



TIPS ON WRITING YOUR CLUB ACHIEVEMENT BOOKS

1. Purchase all eight notebooks and plastic inserts at the beginning of your club's year and assemble the information in the books as the events happen.
2. Appoint a Club Achievement Chair. Your immediate past president is usually good and understands the full scope of the organization.
3. See "AWARD WINNING IDEAS" at http://aaf.org/images/public/aaf_content/club/pdf/awi08.pdf featuring last year's first place winners in each category and see how they did it. READ IT! You will be amazed that you are probably already doing everything the winning clubs are doing. You just need to save your collateral, and document your work properly.
4. Prepare a template for each book; fill in the blanks during or immediately following the event while all the information is fresh.
5. Keep eight copies of everything: invitations, newsletters, postcard meeting reminders, thank you cards—everything.
6. Tell the objective/solution/results in each category.
7. If possible, enter all eight categories as you could win prize money on the District level. Some categories have just a few entries and yours could win.
8. Even if you win or do not win at District, you could still win prize money at the National level as each book is judged by different judges.
9. Books are judged by the club size, so you compete with your own size and not the large clubs if you are small.
10. Plan your club activities around the club achievement subjects. There is a reason we have these eight categories. Yes, you can win awards, but more importantly, it is an excellent way to plan and manage your clubs.
11. The Club Achievement Chair should participate in each of the clubs events so that he/she can be knowledgeable to edit the books.
12. Books can be assigned to each committee chair to write and be monitored by the Club Achievement Chair. Provide each chair copies of the rules and the corresponding section of "AWARD WINNING IDEAS."
13. Board members can be responsible for keeping records of the projects they oversee.
14. Type and complete the book as soon as that event is completed. Then you will not have the big crunch near deadline trying to get everything done.
15. Make sure there are no typos, or misspelled words. Use good grammar and make sure you follow the rules to the letter.
16. Read the Competition Guidelines carefully. Guidelines and categories can change from year to year. Pay particular attention to binder size, double spacing, and submission of word documents on floppy or CD. Make sure CD or floppy is attached so it will not be separated from the book.
17. Numbers and percentages are very important to judges, so emphasize them in each report. Include goals and results.
18. As an example, adding one minority member to your membership campaign may be a 100% increase and can be used as Cultural Diversity.
19. ADDY® Awards and other projects could be used in all eight categories depending on the objective and event happenings.
20. The club achievement year begins in April, so you should be working on the books all year long.
21. Club Achievement books count toward Club-of-the-Year competition. Each entry gets 50 points just for entering. Clubs will want to enter all eight categories to be eligible for Club of the Year consideration. Other criteria for Club of the Year include involvement in District, AES, and conference/convention attendance.
22. Don't forget to include separate checks for District and National fees.
23. You can enter one, or both competitions-District and/or National with any or all books.
24. Judges like events that are totally creative and different.
25. Take photos of your events and include them in the books.
26. DVDs of broadcast spots can be included.
27. Again, one event can be entered in several categories.
28. Tell what bombed, how you handled it, what you learned, and the results.
29. At the very minimum, enter at least one category. If your club really excelled in any one category, enter it. You deserve to be recognized.
30. Have a non-advertising person read the book for content, clarity, typos etc.
31. Make sure you check the box on the form if you want your book returned. If not, they are thrown in the trash. The books are a valuable resource for future club management.
32. Completing the books is not difficult, but a lot of work. Make the commitment.