

AAF - Baton Rouge / 2020-2021 Club Achievement Competition / PUBLIC SERVICE

Introduction

The pandemic year of 2020 threw quite a few curve balls at the world, including our public service plans for AAF-BR. However, our determined group was creative and flexible, pivoting when needed to ensure our club continued to serve our members. The goals set for the year included giving back to the Baton Rouge community through our club and member resources, as well as promoting diversity and inclusion through education and hands-on support in the Baton Rouge area. Even in the middle of all that was 2020, we managed to accomplish our goals through donations and volunteer opportunities—including leading our first ever CreateAthon, awarding the 2021 Mosaic Champion Award and providing vital workshops and resources to our members searching for jobs during these tough times. We are proud of the hard work our team put in to make these events happen, and even more proud of the participation from our members.

The Futures Fund Donation

In the 2019-2020 year, AAF-BR was fortunate to experience a surplus in our budget. Our leadership decided to invest these funds back into our community and make a donation to our longstanding partners, The Futures Fund.

Target Audience: The Futures Fund, a Baton Rouge-based nonprofit serving teens and young adults teaching creative skills including coding and photography.

Strategy: Respond to a proposal request from the organization for a one-time donation to establish an online Tech Academy as the Futures Fund worked to evolve during the pandemic to continue offering digital technology training to Baton Rouge youth. This step toward funding the Tech Academy was also part of a larger plan to strengthen the partnership between The Futures Fund and AAF-BR, creating mentor and job shadowing opportunities for program participants to take advantage of once COVID-19 restrictions are lifted.

Execution: After a unanimous vote from the board, AAF-BR presented a check of \$5,000 to The Futures Fund Executive Director Casey Philips.

Media/Materials: Casey provided a heart-felt thank you video that was shared at an AAF speaker series luncheon. The Futures Fund shared the news on their website and our members were proud to share on social media. **(EXHIBIT 1)**

Results: In his video, Casey shared that AAF-BR's donation was vital to the organization as they transitioned to a virtual space and digitized the curriculum. This organization has worked with over 1,500 students since starting over six years ago and the youth served in their program are 90% low-to-moderate income with a majority being African American and

female. The donation also allowed for The Futures Fund to meet students where they were during the pandemic, creating a virtual space that offers equitable access to their tech skills courses.

CreateAthon

The highlight give-back event for the year was hands-down CreateAthon 2020. A fresh take on our past Campaign for Community initiative, AAF-BR joined forces with two partner agencies and local volunteers to participate and serve the Baton Rouge Blues Festival & Foundation. CreateAthon is a national organization whose mission is to champion effective, nonprofit marketing through pro bono “creative marathons.” CreateAthon is a 24-hour, round-the-clock marketing blitz where participating agencies cease regular operations to focus their time and talents on marketing for nonprofits in the community. From campaign concepts and strategic recommendations to collateral design and social media development, 90% of all creative work is produced and presented to the client within 24 hours (with only a short window post-event for revisions and providing final files). Even in a pandemic year and dodging a hurricane in the process, we successfully held the event, developed and presented a campaign AND won a Gold American Advertising Award for the creative. What’s more, we were able to celebrate the history, culture and diversity of Louisiana swamp blues music and help promote the Baton Rouge Blues Festival & Foundation.

Target Audience: For event participation, our target was AAF-BR members including agencies and individual volunteers. For the campaign, our primary target audience was the Greater Baton Rouge community, and was focused on celebrating our local flavor of the blues and promoting this fun, family-friendly and free community event.

Strategy: Historically, Campaign for Community has been somewhat of a challenge to execute even though intentions were always good and volunteers were committed. It has been difficult to effectively produce a suite of creative materials in a one-day event setting with people who have never worked together and do so in an organized and productive manner. CreateAthon offered a structured format, benefitting from partner agencies identifying needs from the nonprofit, scoping and planning their production while also working together to develop a cohesive campaign to benefit the nonprofit. Also, with existing teams working together, we could take advantage of the workflows already established within the teams, allowing us to focus on making great creative and less on the process of production. As part of planning for the event, we consulted with AAF-Roanoke, and gained insight and tips from a club who had previously participated in CreateAthon.

Execution: The entire CreateAthon process started in the summer of 2020. Our lead agency partner remained committed to executing this year’s event, so a call-for-entries period took place allowing any 501(c)(3) in the Baton Rouge area to

apply. We promoted the application period through AAF-BR's social media and communication channels, allowing members and the community at-large to nominate a nonprofit they felt would benefit from free creative and marketing services. Through a selection committee, applications were vetted and narrowed, with the lead agency allowing their employees to select the final nonprofit recipient for the 2020 CreateAthon. Next, we focused on solidifying additional volunteer participation from the AAF-BR membership. A second agency stepped up to offer their services allowing us to round out our core offerings to also include video production and animation. We promoted this virtual volunteer opportunity to members primarily for the mid-day and after-hours brainstorm sessions, allowing individuals to participate easily since the event was held during a weekday. We had three member volunteers participate in addition to the two agency teams equating to 13 total volunteers. The event was held from 9:00 AM on Thursday, November 5th through 10:00 AM on Friday, November 6th. This was the rescheduled date after a hurricane came through Louisiana during the original time frame of late October! But we persevered and held the event successfully with COVID-19 social distancing and safety protocols in place for the teams that were in person together. We brainstormed, strategized, developed plans, wrote copy, designed layouts, shot and edited video, animated graphics and even recorded radio spots. Most people didn't sleep during the 24 hours and we presented all deliverables to the Executive Director of the Baton Rouge Blues Festival & Foundation on that Friday morning. It was a crazy night, but so worth the effort to make an impact for a worthy nonprofit.

Media/Materials: Nonprofit applications and volunteer opportunities were promoted to members and the community through social media posts, email and monthly speaker luncheon announcements. During the CreateAthon 24-hour event, we shared updates and photos with members through social media so others could follow along and cheer us on. At the December speaker luncheon, the two lead agencies presented and shared their work with the membership. The Executive Director of the Baton Rouge Blues Festival & Foundation joined as well to offer a thank you message to the members and volunteers for the time dedicated, creative produced and impact made on the organization. **(EXHIBIT 2)**

Results: During CreateAthon, the participating teams and volunteers provided the following deliverables to the Baton Rouge Blues Festival & Foundation: Updated logo, brand strategy, event promotional campaign suite of advertising and collateral materials, social media strategy, partnership and sponsorship recommendations and pitch presentation, media plan, various planning templates, media and PR resources, a laundry list of ideas from renaming the kid zone area to experiential ideas to promote the Festival, event promotion video, bumper videos and stage animations as well as social media graphics and videos. All in all, deliverables and services totaled an estimated \$60,000 in donated services.

Food Drive

Every year AAF-BR participates in several donation drives to give back to our community. One of these annual drives is an effort to collect non-perishable food items from our members and deliver a bulk donation to the Greater Baton Rouge Food Bank. We schedule this drive to coincide with Thanksgiving, when food needs are high for many families.

Target Audience: We asked for donations from the AAF-BR membership and their co-workers, friends, and family members. All donations collected were delivered to the Greater Baton Rouge Food Bank for distribution.

Strategy: Promote the food drive to our membership, both in person at events such as our monthly speaker luncheons, and digitally through social media and email. Donations would be collected at the November luncheon and then immediately delivered to the Greater Baton Rouge Food Bank at its conclusion by AAF-BR board members.

Execution: We began promoting the Food Drive at our September speaker luncheon, where we ran down a list of all of the drives that would be happening this coming year. At the October speaker luncheon, which was held virtually due to weather concerns, we reminded our members that we would be collecting food donations next month, and provided them a list of example donations and links to learn more about donating to the Greater Baton Rouge Food Bank. The month leading up to the date of collection, we promoted the drive through our weekly email newsletter and through our social media platforms. Luckily, we were able to hold our November speaker luncheon in person and we were able to collect a very large donation of non-perishable food items for delivery. At the conclusion of the event, all donations were loaded into a board member's vehicle and delivered to the Greater Baton Rouge Food Bank as planned.

Media/Materials: Media produced for this event included informational PowerPoint slides for display at physical and virtual events, and promotional graphics/copy for email and various social media platforms. **(EXHIBIT 3)**

Results: The participation for this event was enthusiastic and potentially record-setting for the club. Though we do not have a precise measure by weight or monetary expense for the final donation, we do know that our 2020 donation was far greater than last year's, and sizable enough to fill an entire SUV with a wide variety of non-perishable food items.

Children's Toy Drive

Another drive in which AAF-BR regularly participates is the Children's Toy Drive put on by the Nubian Kruzers, a local motorcycle club that we've worked with for many years. In the past we would ask our membership to donate unwrapped children's toys to be collected and delivered as a bulk donation to our point of contact, Wendell Jackson. However,

because of COVID's resurgence during the holiday season, we promoted an alternative means of participating in the drive: donating money directly that would be used to purchase these toys in our member's stead.

Target Audience: We asked for donations from the AAF-BR membership and their co-workers, friends, and family members. All donations collected were delivered for distribution to the Nubian Kruzers Motorcycle Club.

Strategy: Promote the toy drive to our membership, both in person at events such as our monthly speaker luncheons, and digitally by way of social media posts and email reminders. Donations would be collected at the December speaker luncheon and then delivered to Wendell Jackson by AAF-BR board members.

Execution: We began promoting the Toy Drive on at our September speaker luncheon, where we ran down a list of all of the drives that would be happening this coming year. At the November speaker luncheon, with the conclusion of our Food Drive, we reminded our membership to bring their toy donations to next month's luncheon, and provided to them a list of example donations if they had any concerns about what to bring. Over the course of that month we promoted the drive through email on our social media platforms. When COVID numbers began to surge again following the Thanksgiving holidays, we decided that we would reach out directly to members and see if they had donations they would like us to pick up from them directly if they did not feel comfortable coming to the December Speaker Series event. Additionally, we set up a PayPal donation link where people could donate monetarily and allow us to purchase a toy donation for them if they were uncomfortable shopping themselves. This became a very successful avenue of donation for this drive. Unfortunately, because of COVID restrictions our December speaker luncheon had to be cancelled and repurposed into a virtual event, so we no longer had a direct donation site for members. This made the PayPal donations and the donations that we could pick up from others even more important. We pushed our deadline back one week to December 11th to allow people more time to coordinate with us for pick-ups and to give people the maximum amount of time to donate. On December 12th, AAF-BR board members went toy shopping with prepaid gift cards containing the donations from the PayPal account. After exhausting the cards, as well as some additional donations from the shopping volunteers, the purchased toys were collected together with other previously donated items to be ready for delivery to Wendell Jackson. On December 15th AAF-BR board members met with Jackson and delivered to him their bulk donation.

Media/Materials: Media produced for this event included informational PowerPoint slides for display at physical and virtual events, and promotional graphics/copy for email and various social media platforms. **(EXHIBIT 4)**

Results: Despite the obstacles presented by COVID, our Toy Drive was incredibly successful. In addition to our direct donations, we ended up spending over \$1,200 from money donated by our membership and board on children's toys.

Ultimately, we more than tripled the number of toys donated this year than last. When this donation was delivered to Wendell Jackson, toys completely filled the bed of his pick-up truck. The success of the PayPal donation alternative has likely changed how we will supplement our donation drives for years to come.

Geaux Vote

This year's election was looking to be a very important one, both on a national and local level. To make sure our membership and social media followers were informed of important dates involving registration, early voting, and day of voting, we determined that a communications effort reflecting this information would be a helpful public service.

Target Audience: We aimed to get information out to the AAF-BR membership and our social media followers.

Strategy: Create graphics for social media to remind our audience of important election dates, and share social media posts from local government accounts that give important and relevant voting information for our community.

Execution: Posts by the Louisiana Secretary of State's social media accounts containing information about voter registration, obtaining absentee ballots, and how to vote early were shared by our social media accounts. Graphics were created and shared across our social media accounts and by email to remind our membership about day-of voting.

Media/Materials: Social media posts from the Louisiana Secretary of State's office were shared across our various social media platforms. Additional social media posts were created and shared by AAF-BR directly. **(EXHIBIT 5)**

Results: Voter turnout, especially early voting, was up across the board in our community, and we feel confident in the knowledge that our campaign helped our membership be an active part of this year's election cycle.

Resume Workshop and Headshot Workshop

The Resume Workshop was created to provide an opportunity for anyone who wanted to learn how to craft a professional and impactful resume. The Headshot Workshop was a separate portion of the Resume Workshop where people were able to learn how to put together a successful headshot photo to use on a resume and a social media profile.

Target Audience: This event was open to AAF-BR members as well as interested non-members.

Strategy: Given the high unemployment rate during this pandemic we wanted to produce a Resume Workshop and a Headshot Workshop for our community to assist them with finding gainful employment during these trying times.

Execution: We contacted a certified resume writer, Lynnette Lee, through the East Baton Rouge Parish Library system to present our Resume Workshop, and structured this event to take place in a virtual space to attract more attendees

concerned about COVID. Local photographer and AAF-BR member Aaron Hogan was asked to help lead the Headshot Workshop and provide a studio tour for those interested. He also provided discounted services to attendees.

Media/Materials: Media produced for this event included promotional graphics/copy for email and various social media platforms, as well as promotional videos from workshop presenters giving a preview of their workshop. **(EXHIBIT 6)**

Results: The Resume Workshop had 5 unique viewers via Zoom, and the Headshot Workshop had 3 attendees.

Considering the obstacles affecting this year, we are happy that these attendees took the time to support our event and saw the benefit in improving themselves through our workshops.

Mosaic Champion Award

A primary goal of AAF-BR is to promote diversity and inclusion within our club and our community. With this in mind, each year our club seeks to recognize a Mosaic Champion; an individual or organization that has been continuously supportive of diversity and inclusion within the creative/advertising industry in the Greater Baton Rouge area. The 2021 Mosaic Champion award recipient was Josh Howard, Director of Community for the Baton Rouge Youth Coalition.

Target Audience: We targeted AAF-BR members and community residents to provide nominations for the award.

Strategy: To select and recognize a champion of diversity and inclusion in the Baton Rouge area, reaching beyond just our AAF-BR membership to shine a light on any individual or organization who has shown a history and dedication to this effort in the community.

Execution: A call for nominations garnered four new entries for 2021 to be combined with the five previous year's entries that were still in good standing for consideration. A panel of judges made up of three AAF-BR members was assembled to review all nine entries and cast their votes for their top 3 selections. The winner was selected based on these votes.

Media/Materials: Nominations were promoted through email, social media, and at monthly luncheons. **(EXHIBIT 7)**

Results: Josh Howard, a well-respected figure in the community, was announced as the 2021 Mosaic Champion award at the American Advertising Awards event on February 27th. The 2020 Mosaic Champion, Maxine Crump, provided a pre-recorded announcement speech to award this honor to Josh at the event. Josh oversees the BRYC's Community Model, which is a system for ensuring that all 250+ high school students in the program are socially integrated into our community and have access to the socioemotional support services they need to excel. In addition, he is in charge of all internal and external communication efforts as well as the keeper of the BRYC brand overseeing graphic design, advocacy communication, video production and marketing. Josh is also a mentor and role model to countless youth.

Community Clean Up

For our last focused public service event for the year, we wanted to get out and do something different to benefit the community. We partnered with past AAF-BR Goldsby winner, photographer and advocate, Marie Constantin, gathered a team and cleaned up litter around the Capitol Lake area in north Baton Rouge. Marie and others have created the Louisiana Stormwater Coalition whose mission is to increase awareness about our city's litter problem and advocate for stormwater programs as a vital solution. So, more than just picking up trash, we also learned more about these programs and how we can be part of the long-term vision to positively impact our city.

Target Audience: The event was open to AAF-BR members, their families, friends and interested non-members.

Strategy: After seeing Marie's clean-up efforts through social media, we thought how great it would be to come alongside an existing member effort and rally our club around this important cause. Cleaning up trash in the waterways not only benefits wildlife in the lakes, but prevents flooding in the city which has been a longstanding problem of Baton Rouge. What's more, the clean up effort was in North Baton Rouge, an under-served area of our city that can benefit from beautification and positive community attention. Students from the North Baton Rouge community even joined us in the day's clean up effort.

Execution: Using social media and email communications, we invited members, their families and friends to join us for the one-day, one-hour event. We wanted this event to be manageable for busy professionals, but also impactful as an entry point to learn more about stormwater programs and how they can do their part with the litter problem in our city.

Media/Materials: Media produced for this event included promotional PowerPoint slides for display at physical and virtual events, and promotional graphics/copy for email and various social media platforms. **(EXHIBIT 8)**

Results: We were pleasantly surprised that over 20 people signed up to attend the event with 22 in our final count including members, board members, past presidents, agencies and other non-profit organizations. We split into four teams to cover more ground and filled 60 bags of garbage in just an hour. After the clean up was complete, a smaller group had lunch to discuss what's next! We're already discussing future partnership ideas between AAF-BR and the Louisiana Stormwater Coalition including a potential community education campaign through CreateAthon 2021.

Conclusion

From a pandemic to natural disasters, it was a roller coaster of a year. But despite the odds, our club pulled together and not only made the most of the challenges, but embraced new opportunities to serve our community and our members.

EXHIBIT 1 – FUTURE’S FUND DONATION

Donation announcement

Helena Williams · Jul 16, 2020 · 1 min read

Baton Rouge AAF Backs Futures Fund Tech Academy

Seeing the potential of training Baton Rouge's youth in digital technology, [Baton Rouge American Advertising Federation](#) has contributed \$5,000 to the support of the program.

Working with BR AAF, Futures Fund is looking to expand mentorship between local industry creatives and youth, to facilitate connections and lead towards real-life job placement in industries looking for an innovative, diverse workforce.

Teens training with Futures Fund during Fall 2020 will enjoy a new digital experience: remote learning with a twist.

With digital training, opportunities for workshops and webinars hosted by various partners are endless, allowing industries to introduce new fields and careers to our city's youth.




Thank you video from Casey Philips of Future’s Fund

BATON AAF ROUGE
Mission Statement: *Serving, Connecting and Developing Advertising Professionals.*



Social media engagement from membership

Ace Bourgeois
September 16, 2020 · 6

This is a great story. Proud of [AAF-Baton Rouge \(American Advertising Federation\)](#) for dedicating resources to such a worthy cause. How do you make change? Bring resources to those who do not have them!

Social media post re-visiting donation

Social media post re-visiting donation

AAF-Baton Rouge (American Advertising Federation)
October 15, 2020 · 6

Today's #TBT is all about community, featuring a video we showed at our first meeting back in September! Enjoy this special message from [The Futures Fund](#), thanking YOU for your support both past and present! Here's the backstory:

This year, due to the pandemic, our club was unable to hold several in-person events which led to a surplus in our 2019-2020 budget. Thankfully, due to our long-standing relationship with The Futures Fund, we were able to make a financial contribution in the amount of \$5,000 that enabled them to migrate their Tech Academy to an online format.

We believe it is in the best interest of our industry and our community, to support the education of the future leaders in advertising. Through this action we will be helping provide opportunities to teenagers in our city as they pursue their dream of a career in the field of advertising and technology.

In the Spring, we hope to empower you in helping us take the next step by hosting their students in your workplace for a day of job shadowing (providing the pandemic restrictions allow). Our goal is to pull back the current for these aspiring students, so they can envision themselves working in the most creative and rewarding industry.... Advertising.

#Community #Education #AAFBR



Jonathan Palmisano, Julia Yarbrough and 6 others · 1 Comment 1 Share

aafbatonrouge



[View Insights](#) [Promote](#)

67 views · Liked by [jonathanpalmisano](#) and [stevepacheco3](#)

[aafbatonrouge](#) Thank you, AAF-Baton Rouge · This #TBT is all about community, featuring a video we showed at our first meeting back in... [more](#)

[View all 3 comments](#)

[jonathanpalmisano](#) So glad to have people like these in our community, and proud to be part of a club that supports efforts that truly make a difference! This is awesome!!! 🥰

October 15, 2020

EXHIBIT 2 – CREATEATHON

Sample of social media posts

AAF-Baton Rouge (American Advertising Federation)
July 9, 2020 · ☆

Introducing... CreateAthon! We are partnering with BBR Creative for a 24-hour+ pro bono marketing blitz for one selected nonprofit. Any 501(c)(3) in Baton Rouge can apply to receive these services. Applications are due July 31. Help us spread the word! DETAILS: aafbr.org/createathon/



CreateAthon[®]
October 15-16, 2020

NONPROFITS APPLY NOW!
DEADLINE JULY 31

You, Jay Watson, Julia Yarbrough and 8 others · 3 Comments 16 Shares



CreateAthon[®]
October 15-16, 2020

VOLUNTEERS NEEDED!

View Insights Promote

Liked by jonathanpalmisano and 7 others

aafbatonrouge COVID got you shying away from volunteering lately? Give back to the Baton Rouge

Sample of e-mail promotions



COMMUNITY OUTREACH:
Volunteer with us!

Interested in using your time and talent to give back to the community? Join us for a virtual volunteer opportunity benefitting the Baton Rouge Blues Festival during CreateAthon - October 15, 2020!
Deadline to sign up is October 2. ([LINK](#))

PowerPoint slide presented to membership



CreateAthon[®]
October 15-16, 2020

VOLUNTEERS NEEDED!
Contact us at community-diversity@aafbr.org

Photo of AAF-BR Board member promoting event to membership



Sample of social media posts

AAF-Baton Rouge @aafbr

Don't Miss Out! It's #CreateAthon 2020! Sign up today to virtually volunteer alongside BBR Creative (@BBRCreative) and Echo Tango (@echotangocreative) to benefit the Baton Rouge Blues Festival (@BRBluesFest). aafbr.org/createathon/



9:00 AM · Oct 2, 2020 · Twitter Web App

Local news story about event, shared on social media

AAF-Baton Rouge (American Advertising Federation)
October 16, 2020

For those who hadn't already heard, our CreateAthon effort (originally scheduled for today) has been pushed back to November due to the impact of Hurricane Delta. The good news?... you now have more time to get involved in this great community effort! Visit www.aafbr.org/createathon to learn more!



KADN.COM
Hurricane Delta Pushes BBR CreateAthon Date
Due to the impact of Hurricane Delta, BBR Creative is moving the date of their second annual Cr...

Jonathan Palmisano, James Peck and 4 others 2 Shares

Social media graphic for rescheduled event



Sample of social media posts



View Insights **Promote**

Liked by jonathanpalmisano and 27 others

aafbatonrouge Caffeine, stretchy pants and Hamilton... CreateAthon is still going strong! 🙌
#CreateAthon2020 #community

November 5, 2020

AAF-Baton Rouge (American Advertising Federation)
November 5, 2020

CreateAthon has begun!!! BBR Creative and Echo Tango teams are getting to work to benefit our friends at the Baton Rouge Blues Festival & Foundation. We're proud of you, and look forward to seeing the amazing work you create!
#Community #BRProud



You, Jonathan Palmisano, Julia Yarbrough and 18 others 4 Comments 1 Share

Photos of volunteers at work during the CreateAthon



Photo of volunteers meeting virtually during CreateAthon



PowerPoint slide of work Sample presented to membership



Screen capture of American Advertising Awards live stream showing CreateAthon output winning a Gold Professional Award

Integrated Media Pro Bono Campaign (Cross Platform)

BBR Creative

Baton Rouge Blues Festival Campaign

- Terez Molitor
Designer
- Emily Burke
Account Service
- Remi LeBlanc
Project Manager
- Jeff English
Copywriter
- Echo Tango
Video Production
- Will Heflin
Volunteer

EXHIBIT 3 – FOOD DRIVE

PowerPoint slide presented to membership



WHAT TO DONATE:

- Canned vegetables
- Canned soups
- Dried beans
- Canned meats
- Breakfast cereal
- Flour
- Rice
- Peanut butter
- Pasta
- Corn meal
- Any canned, bagged or boxed nonperishable food

Please bring your donations to the November 6th Speaker Series.

Sample of e-mail promotions



Bring donations for our Food Drive!

Let's make sure the needy in our community don't go hungry during this extra difficult holiday season. Bring (or drop off) a donation of any canned, bagged, or boxed nonperishable food to this event for collection, and we'll deliver it to the Greater Baton Rouge Food Bank!

Sample of social media posts



AAF-Baton Rouge (American Advertising Federation)
October 29, 2020

Let's make sure the needy in our community don't go hungry during this extra difficult holiday season. Bring a donation of any canned, bagged, or boxed nonperishable food items to our upcoming speaker lunch with Jason Craig on Nov. 6. and we'll deliver it to the Greater Baton Rouge Food Bank!

Not able to attend the luncheon? Send your items along with someone who is! Or better yet... use this week to encourage all your coworkers to fill a box at your office, then drop it off with us and we'll make sure it gets there!

EVENT: aafbr.org/events/speaker-jason-craig/
#community #fooddrive #BatonRouge #ThankfulThursday #dontbringcannedbread

HELP US SERVE THOSE IN NEED!

FOOD DRIVE

NOV 6th AAF BATON ROUGE

supporting GREATER BATON ROUGE FOOD BANK

BRING CANNED, BAGGED OR BOXED NONPERISHABLE FOOD ITEMS TO OUR SPEAKER LUNCHEON ON NOV. 6

Sample of social media posts



View Insights **Promote**

Liked by sassagency and 7 others

aafbatonrouge This is our good friend Buddy... he wanted us to remind you to bring donations for our annual Food Drive this Friday! Not sure what... more



AAF-Baton Rouge
@aafbr

Let's make sure the needy in our community don't go hungry during this extra difficult holiday season. Bring a donation of any nonperishable food items to our upcoming speaker lunch with Jason Craig on Nov. 6. and we'll deliver it to the Greater Baton Rouge Food Bank!

HELP US SERVE THOSE IN NEED!

FOOD DRIVE

NOV 6th AAF BATON ROUGE

Photos of donors and their donations



Photos of AAF-BR board members and collected donations



Photos of donation load-in and drop-off



EXHIBIT 4 – CHILDREN’S TOY DRIVE

PowerPoint slide presented to membership

Sample of social media posts

Social media engagement from membership

Sample of e-mail promotions

Photos of AAF-BR Board members purchasing toys with monetary donations



Social media post thanking membership for donations

AAF-Baton Rouge (American Advertising Federation) is with Will Heflin.
December 15, 2020

Today we met with our good friend Wendell Jackson of Nubian Kruzers to deliver over \$1,100 worth of toys for children in need! Thanks to all who donated toys and money toward our toy shopping spree last Saturday (checkout our story highlights to see how it went!). You have truly made the holidays special for the children of Baton Rouge!
#community #NubianKruzers #AAFBRToyDrive #HappyHolidays

THANK YOU TO ALL OUR TOY DRIVE DONORS!

Barb Braud · Elizabeth Parry · James Peck
Claire Estopinal · Rachel Harvey · Josh Elzey
Kristopher Bordelon · Stephen Eldridge
Jonathan Palmisano · Christopher Broussard
Julia Yarbrough · Ace Bourgeois · Lisa Abrams
Jay Watson · Brandi Jones · Ashley Motsinger
Rebecca Gazda · Nicole Champion · Will Heflin
Deborah Lamb · Emily McManus · Flo Ulmer
Emily Burke · Kara Still · Anne Payton
Becky Sadler · Andrea Kirk · Melissa Long
and all those who dropped off toys!

You, Jonathan Palmisano, Julia Yarbrough and 10 others
2 Comments 6 Shares

Photos of AAF-BR Board members dropping off donations



EXHIBIT 5 – GEAUX VOTE

Sample of Social media posts sharing voting information from the Louisiana Secretary of State.

AAF-Baton Rouge (American Advertising Federation)
October 13, 2020 · 🌐

Today is the final day to register to vote! The upcoming election is about more than just the Presidential race. Don't miss your chance to weigh in on an important local and statewide decision that will affect the future of our community. Whatever your political preference... celebrate one of our country's most cherished rights by taking part in the process!
#GeauxVote

www.GeauxVote.com

Louisiana Secretary of State ✓
October 13, 2020 · 🌐

📅 TODAY is the last day to register/make changes online for the Nov. 3 election.
👉 Visit GeauxVote.com or call 800.883.2805 for more info.
✓ #GetRegistered #GeauxVote #GeauxVoteLouisiana

👍👍👍 Lisa Thibodaux, Claire Estopinal and 3 others
1 Share

AAF-Baton Rouge (American Advertising Federation)
October 30, 2020 · 🌐

Friendly reminder that TODAY is the final day to request an absentee ballot in Louisiana.
#GeauxVote

Tomorrow is THE DEADLINE!
to request an absentee by mail ballot
(except military & overseas)
GEAUXVOTE.COM 800.883.2805

SECRETARY OF STATE KYLE ARDOIN

Louisiana Secretary of State ✓
October 29, 2020 · 🌐

📅 TOMORROW, Oct. 30 at 4:30 pm is the deadline to REQUEST an absentee ballot. Read more here: <http://ow.ly/bSw50C6d8m>
👉 Visit voterportal.sos.la.gov
📞 800.883.28... See More

👍 1

Sample of Election Day social media posts

AAF-Baton Rouge
@aafbr

Make sure to get out there and vote! #geauxvote #elections2020

9:00 AM · Nov 3, 2020 · Twitter Web App

View Insights **Promote**

👍👏👉

👤👤👤 Liked by jonathanpalmisano and 15 others

aafbatonrouge Make sure to get out there and vote!
#geauxvote #elections2020

November 3, 2020

EXHIBIT 6 – RESUME AND HEADSHOT WORKSHOP

Sample of e-mail promotions



AAF-BR News
EDUCATION | OUTREACH | GOV. AFFAIRS | EVENTS



VIRTUAL RESUME WRITING WORKSHOP
FRIDAY, NOV. 20
12-1 PM
ONLINE THROUGH ZOOM
CAREER CENTER
LYNNETTE LEE
*MUST RSVP TO ATTEND

PROFESSIONAL DEVELOPMENT
Resume VIRTUAL Workshop
Whether you are a professional on a job hunt, an "old pro" looking to refresh your credentials, or a student preparing to enter the field... be sure you have the tools you need to make your resume stand out! ([DETAILS](#))



RESUME REVIEW & HEADSHOT WORKSHOP
FRIDAY, NOV. 20
6:30-8:30 PM
AT EYE WANDER PHOTO
7964 GOODWOOD BLVD SUITE A
BATON ROUGE, LA 70806
eye wander
AARON HOGAN
*SPACE IS LIMITED. HEADSHOTS ARE \$30. MUST RSVP TO ATTEND

PROFESSIONAL DEVELOPMENT
Headshot Workshop
Tour the newly renovated Eye Wander studio, get feedback on your resume and insights on what makes a good headshot, and take advantage of discounted headshots for ONLY \$30! Space is limited to 40 attendees, so sign up today! ([DETAILS](#))

Sample of social media posts



AAF-Baton Rouge (American Advertising Federation)
November 16, 2020 · 🌟

Join us this Friday for our virtual resume workshop and in-person headshot workshop! These events are perfect for pros lookin' for a refresher or on the job hunt, and students who want to prepare for entering the industry. Limited space is available for headshots at ONLY \$30! Learn more about these events: aafbr.org/club-events/



RESUME WRITING, REVIEW AND HEADSHOT WORKSHOP!
FRIDAY, NOV. 20 • ON ZOOM AND IN-PERSON
LYNNETTE LEE
RESUME WRITING WORKSHOP
12-1 PM ONLINE
CAREER CENTER
CAREER DIRECTIONS



AARON HOGAN
RESUME REVIEW AND HEADSHOT WORKSHOP
6:30-8:30 PM AT
EYE WANDER PHOTO
eye wander
*MUST RSVP TO ATTEND

Jonathan Palmisano, Julia Yarbrough and 3 others
4 Shares

Sample of social media posts



VIRTUAL RESUME WRITING WORKSHOP
FRIDAY, NOV. 20
12-1 PM
ONLINE THROUGH ZOOM
CAREER CENTER
CAREER DIRECTIONS
LYNNETTE LEE
*MUST RSVP TO ATTEND

[View Insights](#) [Promote](#)

♥️ 💬 📌

Liked by jonathanpalmisano and 9 others

aafbatonrouge Join us this Friday for our virtual resume workshop and in-person headshot workshop! These events are perfect for pros on the job... [more](#)

November 16, 2020

Screen captures of Resume Workshop virtual stream

When in Doubt, Leave It Out

- Hiring managers look at a resume for only 30 seconds on average. Keep your resume concise and easy to read.
- 1 to 1.5 pages maximum, clean formatting, at least 10 point font, and lots of bullet points.
- Don't include irrelevant or overly detailed information. Think, "What will they care about?" and focus on that.

Additional Resources

- The Career Center is located in the Main Library on Goodwood, on the first floor. Our phone number is 225-231-3733. Our website is www.careercenterbr.com.
- We offer:
 - Books and online databases for a number of career-related topics, including resume-writing, interviewing, career exploration, and job training.
 - In-person assistance, either by walk-in (for resumes, job applications, etc.) or by appointment (for in-depth one-on-one career counseling).

Jonathan Palmisano, Julia Yarbrough and 3 others

Sample of social media posts

aafbatonrouge

RESUME REVIEW & HEADSHOT WORKSHOP 1/2

**FRIDAY, NOV. 20
6:30-8:30 PM**

Join us for an opportunity to have your resume reviewed and professional headshots taken by photographer Aaron Hogan.

Spots are limited to 50 people. Headshots will cost \$30.

eye wander
7964 Goodwood Blvd Suite A
Baton Rouge, LA 70806

AARON HOGAN

**MUST RSVP TO ATTEND*

[View Insights](#) [Promote](#)

Liked by jonathanpalmisano and 9 others

aafbatonrouge Join us this Friday for our virtual resume workshop and in-person headshot workshop! These events are perfect for pros on the job... [more](#)

November 16, 2020

AAF-Baton Rouge (American Advertising Federation)

November 20, 2020

Are you registered for tonight's free Headshot Workshop? Here's a short message from Aaron Hogan, owner/photographer at [Eye Wander Photo](#), who will be leading the session tonight starting at 6:30pm! Register at www.aafbr.org

**MUST RSVP TO ATTEND TONIGHT'S EVENT
HEADSHOTS ONLY \$30 (80% OFF)**

Barbara Carnes Braud and 1 other

2 Shares

Sample of social media posts

AAF-Baton Rouge (American Advertising Federation) is with Karry Walker Hosford.

November 23, 2020

Thanks to everyone who participated in our Headshot Workshop last Friday with Aaron Hogan of @eyewanderphoto, and took advantage of their special headshot offer! Their new studio is beautiful, and we can't thank them enough for opening their doors for our members! #photography #thankyou

Jonathan Palmisano, James Peck and 8 others

1 Comment

Photos from the Headshot Workshop

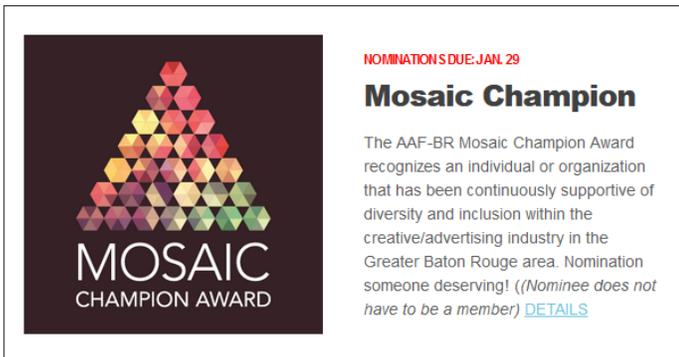


EXHIBIT 7 – MOSAIC CHAMPION AWARD

Screen capture of AAF-BR board member promoting award to membership and asking for nominations



Sample of e-mail promotions



Sample of social media posts



Sample of social media posts



Social media graphic promoting award nominations



Sample of social media posts

 **AAF-Baton Rouge**
@aafbr

LAST CALL FOR NOMINATIONS! The Mosaic Champion Award celebrates an individual or organization who has been continuously supportive of diversity and inclusion within the creative/advertising industry in the Greater Baton Rouge area. DETAILS: aafbr.org/mosaic-champio

...

Recognizing a professional or organization that has been continuously supportive of diversity and inclusion within the Baton Rouge market and AAF-BR.

 **MOSAIC CHAMPION AWARD**

NOMINATIONS DUE: JANUARY 29, 2021

aafbr.org/mosaic-champion-award for more info.

12:01 PM · Jan 27, 2021 · Twitter Web App

LAST CALL FOR NOMINATIONS!



 **MOSAIC CHAMPION AWARD**

NOMINATION DEADLINE IS **TODAY!**

[View Insights](#) [Promote](#)

38 views · Liked by jonathanpalmisano and bbraud

Screen capture of American Advertising Awards live stream showing Joshua Howard winning the Mosaic Champion Award.

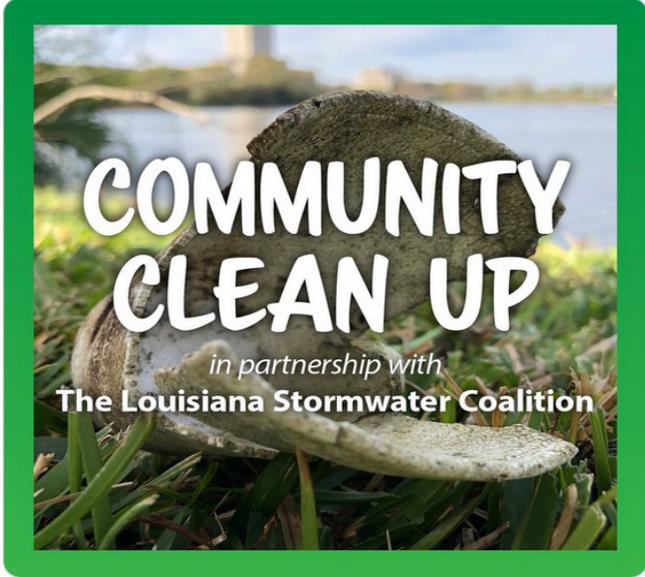


EXHIBIT 8 – COMMUNITY CLEAN UP

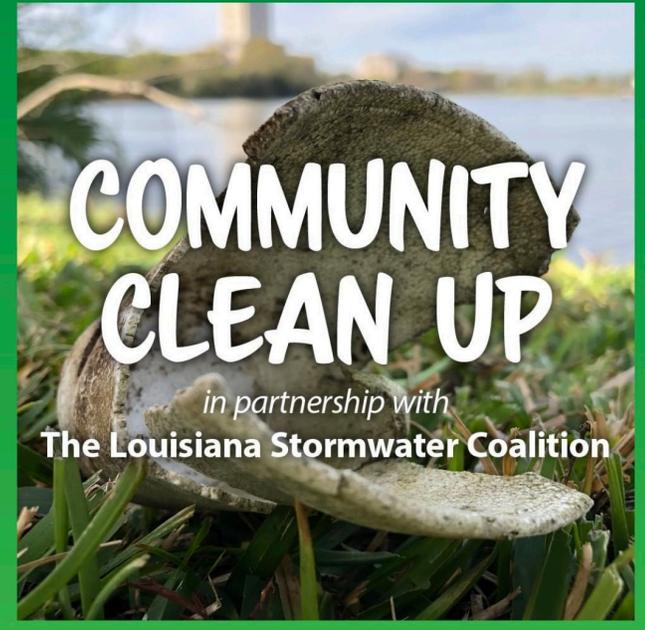
Sample of social media posts

AAF-Baton Rouge
@aafbr

Join us for a Community Clean Up event in partnership with The Louisiana Stormwater Coalition! We'll be gathering at the Capitol Lake to collect litter and beautify our city!
Please contact community-diversity@aafbr.org if you have any questions. [#aafbr](#) [#brproud](#)



12:10 PM · Mar 12, 2021 · Twitter Web App

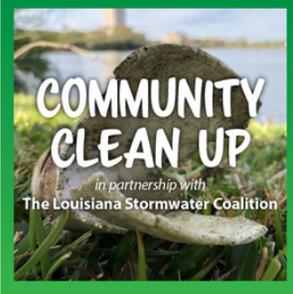


[View Insights](#) [Promote](#)

♥️ 💬 📌

Liked by [bbraud](#) and 3 others

Sample of e-mail promotions



COMMUNITY SERVICE

Capitol Lake Clean Up is this Saturday!

We are planning a trash pick-up event in partnership with the Louisiana Stormwater Coalition on **Saturday March 27th**, from 10-11am. If you are interested in joining the team, please RSVP today! [LINK](#)

PowerPoint slide presented to membership



COMMUNITY CLEAN UP

in partnership with
The Louisiana Stormwater Coalition

Saturday, March 27
10:00 AM – 11:00 AM

To join the team, send us an email at community-diversity@aafbr.org

Social Media post with video call to action by volunteer



[View Insights](#) [Promote](#)

♥️ 💬 📌

72 views · Liked by [Isuadfed](#) and [julia_yabro](#)

[aafbatonrouge](#) Join us March 27th as we partner with The Louisiana Stormwater Coalition to collect litter at Capitol Lake... [more](#)

[brianrodriguez84](#) I'll be there!!

March 19

Facebook post with message from event partner

AAF-Baton Rouge (American Advertising Federation) 23h · 🌟

A HUGE #MemberMonday shout out to everyone who showed up for the Capitol Lake Clean Up day this weekend! Thanks for helping to support the important mission of our good friend Marie Constantin and the Louisiana Stormwater Coalition. Be sure to connect with Marie for future cleanup days... this is an ongoing effort! 🙌🔥❤️

A MESSAGE FROM MARIE:

We do not have a viable stormwater program in Baton Rouge. We have collected 1,126 bags of litter off the shores of Capitol Lake since last year. While this is impressive, it also illustrates that we do not have an adequate stormwater program. When you have a fully funded stormwater program you prevent flooding and capture litter because you:

- Capture flood causing sediments.
- Clean drainage canals.
- Drop in new infrastructure.
- Capture litter.
- Hire employees trained in stormwater management.
- Make better use of low areas or green areas.
- Educate the public.

And when you do the above, the watersheds begin to heal themselves and the by-product is that you restore the Sportsman's Paradise and grow eco—tourism. As of now, vendors who provide stormwater equipment/services say that our program is 30 years behind cities like Pensacola, FL, which has a decades-old program.

How you can help:

- Talk to local leaders and voice your concerns.
- Recommend green packaging solutions to clients.
- Educate them on the damage Styrofoam cups do.
- Loose garbage is the enemy. Tie your garbage bags tight!




Jonathan Palmisano, Lisa Thibodaux and 23 others · 4 Comments 3 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

Jonathan Palmisano
Amazing effort by some amazing people! Well done, y'all! Look forward to getting in on the action next time out!
Like · Reply · 23h · 1

Gordon Simmons
Great Thank You for all the efgort to clean up. Amazing the tires and trash. Years ago i help my son with his youth group clean up and paint in a local community project. Sad that people will toss stuff without a thought. Take Care.
Like · Reply · 20h · 1

Steve Pacheco
Outstanding public service project from AAF Baton Rouge!
Like · Reply · 23h · 2

Barbara Carnes Braud
Steve Pacheco thank you!!!! 🙌
Like · Reply · 22h

Photos of volunteers at the Community Clean Up



Photos of volunteers at the Community Clean Up

