, D.C., with a Western Region office in Newport Beach, Calif., is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

The AAF's objectives are accomplished by the following initiatives:

- Advertising Hall of Fame
- Advertising Hall of Achievement
- ADDY® Awards
- AAF National Conference
- Government Affairs Conference
- Great Brands Campaign
- Most Promising Minority Students Program
- Mosaic Awards & Multicultural Resources Expo
- NSAC: College World Series of Advertising
- Principles & Recommended Practices for Effective Advertising in the American Multicultural Marketplace

2. SAMPLE SOLICITATION LETTER

Dear Prospective Member:

Enclosed is a variety of items to introduce you to the [name of club/federation]. We believe these materials will reinforce the value of becoming a member of our organization.

Ad Club membership will allow you to:
[List Benefits of Membership contained in this kit.]

We encourage you to review the enclosed brochure and complete the application for membership.

In the coming weeks, a member of our board will be contacting you. Or, if you would like to contact us, please call [name of club's membership contact person and phone number].

Thank you for your consideration.

Sincerely,

[Name and club title of sender]

Enclosures

3. AMERICAN ADVERTISING FEDERATION PROSPECTIVE MEMBER SURVEY

1. In what segment of the advertising industry are you employed? (Qualifying question)

- Print
- Radio
- Broadcast Production
- Graphic Design
- Paper
- Television
- Corporate (Company)
- Outdoor
- Public Relations
- Agency
- Freelance
- Other

2. To what professional organizations do you belong? (Professional development issue)

3. How much are their dues? (Commitment to professional development)

4. Have you ever been approached to join the American Advertising Federation or its local ad club/federation affiliate? (Qualifier)

5. If you have been approached, why did you choose not to join? (Objection analysis)

6. List the top three reasons you belong or would belong to a professional organization. (Needs assessment)

7. What do you feel is a reasonable membership fee to belong to a professional organization like the American Advertising Federation?
(Qualifying question)
8. What time of day would be best for you to attend an association meeting?
(Qualifying question)
9. Did you know that professional membership is a tax-deductible expense? (Membership benefit)
10. Would you consider attending hands-on professional workshops? (Professional development)
– If so, what kind? (Idea generation)
11. What fees would you consider reasonable to participate in these workshops? (Pricing issue)
12. What are the ADDY® Awards? (Familiarity)
13. Have you ever participated in the ADDY® Awards? (Past involvement)
14. Would you please indicate your gender?
(Member composition)
 male female
15. Would you please indicate which age category you fit within? (Member composition)
 18-24
 25-34
 35-44
 45-54
 55+
16. What is the best way to contact you regarding Ad Club (Ad Federation) participation?
(Qualifying question)

4. AMERICAN ADVERTISING FEDERATION NEW-MEMBER SURVEY

1. Why did you join the _____ ad club?
2. Are you aware of your American Advertising Federation affiliation and associated member benefits?
3. How satisfied are you with your ad club/federation membership on a scale of 1 to 10? (1-Not Satisfied, 10-Very Satisfied)
4. Are you serving on any ad club/federation committees? If so, which committees?
5. Are you enjoying your membership?
6. Have you found your membership to be valuable to you?
7. Please rate the following items on a scale of 1 to 10. (1-Poor, 10-Excellent)
 _____ Content of programs
 _____ Time/date of programs
 _____ Communications
 _____ Professional development
 _____ Networking
 _____ Activities of club
 _____ Public service
 _____ Professional seminars
 _____ Other

8. Do you need additional information about the ad club/federation? If so, what would you like to know?
9. Would you recommend ad club/federation membership to others?

10. Please provide names and employment of prospective members.

11. What improvements to the ad club/federation might you suggest?

12. Do you have any ideas or suggestions for the ad club/federation?

13. Would you like to be involved in any activity of the ad club/federation with which you are not presently involved?

14. Do you have any additional comments?

5. AMERICAN ADVERTISING FEDERATION MEMBER SURVEY

1. Why did you join the ad club/federation?

2. How long have you been a member?

3. Are you aware of your American Advertising Federation affiliation and associated member benefits?

4. Has the reason why you joined the organization changed? If so, why do you currently belong?

5. Have you served on any ad club/federation committees within the last year? If so, on which committees did you serve and why?

6. Have you served on other ad club/federation committees or projects? If yes, on which committees or projects did you serve and why?

8. What do you believe is the greatest benefit of membership?

9. Does your employer support your ad club/federation involvement? If so, in what way?

10. What part of the ad club/federation needs improvement, if any?

11. What improvements might you suggest?

12. Have you changed disciplines since you joined the ad club/federation?

13. How many programs did you attend last year?

14. Which programs offered you the most value to you?

15. Is the ad club/federation meeting your professional development needs?

16. Is the ad club/federation meeting your networking needs?

17. Do you or your employer participate in the ADDY® Awards Competition?

18. Have you ever recruited employees for your business or been recruited through an ad club/federation relationship?

19. Are you aware of the National Student Advertising Competition?

20. Are you aware that your ad club/federation participates in public-service campaigns?

21. Do you receive the benefits you expect for the membership dues you pay? If not, why?

6. EXIT INTERVIEW SURVEY

1. Why did you not renew your membership in the ad club/federation?

2. How long have you been a member of the ad club/federation?

3. What could the ad club/federation do for you to renew?
4. Do you have any suggestions for improving the ad club/federation?
5. Did you serve on any committees? If yes, which ones? How long?
6. How many programs or meetings did you attend during the past year?
7. Please rate the following items on a scale of 1 to 10 (1-Poor, 10-Excellent):
 - _____ Content of programs
 - _____ Time/date of programs
 - _____ Communications
 - _____ Professional development
 - _____ Networking
 - _____ Activities of club
 - _____ Public service
 - _____ Professional seminars
 - _____ Other

8. If you were president of the ad club/federation, what would you do?
9. Would you ever consider rejoining the ad club/federation? If so, under what conditions?

7. SAMPLE NEW OFFICERS PRESS RELEASE

XYZ Media's Rob Smith to Lead Springbrook Advertising Federation

Contact: Jane Williams (555) 555-1234 or jwilliams@saf.org

SPRINGBROOK, June 30, 2002 — The Springbrook Advertising Federation (SAF) has named Robert A. Smith, CEO of XYZ Media, to lead the organization, effective July 1, 2002.

As president of the Springbrook Advertising Federation, Smith will oversee the activities

of the SAF including the Springbrook ADDY® Awards, government relations activities and monthly luncheon meetings. Smith has been a member of the Springbrook business community since 1992. Prior to joining XYZ Media, he worked at several area agencies including ABC Advertising and The Springbrook Daily Post.

The following individuals were elected to serve on the SAF board of directors:

- Jimmy Warren, president, TotalCom, Inc.
- Charlie East, president & CEO, East Advertising & Public Relations
- Helen Lavelle, creative director, Lavelle Murray Advertising.
- Barbara Scott, account manager, KINE 105 FM

- end -

The Springbrook Advertising Federation is composed of 350 local advertising professionals. SAF works to enhance the professional development of club members, while increasing recognition for the advertising industry and giving back to the local community. The Springbrook Advertising Federation is a local affiliate of the American Advertising Federation, a national organization that represents the advertising industry in its entirety. For information on upcoming events or becoming a member, visit www.saf.org.

8. SAMPLE SPECIAL EVENT PRESS RELEASE

Ad Fed to Hold 'Springbrook Ad Bash 2002 Black-Tie Gala Scheduled March 2

Contact: Jane Williams (555) 555-1234 or jwilliams@saf.org

SPRINGBROOK, Feb. 15, 2002 — The Springbrook Advertising Federation (SAF) will host the third annual Springbrook Ad Bash on Saturday, March 2. The black-tie reception will be held at the Marriott Springbrook.

The gala event is open to the public, with food, drink and entertainment provided. Tickets are \$75 and must be purchased in advance. For

tickets, call Jane Williams at (555) 555-1234.

The Springbrook Advertising Federation is a volunteer association composed of members of the advertising, marketing and business community. In addition to the annual Ad Bash, SAF holds monthly luncheon meetings and networking socials and runs the Springbrook ADDY Awards competition.

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9. SAMPLE SPEAKER PRESS RELEASE

JoBe Cerny, the Cheer Detergent Man and Voice of the Pillsbury Doughboy, to Address Springbrook Community

Contact: Jane Williams (555) 555-1234 or jwilliams@saf.org

SPRINGBROOK, September 30, 2002 — The Springbrook Advertising Federation will host TV commercial star and advertising leader JoBe Cerny at a luncheon meeting October 10. The meeting is open to the public, but reservations must be made in advance.

Cerny, who is most well known for his television performances as the Cheer Detergent Man and the voice of the Pillsbury Doughboy, is a specialist in comedy radio. He will address business and community leaders on the benefits of effective radio advertising and will provide tips to ensure successful radio spots. Cerny has spoken to over 100 similar groups across the country. He is known for his informative and

entertaining presentations.

The Springbrook Advertising Federation holds monthly luncheons featuring leaders of the advertising industry to educate members and the public about advertising issues, trends and techniques. Admission to luncheons is \$15 for club members, \$20 for non-members. The ad fed holds various other events, including the annual ADDY® Gala and a biannual golf tournament. For information on JoBe Cerny or other upcoming ad fed events, call Jane Williams at (555) 555-1234 or visit www.saf.org.

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10. HELPFUL HINTS FOR WRITING AND FORMATTING PRESS RELEASES

The Headline

The headline must do two things: summarize the main point and compel editors to read on. Most editors will not read the release if the headline and first sentence do not grab their attention.

The Contact

Put a contact name, phone number and e-mail address immediately after the headline. The contact must be someone who will be available to answer reporter questions and/or verify facts.

Place/Date

Correct form for the beginning of a press release is as follows:

Place, Month, Date, Year —

The place should be the town your ad club is located in. The place must be in all capital letters and should be followed by a comma. The date should be the date that the release will be distributed to the media. The date should be in capital-and-lower-case letters with a comma separating the date and year. Place an em-dash after the year.

The First Sentence

Start the press release on the same line as the place/date, immediately after the em-dash. In the first sentence answer the most important of who, what, where, when and why. Do not try to answer ALL five questions in the first sentence. Keep the first sentence simple. Do not bog it down with titles or acronyms unless absolutely necessary.

The Body

In subsequent paragraphs, incorporate supporting data and important details. But keep it brief. If at all possible, press releases should not be longer than one page.

The Ending

Skip one space after the last sentence of your press release. In the center of the following line, type the following:

- end -

A dash must be on either side of the word “end.” Do not use capital letters.

The Boilerplate

Skip one line after the word “end.” On the next line put a small description of your ad club (see examples).

This description is called a boilerplate. The boilerplate is usually a combination of your mission statement and activities. The boilerplate should be in smaller type than the body of the release and is usually in italics.

11. PROGRAM FEEDBACK FORM

Local Ad Club/Federation

Program: Wally Snyder, AAF president

September 15, 2002

Rate on a scale of 1 to 10 (1-Poor, 10-Excellent)

_____ Location

_____ Time

_____ Meeting notification

_____ Management of meeting:

_____ Helpful/relevance

_____ Quality of food

_____ Meeting room

_____ Quality of program/speaker

_____ Overall rating

Suggestions for future programs:

Comments:

12. SOCIAL ACTIVITY FEEDBACK FORM

Local Ad Club/Federation

Event: Golf Tournament/ April 10, 2002

Rate on a scale of 1 to 10 (1-Poor, 10-Excellent)

_____ Location

_____ Time

_____ Notification

_____ Management of event

_____ Fun

_____ Price/value

_____ Overall rating

Suggestions for improvement:

Comments:

13. MEMBER COMMUNICATIONS FEEDBACK FORM

Local Ad Club/Federation

Member Communications

Rate on a scale of 1 to 10 (1-Poor, 10-Excellent)

_____ How well informed are you about club activities?

_____ Timeliness of communication

_____ Quality of communication

_____ Effectiveness of communication

Rating individual communication tools:

- Newsletter
- Broadcast fax
- E-mails
- Meeting notices
- ADDY® Call for entry
- Overall member communication.

Suggestions for improvement:

Comments:

14. ADDY® AWARDS FEEDBACK FORM

Local Ad Club/Federation

ADDY® Awards

Rate on a scale of 1 to 10 (1-Poor, 10-Excellent)

- Call for entry
- Overall organization
- Receipt of entries
- Explanation of rules
- Quality of judges
- Event
- Location
- Time
- Management of event
- Invitation
- Food
- Presentation
- Display of work
- Quality of recognition to winners
- Price/value

Suggestions for improvement:

Comments:

15. SAMPLE WELCOME LETTER FROM AAF PRESIDENT WALLY SNYDER

Dear _____ :

Welcome to the American Advertising Federation (AAF).As a member of your local advertising club/federation, you are now part of the national AAF

The AAF is the advertising trade association that represents the ad industry in its entirety. AAF's 130 corporate members are advertisers, agencies and media companies that comprise

the nation's leading brands and corporations. AAF's national network of 210 ad clubs and local ad federations is home to 50,000 advertising professionals. In addition,AAF connects industry with an academic base through its 210 college chapters.

It is this diverse membership that allows the AAF to be the leading voice for advertising-friendly government policies on the national, regional and local levels; a leading proponent of diversity programs in our industry; and a leading force for education initiatives. It is also what allows us to hold the largest creative advertising competition in the country — the ADDY® Awards.

The talents you will lend to your local ad club will strengthen the AAF on every level. You are what makes the AAF the Unifying Voice for Advertising.

I am happy to welcome you to our team, and I look forward to meeting you at our next AAF National Conference.

Sincerely,

Wallace Snyder

President & CEO

American Advertising Federation

16. SAMPLE WELCOME LETTER FROM DISTRICT GOVERNOR

Dear _____ :

Congratulations on making the wise decision to join your local ad club/federation. It gives me great pleasure to welcome you to District (district number).

As you may know, joining at the local level has made you part of a national organization — the American Advertising Federation (AAF). The AAF is divided into 15 geographic districts to help facilitate communications, implement programs and provide services to its 50,000 members. Each ad club is a member of a district by virtue of its location in the country.

I am the governor of District [district

number]. Each governor provides the local members with a voice at the national level by holding a seat on the AAF board of directors. I am elected by the ad clubs/federations in our district, and I and my fellow officers work closely with you to deal with the issues we face in our region, to coordinate interaction between all the clubs in our area, and to run the district ADDY® Awards and the district-level competitions of the National Student Advertising Competition.

Throughout the year, I hope to see you at District [district number] meetings. In addition to offering a forum to learn from each other, these meetings give us the opportunity to visit with our colleagues from neighboring cities and states, share ideas and work together.

Welcome to the AAF

Sincerely,

[Name and Title of District Governor.]