



Chair and Committee Descriptions

Committee's are essential to Club Development. Each Team is made up of: Chair and Co-Chair, plus any recruited volunteers to accomplish the goals of the committee.

PROGRAMS

Event Planner Extraordinaire! You get to decide and plan monthly programs and socials. We strive to provide our members with fun, educational and inspirational speakers, and you will be the driving force behind them! You will be the greeter and guest check-in at the events.

Topic Team – Help plan speaker programs and/or socials in the months of August, September, October, December, January, March, April, and May. Negotiate & arrange all aspects of fees, travel and lodging. Obtain topic and bio information for club promotions.

Event Team – Arrange location, food, RSVP List, Audiovisual, and Check-In for monthly meetings.

Communications Team – Manage design, social media, and emails for meetings and special events.

MEMBERSHIP

We really are the sum of our parts! Work on the membership committee and get to know everyone! Encourage member participation. Provide member services and generate club growth.

New Member Team Encourage member participation. Identify prospective members and initiate contact, provide them with information and membership materials. Maintain contact with new members and provide “buddy” relationship to get them acclimated with club.

Database Management Team – Work with new member Team to keep database updated.

Communication Team – Send update emails weekly/bi-weekly to communicate upcoming events to membership. Manage Telephone Tree for member announcements and meetings. Create/maintain membership materials.

EDUCATION

Scholarships/Student Ad Club: Award money to stellar students!

Provide support to student organizations and maintain liaison with students to encourage their participation in the organization. Oversee Annual Scholarship Awards and the application process for the scholarships.

Nomination Team – Oversee Scholarship call for entry, application evaluation and distribution and information

Communication Team - Provide support to student organizations and maintain liaison with students to encourage their participation in the organization. Develop & implement plan to promote Scholarship Award participation and ADDY participation within the local Universities.

MEDIA AUCTION

Add Bang to your Budget! Arrange Tallahassee's Media Auction and vital fundraiser for AAFTALLAHASSEE. Media Auction is a live and silent auction to raise money for AAFTALLAHASSEE Scholarship Awards and general operating funds. Usually happens annually in November.

Event Team Arrange place, food & beverage, RSVP List, Audiovisual, Check-In, staffing & decoration

Donations/Check-Out Team – Arrange solicitation, gathering and cataloging of all donations. Arrange staffing and organization of check-out system.

Promotions Team –Develop and implement partnerships with outside businesses/organizations to increase attendance and donations.

ADDY

Take the Challenge! Local Ad Pro's submit their year's best work to compete for the Gold and Silver ADDY Award! Arrange the annual ADDY AWARDS events and ceremony recognizing excellence in advertising.

Call For Entry Team – Identify new prospects in market. Arrange mail out, follow up, place, staffing, and data entry for ADDY Call-for-Entry.

Judging Team – Evaluate and Schedule Judges for local ADDY Competition. Arrange travel and hospitality. Arrange photography of entries for ADDY Gala

Event/Gallery Team – Arrange ADDY Gala. Place, meals, attendance, décor, theme, speakers, A/V Presentation. Arrange ADDY entry display of all entries including Radio & TV A/V for

“Gallery Showing” prior to or in conjunction with the ADDY Gala. Coordinate with Promotions and Call for Entry Team on RSVP's

Promotions Team – Generate Press Releases and PSA's to promote event. Design & emailing of Gala invitation.

COMMUNICATIONS

Do what you do best - get the word out! Provide information about club events to local media. Provide club updates to membership. Update website and generate public relations for the club.

Website Updater – Coordinate with each committee for bi-weekly updates to website. Post meetings, and any event information.

Social Media - Help promote club events on social media. Provide content and relevance in the social media platforms.

PUBLIC SERVICE

Lend your talents to those who need it most! Public Service is the link between the advertising world and the community. This committee engages the strengths of the advertising industry by providing advertising-related assistance to local non-profit organizations. Arrange and oversee the development of programs and materials to support community or civic organizations.