

Introduction

In the 2020-2021 club year, Ad 2 DC (“we”, “us”) focused on Club Operations efforts that would serve to strengthen the organization in the prolonged COVID climate. We wanted to continue to provide a top-tier club for young advertising professionals, now in a 100% virtual setting. As a club, we realized we needed stronger pandemic-oriented procedures, a revamp of digital-based offerings, and a stronger focus on government / diversity content to best address declining membership rates.

Long-Term Club Operations and Process Planning for Sustainability

Goal 1: Strengthen COVID preparedness, response, and protocols.

Method: Build and update a set of COVID resources to ensure the physical safety of Ad 2 DC members and board for uninterrupted operations.

Execution: With COVID information changing at a fast-paced rate, we recognized the need to create a set of streamlined tools. We created two Google documents: a one-pager of COVID protocols (Exhibit 1) for safety guidance and a database of important COVID resource links (Exhibit 2). As Google documents are easily shareable, with an enhanced capacity to be kept up-to-date, we were able to create two convenient sources of valuable safety information for members to access that were adaptable with the times.

Results: Having a solid foundation of key resources helped maintain an open dialogue as a club, both internally and externally, in regards to COVID. As we planned all 2020-2021 events and communications, we had a central source of clear information to best guide our actions.

Goal 2: Implement a stronger membership recruitment process so as to best prove membership value and maintain or grow membership despite COVID-related loss expectancies.

Method: Fill Ad 2 DC Membership Chair role and develop new membership strategies / materials.

Execution: Ad 2 DC began its 2020-2021 year without a Membership Chair on the Steering Committee to support our membership recruitment efforts. Through a targeted organic social media effort to fill this opening (Exhibit 3), we secured a Membership Chair in November 2020. Unfortunately, this Chair had to

resign after two months of service. In this Chair's absence, Ad 2 DC maintained priority on membership efforts by developing a new biweekly membership meeting process (Exhibit 5) to work more closely with our counterparts on AAF DC's Membership Committee. We pulled and analyzed a membership audit via our membership data platform (Exhibit 6) and developed a strategy to inform our approaches to member acquisition, retention, and development (Exhibit 7). From these endeavors, we developed new assets such as a welcome letter email (Exhibit 8) and COVID-specific 50% discounted membership offers (Exhibit 9). Our team is currently working on implementing virtual "Welcome Parties" via Zoom (Exhibit 10), exclusively for new club members to instill more direct "next-steps" engagement paths. We are working finalizing our upcoming April 2021 "We are Ad 2 DC" campaign, highlighting some of our club's top values and reasons members thrive in Ad 2 DC (Exhibit 11).

Results: Through collaboration with AAF DC, we were able to develop and strengthen membership strategies to create more uniform communications and processes for new and current members. We were also able to get clearer visibility into the statistics of our membership base, which will serve to track membership results for future initiatives moving forward.

Analysis of Member Needs and Benefits in a Fully Virtual Environment

Goal 1: Increase membership engagement using digital platforms so that member value is communicated in the absence of in-person opportunities and events.

Method: Bolster Ad 2 DC-specific digital content and online presence

Execution: Without being able to offer the benefit of in-person events and connections, our club quickly identified the need to have digital content at our members' fingertips. Ad 2 DC played a chief role in building up video content for the "Ad Academy," an AAF DC / Ad 2 DC members-only video platform featuring videos of past 2020 - 2021 events and webinars (Exhibit 12). Our club planned (Exhibit 13), recorded through Zoom (Exhibit 14), and edited (Exhibit 15) multiple remote interviews with advertising experts as well as long-standing AAF DC and Ad 2 DC members to increase the amount of specific Ad 2 DC-branded educational and informational content geared towards our members. Our club personally

selected topics that informed members about club history, shared hiring advice, and more. By focusing on these subjects, we offered a wide depth of content that aligned with member's key interests and values (Exhibit 16). Beyond this, we felt it was beneficial to create a new Ad 2 DC-specific LinkedIn company page (Exhibit 17) where only an AAF DC page existed previously; allowing a more targeted audience for Ad 2 DC content and the option to list their club involvement more accurately as Ad 2 DC. Finally, we built on our club's 2019 - 2020 created Slack channel (Exhibit 18). Our members value the importance of diversity, so having a Slack space as an open forum for sharing DC-based diversity triumphs allowed us to up access to this type of content.

Results: Through the "Ad Academy," our club was able to continue to offer immediate access to industry experts and valuable learning videos in one convenient database. This library also allowed members to stay engaged by tuning in to new content between club events. We were thrilled to offer this benefit during the pandemic and are actively discussing how to maintain it post-COVID, given a higher level of difficulty for in-person filming logistics. Having an Ad 2 DC-specific LinkedIn page allowed members to tie their involvement directly to Ad 2 DC, instead of to AAF DC as they had been limited to in the past.

Goal 2: Develop a more balanced process for hosting engaging virtual events

Method: Adjust remote event offerings to fit the mental health and career needs of our members

Execution: In tandem with above mentioned pre-crafted content, our club also recognized the need to offer a steady balance of playful as well as more career-focused events. This balance was achieved through instating our cornerstone "pop-up"-style events series. Beginning in September 2020, our club hosted one "pop-up" event each month and mixed them in among our more established panels and workshops. These rotating "pop-up" events lasted 30 minutes and set an informal tone for participants to connect in a comfortable setting. "Pop-up" event themes included a Steering Committee Meet-and-Greets to get to know the Ad 2 DC board (Exhibit 19), an educational Industry Expert event where attendees had the opportunity to network in a small group setting with a DC-based mover and shaker (Exhibit 20), and a

Virtual Happy Hour to unwind as a club (Exhibit 21). Alongside this new series, we also held more standard larger-scale events that were typically longer and more orderly in approach. These included events such as a July 2021 “Ad 2 DC Trivia Showdown” trivia competition (Exhibit 22) where, at our suggestion, the sponsor awarded prizes that focused on local charities (Exhibit 23). Additional formal events included a combined AAF DC / AD 2 DC career workshop panel (Exhibit 24) plus two diversity-based panel events held in March. We’re also planning a late April virtual revival of “Around the Industry in 80 minutes” which is a round-robin style event offering insight into various advertising-oriented careers. In May, we’ve planned a “Mental Health Workshop,” which will feature group exercises and focus on mental health tips to combat the negative effects of working remotely.

Results: While our more “formal” planned events tended to have higher attendance, our “pop-up” events featured a higher rate of regular attendees, who verbalized that they appreciated the regular recurrence of both education and socially-focused options. We’re actively planning how to transition these pop-ups into future in-person events post COVID. From a process standpoint, our “pop-up” events not only allowed Ad 2 DC a way to refresh our event offerings, but were also easy to produce. This in turn allowed for increased effort to be directed toward our more intricate events.

Goal 3: Increase government and diversity initiatives to build club relevance to a DC market

Method: Offer more streamlined and DC-tailored approaches to this content to meet the higher level of member interest in said topics and turn this interest into engagement or new memberships.

Execution: As a DC-based club, government and diversity topics are always top-of-mind for our members. They have always responded well to and engaged in this type of content due to the natural environment of our nation’s capital. In the past, the club’s Government Relations efforts were focused heavily on AAF’s “Ad Day on the Hill” event, but we wanted to challenge ourselves to step away from this. We launched a new quarterly “Ad 2 DC Government Talks” blog series, published by our Government Relations Chair (Exhibit 25) across our social channels. For each piece, the chair reached out to officials for insights and wrote about topics that linked government to the advertising industry, such as

regulation of digital platforms or the media's ability to utilize data for targeted political ads in an election year. While our Government Relations Chair was active throughout the year, our Diversity Chair position was intermittently filled. However, the remainder of the board came together to pitch in and still invigorated our efforts. In support of Black History Month in February 2021, we used information from local DC-based blogs to highlight regional opportunities to support Black-owned businesses and restaurants via a social campaign on our channels (Exhibit 26). We also held two diversity-focused events in March 2021: "Diversity and Multicultural Advertising in DC" (Exhibit 27 / 28) and "Behind the Hashtag" (Exhibit 29). To vary our offerings, the Ad 2 DC Chair created a digital art gallery-style portfolio featuring diverse / inclusive campaigns, businesses, and resources for members to view at their convenience (Exhibit 30) so as to mitigate Zoom fatigue and offer content when most advantageous to our members.

Results: We saw a direct correlation between the above focused efforts and increased digital engagement with our government and diversity initiatives. As of late March 2021, our "Ad 2 DC Government Talks" blog series saw over 600 organic impressions and a reach of over 700 across Facebook, Instagram, and LinkedIn. We increased emphasis on our diversity-related efforts via organic pushes, one paid social event promotion, and through our virtual events. Our diversity events both performed highly: the "Diversity and Multicultural Advertising in DC" event had 48 registrants and 34 participants and "Behind the Hashtag" had 49 registrants and 20 attendees. All efforts allowed us to not just build stronger partnerships with diverse panelists for future Ad 2 DC efforts, but also led to spikes across all social channels (Exhibit 31).

Leadership Organization and Development

Goal 1: Successfully navigate Steering Committee onboarding and transitions to achieve optimal club efficiency throughout our 2020 - 2021 club year.

Method: Formalize a goal-making process for each committee chair and kick-off plans for reinvigorating our transition documentation process.

Execution: For this club year, we had one of the highest ratios of new to returning chairs in recent history, with 7 of 10 committee chairs being new to the club and/or to this role in Ad 2 DC. This allowed our club to reenergize the Steering Committee and better tailor committee roles to meet chairs' needs. In addition to our normal albeit 100% fully virtual "Ad 2 DC Steering Kick-off" event at the beginning of our club year (Exhibit 32), the Ad 2 DC Chair also held individual one-on-one meetings with each committee chair at the beginning of their term (Exhibit 33). These meetings offered an opportunity to provide in-depth education on how specific national club benefits could aid each chair. We also documented personal goals for each committee chair (Exhibit 34) and then supplemented those initial meetings as needed to support their initiatives. Throughout this year, it became apparent that having a formal transition process in place is crucial not just for each year-to-year change but to meet immediate needs as well. We started the year without a Membership Chair, and a Diversity Chair who shortly transitioned out of their position. Both roles were filled with replacements, but both transitioned out before year end. Such abrupt turnover shed light on the need for better record keeping so order is maintained when immediate absences occur. We're aiming to create a more formal transition process for outgoing Steering Committee chairs to ensure training and documentation for any incoming chair(s) and ensure continuation of tasks.

Results: Through goal-creation, we were able to brainstorm new ways to refresh our club's approach to standard committee offerings and build excitement within the Steering Committee. For example, new efforts such as the "Ad 2 DC Government Thoughts" series and the "We are Ad 2 DC" campaign arose from these meetings. By offering more intimate communication chains with new chairs, they were more committed and generally less likely to withdraw. As of the completion of this book, five of the seven new Steering Committee members served their full terms. To counter the negative impacts of speedy transitions, our club is currently working on an "exit interview" process to best gather all relevant sub-committee position information in one fell swoop via a digital survey from those who transition out to reduce potential impediments to club operations.

Goal 2: Maintain Ad 2 DC's relationship with AAF DC so that club collaboration is successful.

Method: Schedule regular touchpoints with AAF DC committee counterparts.

Execution: Keeping open communication with AAF DC was especially important throughout the pandemic to showcase a uniformed front for concerned members. The Ad 2 DC Chair attended the monthly AAF DC Board Meetings to stay abreast of AAF DC plans and initiatives, share Ad 2 DC accomplishments and initiatives, and request AAF DC’s amplification of our efforts (Exhibit 35). The Ad 2 DC Chair also attended biweekly meetings with the AAF DC Chair and monitored conversations on the AAF DC Slack channel (Exhibit 36) to avoid any potential club conflicts. Our club also offered assistance to supplement AAF DC needs, such as our Creative Co-Chairs creating event graphics when the AAF DC creative team was short-staffed.

Results: By keeping abreast of all AAF DC communications, the Ad 2 DC Chair ensured all Ad 2 DC club contributions aligned with AAF DC goals and worked to move both organizations forward during the club year.

Fiscal Management

Goal 1: Rejuvenate event payment structure to add cost value to yearly membership

Method: Increase frequency of events with admission charges to add value to our member’s yearly membership costs via waived or included “per-event” costs.

Execution: Ad 2 DC's budget is governed fully by AAF DC and, as such, all income earned goes to AAF DC’s budget though we did prepare a breakdown of budget stipend requests (Exhibit 37). While some past Ad 2 DC events had an admission charge, the majority of our events are free to attend in an effort to support increased attendance, particularly for younger attendees for whom cost may be a barrier. For this year, our team worked with AAF DC to determine a fair events value to begin reintroducing a ticket cost. It was determined that smaller-scale “pop-up” events would remain free to all, as channels to introduce Ad 2 DC to potential members, while larger scale events such as panels, career events, or educational / mental health workshops would be between \$5 - \$10 per ticket for non-members (though free for

members). We excluded our diversity-focused events from this as we felt charging for these events went against the core inclusive nature of the topics.

Results: While we did notice a slight negative correlation in attendance for paid events vs. free events, overall our paying members were thrilled to have an additional benefit to their membership in terms of “free” event access to events that required non-Ad 2 DC members to purchase tickets. The first event we charged for was the “AAF DC / AD 2 DC Career Workshop” held in December 2020, which earned \$42 in revenue at \$7 per ticket from non-member attendance (Exhibit 38). For our upcoming April and May 2021 events, our goal is to increase this to \$55 in revenue per event from tickets via a larger-scale promotional period.

Conclusion

Our club operations goals focused on navigating the COVID-19 pandemic, growing virtual membership assets, and increasing Ad 2 DC’s focus on government / diversity values as a whole. While we made great strides toward these goals, there were still bumps along the way. Nonetheless, we are excited to bring a revitalized COVID-19 gameplan, new digital experiences, and expanded resources to best meet our members’ needs and allow optimal career advancement as we all move forward together.

Exhibit 1: Ad 2 DC “One-Sheet” on COVID Protocols

Ad 2 DC COVID Protocols

Ad 2 DC has been closely monitoring the spread of COVID-19 throughout the United States and we have been following guidance from the Centers for Disease Control (CDC), World Health Organization (WHO), as well as local health authorities to ensure we have the right resources in place to assist in safeguarding the health and well-being of our members. Here are some steps we recommend to ensure we are all being proactive with our safety measures.

- Wear a mask to protect yourself and others. However, do NOT use a mask meant for a healthcare worker. Currently, surgical masks and N95 respirators are critical supplies that should be reserved for healthcare workers and other first responders.
- Please follow all social distancing guidelines; allowing for at least 6’ between individuals whenever possible.
- Please avoid crowds. The more people you are in contact with, the more likely you are to be exposed to COVID-19. When available, form a “pod” of those in your household and resist breaking this pod (ex: avoid traveling, refrain from visiting those outside your household, etc.)
- Please wash hands thoroughly throughout the day, with at least 20 seconds of scrubbing.
- We encourage the use of hand-sanitizer and wipes (*when available*) in between hand washings.
- Avoid spaces with poor ventilation. If indoors, bring in fresh air by opening windows and doors, if possible.
- Keep your work-station neat and tidy. Clean and disinfect frequently touched surfaces daily (ex: *doorknobs, light switches, countertops, phones, desks, ect*)
- Please monitor yourself for symptoms. Cover all coughs or sneezes and throw all used tissues in a trash receptacle. Talk to your employer for specific guidance regarding your workplace policies and staying home when unwell..

Following these recommendations and staying up-to-date on all local and/or federal regulations will best aid in protecting you and help reduce the chances of spreading the infection to others.

Exhibit 2: Ad 2 DC COVID Links and Resources (*as of March 2021*)

COVID-19: Important Links & Resources

For more information regarding what you can do day-to-day to help prevent the spread of COVID-19, please view our AD 2 DC External Protocols [here](#).

Local Protocols:

- [DC Guidelines](#)
- [MD Guidelines](#)
- [VA Guidelines](#)

Important Federal regulations:

- [Center of Disease Control COVID Guidelines](#)
- [World Health Organization](#)

Vaccine Information:

- [CDC Vaccine information](#)
- [FDA Vaccine Information](#)

Local Vaccine Information / Timelines:

- [DC Vaccination Plan](#)
- [MD Vaccination Plan](#)
- [VA Vaccination Plan](#)

Important Cleaning Tips:

- <https://www.cleaninginstitute.org/coronavirus>
- <https://www.cleaninginstitute.org/home/clean-home>
- <https://www.cleaninginstitute.org/cleaning-tips/clean-surfaces>
- <https://www.cleaninginstitute.org/cleaning-tips/clean-hands>
- <https://www.cleaninginstitute.org/cleaning-tips/easy-cleaning-schedule>

Exhibit 3: Membership Chair Recruitment Social Media Campaign

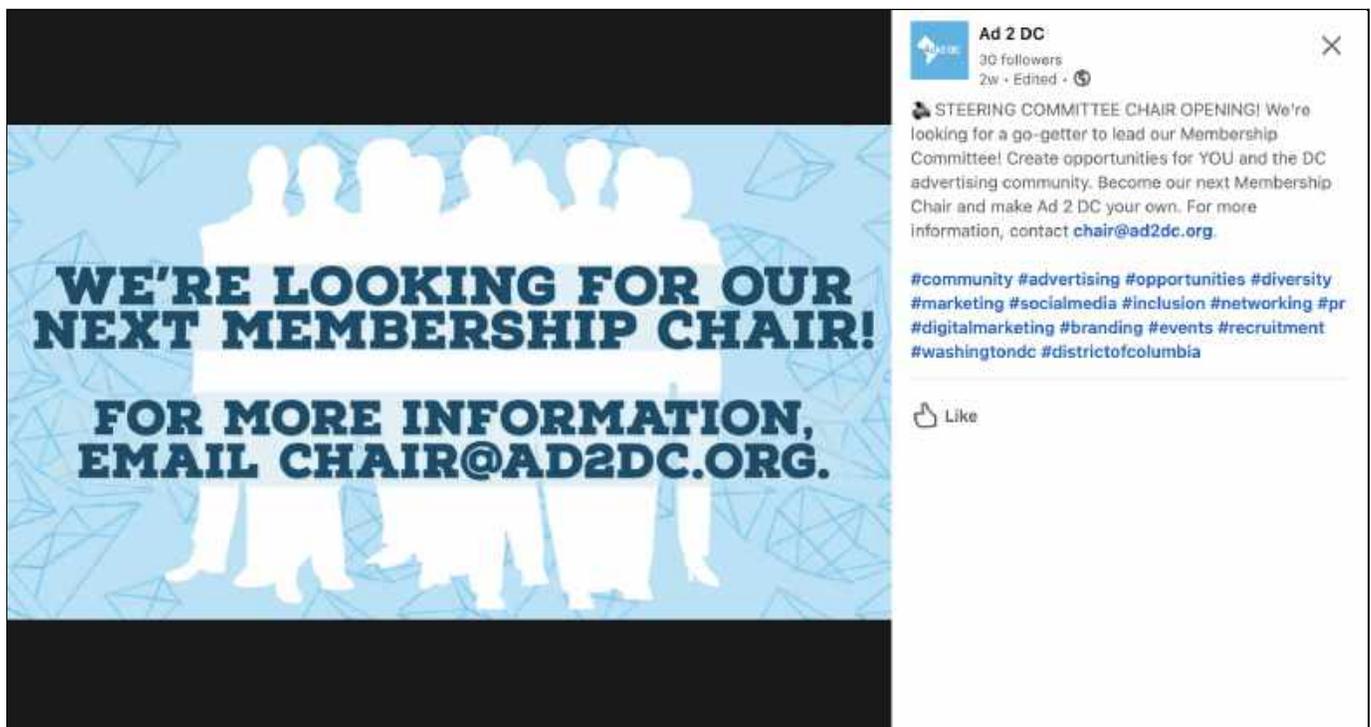


Ad 2 DC
February 18 at 11:30 AM · 🌐

Hey, Ad2DC-ers! We are looking to fill the Membership Chair position on the Ad 2 DC Steering Committee! This role plans and develops new member benefits, creates membership drives, recruits potential members, and much more. If you or someone you know might be interested, email chair@ad2dc.org.

WE'RE LOOKING FOR OUR NEXT MEMBERSHIP CHAIR!

FOR MORE INFORMATION, EMAIL [CHAIR@AD2DC.ORG](mailto:chair@ad2dc.org).



Ad 2 DC
30 followers
2w · Edited · 🌐

🔔 **STEERING COMMITTEE CHAIR OPENING!** We're looking for a go-getter to lead our Membership Committee! Create opportunities for YOU and the DC advertising community. Become our next Membership Chair and make Ad 2 DC your own. For more information, contact chair@ad2dc.org.

#community #advertising #opportunities #diversity #marketing #socialmedia #inclusion #networking #pr #digitalmarketing #branding #events #recruitment #washingtondc #districtofcolumbia

👍 Like

WE'RE LOOKING FOR OUR NEXT MEMBERSHIP CHAIR!

FOR MORE INFORMATION, EMAIL [CHAIR@AD2DC.ORG](mailto:chair@ad2dc.org).

Exhibit 4: Membership Chair Fulfillment

Good morning Lauren,

My name is Nelcy, a recent graduate from George Mason University with a Bachelor's degree in Marketing. I got referred by Nicole Silva, the Government Relations Chair, to the membership retention chair position. I would love to learn more information about the qualifications, responsibilities, and time commitment.

I would also like to mention that I have experience in being part of an executive board and/or committee. In the past four years, I served as an Event Coordinator, Public relations/Social Media, Philanthropy Committee Chair, Vice-President, and President for student-run organizations in Mason and NOVA.

Please feel free to contact me if you have an additional questions. I look forward to hearing from you.

Kind Regards,

Nelcy Rocha Meneses (She/Hers/Ella)
George Mason University School of Business, 20'
B.A. Marketing
rochanelcym@gmail.com
(571) 806-2515

Ad 2 DC President <chair@ad2dc.org>

Wed, Oct 14, 2020, 6:15 PM



to lauren, Nelcy =

Hi Nelcy,

It's great to (virtually) meet you! I'm thrilled that you're interested in potentially joining Ad 2 DC as our Membership chair. Nicole's a fantastic rep. on our board and I really love working with her. If possible, I'd love to find some time to discuss Ad 2 DC in-general as well as chat about the roles of the membership chair.

In summary, the role of this chair is to lead initiatives to retain current club members and recruit new ones.

- They work closely with the membership chair of our parent organization, AAF DC, to achieve this goal.
- This is achieved through hands-on event participation (*virtual through all of 2020 & most likely early 2021*) as well as behind the scene coordination (*following up with new members, building relationships with local universities, reaching out to corporations to advocate for junior employee membership, monitoring our membership database, etc.*).

We actually have a great "pop-up" event featuring an industry expert local to DC coming up tomorrow from 6 - 6:30 PM via Zoom that we encourage you to check out if you're free. If so, you can [click here](#) to access the registration page.

In general, here are some things we offer our members:

- Industry-specific virtual [events and workshops](#) with many more to come!
- Leadership and professional skills when participating in an [Ad 2 DC committee](#)
- Discounts to conferences (*virtual throughout 2020*) and industry publications
- Countless opportunities to expand one's professional network

After learning a bit more from our team, should you want to become a member and possibly fill the Membership Chair position, you can register to be a member of Ad 2 DC [right here!](#)

- As an Ad 2 DC member, you have the same access to AAF DC events and membership perks while also having access to additional Ad 2 only events and opportunities!

Let me know if you'd have some time over the next week or so to connect and discuss how Ad 2 DC could help you as you enter into the DC area.

Best,

Exhibit 5: AAF DC / Ad 2 DC Virtual Biweekly Membership Meetings

American Advertising Awards

- Plans and leads execution of the annual AAF DC American Advertising Awards Gala.
- Oversees the branding of the annual American Advertising Awards program for AAF DC.
- Manages logistics of awards submissions and judging.

ADWKDC

- Plans and leads execution of an annual education conference, as well as a weeklong series of hosted events leading up to the conference.
- Develops the branding for the annual conference and hosted event series.
- Designs the lineup of educational sessions for the conference and coordinates with speakers.

Communications

- Manages AAF DC's website, blog and messaging for social media and email marketing.
- Oversees applications and evolutions of the AAF DC brand and sub-brands.
- Creates branded messaging material for all platforms, including graphics, videos and print collateral.

Events

- Plans and oversees an annual events calendar of educational, social and networking programs.
- Cooks up fresh approaches to connecting DC's creative community both online and in-person.
- Organizes speaker lineups for panels and workshops.

Membership

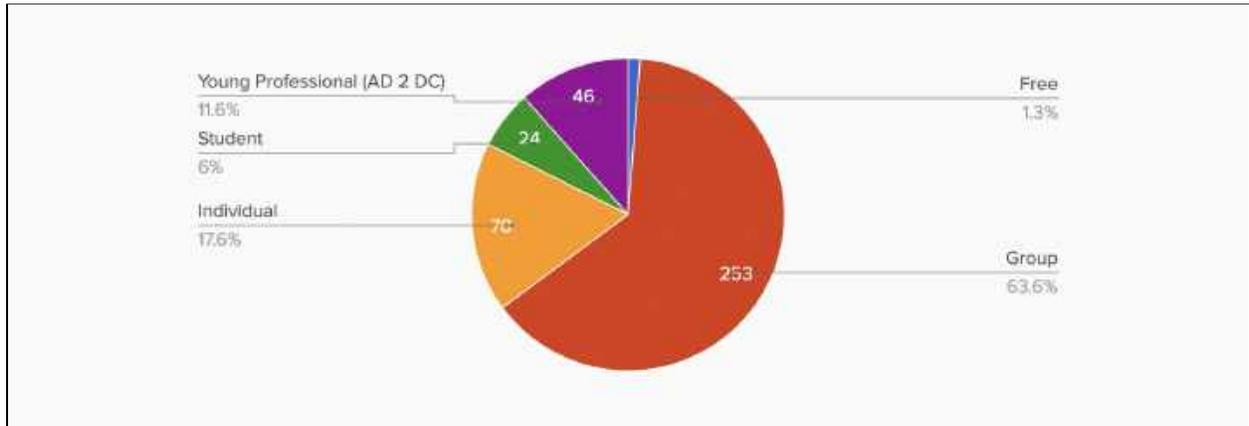
- Steers AAF DC's membership strategy.
- Identifies and engages key member prospects.
- Gathers and applies member feedback to optimize events and member benefits.

Sponsorship

- Designs sponsorship packages for all events.
- Secures sponsorship funding and ensures sponsors receive all deliverables.
- Establishes and builds ongoing relationships with potential sponsors.



Exhibit 6: Membership Audit via MembershipWorks



Lizzie	DC	Young Professional (AD 2 DC)	May 23, 2018
Christina	DC	Young Professional (AD 2 DC)	Jul 24, 2019
Scarlett	MD	Young Professional (AD 2 DC)	Jul 4, 2019
Ashlee	VA	Young Professional (AD 2 DC)	Jul 20, 2019
American Chemical	MD	Young Professional (AD 2 DC)	Oct 26, 2014
Chris	VA	Young Professional (AD 2 DC)	Aug 6, 2018
Erin	VA	Young Professional (AD 2 DC)	Oct 10, 2017
Kristen	DC	Young Professional (AD 2 DC)	Apr 4, 2018
Ali	DC	Young Professional (AD 2 DC)	Mar 11, 2019
Danielle	DC	Young Professional (AD 2 DC)	Feb 17, 2018
Emily	DC	Young Professional (AD 2 DC)	Jul 17, 2019
Eleni	VA	Young Professional (AD 2 DC)	Sep 25, 2019
Collette	VA	Young Professional (AD 2 DC)	Feb 20, 2020
Maxwell	DC	Young Professional (AD 2 DC)	Feb 13, 2020
Iyana	MD	Young Professional (AD 2 DC)	Sep 27, 2018
Gisell	MD	Young Professional (AD 2 DC)	Aug 13, 2019
Courtney	MD	Young Professional (AD 2 DC)	Jul 22, 2019
Michael		Young Professional (AD 2 DC)	May 6, 2019
Charlotte	DC	Young Professional (AD 2 DC)	Feb 18, 2020
Sally	VA	Young Professional (AD 2 DC)	Apr 27, 2018
Robin	VA	Young Professional (AD 2 DC)	Sep 27, 2018
Marta	DC	Young Professional (AD 2 DC)	Jul 29, 2020
Rachel	DC	Young Professional (AD 2 DC)	Aug 12, 2020
Holly	VA	Young Professional (AD 2 DC)	Aug 17, 2020
Elizabeth	VA	Young Professional (AD 2 DC)	Sep 15, 2020
Megan	MD	Young Professional (AD 2 DC)	Sep 16, 2020
Lauren	DC	Young Professional (AD 2 DC)	Oct 12, 2020
Flynn	DC	Young Professional (AD 2 DC)	Dec 11, 2020
Maggie Winters	DC	Young Professional (AD 2 DC)	Dec 29, 2020
Michael	DC	Young Professional (AD 2 DC)	Jan 7, 2021
LaQuita	DC	Young Professional (AD 2 DC)	Jan 11, 2021
Jonah	MD	Young Professional (AD 2 DC)	Jan 15, 2021
Ansa	DC	Young Professional (AD 2 DC)	Jan 16, 2021

Exhibit 7: Membership Strategy and Planning



Who Is Ad 2 DC?

Ad 2 DC is a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields.

Since Ad 2 DC's formation in 2008, we've made our mark on a national level through outstanding programming, continuing education, excellent membership benefits and overall club operations.

Sound intriguing? Become a member for less than \$100 a year (and even less for students). Still need a little convincing? Keep reading below.

Awareness	Interest	Consideration	Purchase	Onboard	Accelerate	Celebrate	Retain	Advocate	Retire
<p>Acquisition Priorities:</p> <ul style="list-style-type: none"> Develop a pipeline program Enable the field with tools/resources Generate qualified leads Demonstrate tangible value through external communications <p>Tentative Deliverables:</p> <ul style="list-style-type: none"> Bring on a Business Development person for outreach and pipeline development Cultivate relationships with strategic internal champions (HR, Talent, Recruitment, etc.) Create evergreen sales collateral to support business development (1-pagers, pitch decks, corporate packages, templates, qualifying framework, etc.) Host monthly interest meetings Capture, qualify, and nurture leads from events - partner with the Events Team and Sponsorship 			<p>Development Priorities:</p> <ul style="list-style-type: none"> Build a strong and welcoming community Provide value early and often Help people get what they want Improve event programming and member offerings <p>Tentative Deliverables:</p> <ul style="list-style-type: none"> Bring on a Membership Associate to support membership development/onboarding Create an onboarding program to welcome new members, get them excited, and get them involved early Create a member-only newsletter to provide more value Create a customer success framework to support membership growth and development Create a strong organic community of members (Member Slack channel, etc.) Support Comms and Events Committees 			<p>Retention Priorities:</p> <ul style="list-style-type: none"> Be persistent Elevate active members Understand why we keep or lose people Improve membership value, positioning, and programming <p>Tentative Deliverables:</p> <ul style="list-style-type: none"> Develop a system to nurture and elevate active members into AAF DC committees Upsell Corporate Members - increase renewals Generate feedback from members to improve and enhance our programming and value 			

<p>Phase 1 Acquisition</p>	<p>Phase 2 Development</p>	<p>Phase 3 Retention</p>
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Exhibit 8: Membership Welcome Email

Platform: MembershipWorks

Audience: All Ad 2 DC Members after their membership is paid for

Purpose: To improve our membership onboarding experience, demonstrate our value early, and increase event registrations

Proposed Internal Launch Date: Early October

From Email Address: membership@ad2dc.org

When Will This Email Go Out: Immediately after a member signs up for Ad 2 DC

Subject Line: Welcome to Ad 2 DC! Take Advantage of Your Membership Now

Body Copy:

Dear [First Name],

Thank you for joining Ad 2 DC! We are thrilled to have you onboard and can't wait to join you for upcoming programs, conversations, and celebrations. Read below for a refresher on the many benefits now available to you as a valued member of our community.

What is Ad 2 DC?

Ad 2 DC is a group of talented, driven young professionals in the D.C. Metro area, 32 years old and younger, either employed or interested in the world of advertising and its related fields.

Throughout the year, we host world-class programming to accelerate your career, connect you with industry professionals, and give back to our nation's next generation of leaders.

Exhibit 8: Membership Welcome Email (cont.)

What's in it for you?

Learn Something New: [Sign up for an upcoming virtual event](#) to expand your skillsets or [explore the Ad Academy](#), our members-only educational resource library.

Meet Your Community: Connect with Washington DC's best creatives, communicators, and strategists. Get access to the [AAF DC and Ad 2 DC Member Directory](#) regardless of your job title or function.

Explore Ad 2 DC Perks: Explore [Ad 2 DC member-only discounts and corporate offerings](#).

Get Involved: Consider joining one of [Ad 2 DC's thriving committees](#) to grow the organization and serve our members.

Do Something Good: Commitments to action and inclusion don't just involve us—we're also partnering with other local professional organizations to explore the good we can do together, as a collective creative communications community.

How can you put your membership to work?

Login to [Ad 2 DC](#) and explore the members-only portal of our website.

- Username: [New member's username]
- Password: [Link to reset password]

[Sign up for an upcoming event](#).

Contact us anytime! A member of our team would be happy to help you start your journey with Ad 2 DC.

Thank you,
Lauren Schild
Ad 2 DC Chair

Exhibit 9: COVID Membership Discount Renewal Offering

45-Days Before Renewal:

Subject Line: Your Ad 2 DC membership expires in 45 days!

Body Copy:

Dear [First Name],

First and foremost, thank you for your continued investment in Ad 2 DC. Without your loyalty and support, we wouldn't be able to continuously provide our members with valuable benefits and actively develop our community of Washington DC's leading advertisers, creatives, and marketers.

Put simply, you make what we do possible.

This is a friendly reminder that your Ad 2 DC membership is up for renewal.

Over the past year, your membership has enabled us to accomplish so many initiatives. Here are some highlights:

1. Competed in the Ad 2 National Public Service Competition at ADMERICA, with multiple wins over the last seven years of competing.
2. Hosted large-scale virtual events such as: "Stay In - Stand Out: Job Hunting from Home" and Ad 2 DC's "Trivia Showdown" alongside our smaller "pop-up" series.
3. Hosted Agency After Hours at locations such as ISL, Ogilvy DC, and OUTFRONT.

Looking ahead, we can't wait to accomplish even greater things for our members and our community.

In light of current events, **we're offering a 50% discount to all lapsed members who renew by December 31st, 2020.** Please use the coupon **ad2dc50** when you renew your membership.

[Click here to renew your membership.](#)

Membership expires: [insert date]

Membership level: [Membership-Type]

Amount: \$[Price]/year

If you have lost your job or experienced a change in employment status, or hours, as a result of Covid-19, you can discreetly apply for a hardship membership. This new membership category will extend your existing membership through December 31st, 2020 at no cost. [Click here to apply for our hardship membership extension program.](#) You can expect a response within five business days.

If you have any questions regarding your membership, benefits, or renewal, please send us an email.

Regards,
Lauren Schild
Ad 2 DC President

Exhibit 9: COVID Membership Discount Renewal Offering (cont.)

15-Days Before Renewal:

Subject Line: Don't forget to renew your Ad 2 DC Membership!

Body Copy:

Dear [First Name],

Your Ad 2 DC membership expires [insert date], and we sincerely hope that you will join us for another outstanding year of great programs and professional development.

Ad 2 DC values you and helps you meet your professional goals in several ways, including:

- Access to Washington DC's best creative, marketing, and advertising leaders
- Opportunities to accelerate your career with educational programming and events
- Leadership opportunities on the Ad 2 DC Board and committees
- Opportunities to give back to our local community through our annual public service campaign

In light of current events, we're offering a **50% discount to all lapsed members who renew by December 31st, 2020**. Please use the coupon **ad2dc50** when you renew your membership.

[Click here to renew your membership.](#)

Membership expires: [insert date]

Membership level: [Membership-Type]

Amount: \$[Price]/year

If you have lost your job or experienced a change in employment status, or hours, as a result of Covid-19, you can discreetly apply for a hardship membership. This new membership category will extend your existing membership through December 31st, 2020 at no cost. [Click here to apply for our hardship membership extension program.](#) You can expect a response within five business days.

Thank you,
Lauren Schild
Ad 2 DC President

Exhibit 9: COVID Membership Discount Renewal Offering (cont.)

0-Day Expiration Date:

Subject Line: Your Ad 2 DC Membership expires today. Renew before it's too late!

Body Copy:

Dear [First Name],

It's been a year since we first met you, and we're looking forward to many more years!

Did you know that your Ad 2 DC membership expires today?

Please don't hesitate to [renew your Ad 2 DC Membership ASAP!](#) We're offering a 50% discount to all lapsed members who renew by December 31st, 2020. Please use the coupon **as2dc50 when you renew your membership.**

[Click here to renew your membership.](#)

If you have lost your job or experienced a change in employment status, or hours, as a result of Covid-19, you can discreetly apply for a hardship membership. This new membership category will extend your existing membership through December 31st, 2020 at no cost. [Click here to apply for our hardship membership extension program.](#) You can expect a response within five business days.

There are better options than paying an additional cost to attend Ad 2 DC events as a guest.

Remember, Ad 2 DC values you and helps you meet your professional goals in several ways, including:

- Access to Washington DC's best creative, marketing, and advertising leaders
- Opportunities to accelerate your career with educational programming and events

- Leadership opportunities on the Ad 2 DC Board and associated committees
- Opportunities to give back to our local community

Please let us know if you have any questions or concerns. We're here to serve you!

Best regards,
Lauren Schild
Ad 2 DC President

Exhibit 10: New Member Welcome Party - Event Sample



Exhibit 11: “We are Ad 2 DC” Campaign Planning and Preliminary Creative

We Are Ad 2 DC is a promotional campaign that both introduces and reacquaints the DC/VA/MD advertising communities with who Ad 2 DC is and the benefits we provide the community. The campaign targets young professionals 32 years old or under, students at universities and institutions with an emphasis on advertising, marketing, communications and creative departments, local advertising-based agencies, firms, etc.

The campaign is split into two parts: a social media campaign and an email campaign.

- The social media campaign will utilize Ad 2 DC’s audience across its platforms on Facebook, Instagram, Twitter, and LinkedIn.
- The email campaign consists of two parts: (1) a MailChimp Campaign that reaches Ad 2 DC and AAF DC subscribers through the MailChimp database and (2) a Local Area Campaign that reaches out to various DC/VA/MD ad agencies, educational institutions, etc. More details along with a list of companies can be found below.

The goal of this campaign is to

- acquire new members
- increase current membership engagement
- develop event collaborations and future programming
- expand Ad 2 DC subcommittees
- highlight the organization’s philanthropic efforts via the Public Service Committee
- enhance our impact and public visibility on local government initiatives relating to the ad industry
- further diversify the overall Ad 2 DC experience.

This promotional campaign will focus on four categories:

1. Why Ad 2 DC
2. Member Spotlights
3. Ad 2 Subcommittee & Public Service
4. Ad 2 DC’s relationship with AAF DC

The social media campaign will take place over a two week period (March 8 - 18).

The email campaign will take place during a two and a half week period following the social media campaign (March 19 - 31). This timeframe is designed to ensure Ad 2 DC subcommittee chairs have appropriate time to engage with any responses to our organization from the campaigns.

Campaign pushed from March 2021 to April 2021

Exhibit 11: “We are Ad 2” Campaign Planning and Preliminary Creative (cont.)

We Are Ad 2 DC - Social Media Campaign (March 8 - 18)

Monday & Tuesday (March 8 - March 9)

- Why Ad 2 DC? - *6 Reasons Ad 2 DC Might Be For You!*
 - Graphics and copy located here:
<https://drive.google.com/drive/folders/117oWqGEEPIBSNo0IZQuLUZ44QBBfp11?usp=sharing>

Wednesday & Thursday (March 10 - March 11)

- Member Spotlights - Past video testimonials from current and previous members on their Ad 2 DC experience.
 - Graphics and copy located here:
<https://drive.google.com/drive/folders/1d3-GcVhnhIPRDMFrbJPCmf6T-GN1SSE?usp=sharing>
 - Videos that will be downloaded and shared to platforms:
 - Lisette Ortiz
<https://www.youtube.com/watch?v=Cm4484vXgS8>
 - Sean Camell
<https://www.youtube.com/watch?v=iGKSKxTm-9U>
 - Larissa Kunes Martin
<https://www.youtube.com/watch?v=iGKSKxTm-9U>
 - Corey Lipsey
<https://www.youtube.com/watch?v=Hqs1mETLrfQ>
 - Jacqui Balogh
<https://www.youtube.com/watch?v=L7A-OCmSqMA>
 - Karmen Fox
<https://www.youtube.com/watch?v=0i8V-auQNCg>

Friday & Saturday (March 12 - 13)

- Subcommittees - Highlighting each committee and their benefits
 - Graphics and copy located here:
<https://drive.google.com/drive/folders/12fXRonMLmOc7qRQDP2LXYshYrfKPXezN?usp=sharing>

Sunday & Monday (March 14 - 15)

- Public Service Committee - Highlighting the committee and unique project accomplishments.
 - Graphics and copy located here:
<https://drive.google.com/drive/folders/1UwM164zgGZJCFJ-0fWfdOzjWYBk2oTXM?usp=sharing>
 - Videos from previous projects that will be downloaded and shared to platforms:
 - Public Service Campaign 2016-2017: “Pay It Forward” for The Potter’s House - <https://www.youtube.com/watch?v=J9LVpjVZHgE>

Campaign pushed from March 2021 to April 2021

Exhibit 11: “We are Ad 2 DC” Campaign Planning and Preliminary Creative (cont.)



Exhibit 11: “We are Ad 2 DC” Campaign Planning and Preliminary Creative (cont.)



Ad 2 DC

**GET
THE MOST
OUT OF YOUR
AD 2 DC MEMBERSHIP.**

JOIN A SUBCOMMITTEE!



Ad 2 DC



**DIVERSITY
COMMITTEE**

**ADVISING CREATIVE EXECUTIONS,
SPEAKERS AND EVENT PLANNING, MEMBERSHIP OUTREACH, PLUS MORE!**

**THE AD INDUSTRY EMBRACES
DIVERSITY, AND DC HAPPENS TO BE AN
ESPECIALLY DIVERSE CITY! THE
DIVERSITY COMMITTEE CONSULTS WITH
ALL OTHER AD 2 DC COMMITTEES TO
ENSURE THAT DIVERSE EXPERIENCES,
BACKGROUNDS, AND PERSPECTIVES
ARE REPRESENTED AT EACH
TOUCHPOINT OF THE
AD 2 DC EXPERIENCE.**

**GET INVOLVED!
EMAIL [DIVERSITY@AD2DC.ORG](mailto:diversity@ad2dc.org).**

Exhibit 11: “We are Ad 2 DC” Campaign Planning and Preliminary Creative (cont.)



REASON #4

BUILD YOUR LEADERSHIP SKILLS THROUGH A BROAD ARRAY OF COMMITTEE MANAGEMENT AND STEERING COMMITTEE OPPORTUNITIES.

Exhibit 11: “We are Ad 2 DC” Campaign Planning and Preliminary Creative (cont.)



AD 2 DC MEMBERSHIP

LIMITED TO AGE 32 OR UNDER.
FREE ENTRY TO EVENTS.
ACCESS TO PROGRAMMING FOR CAREER DEVELOPMENT.
ENTRY TO MEMBERS-ONLY AD 2 DC EVENTS.
SPECIAL PERKS/BENEFITS.
DISCOUNTS ON AMERICAN ADVERTISING AWARDS ENTRIES.
ACCESS TO MEMBERS-ONLY RESOURCE LIBRARY.

READY TO ACCELERATE YOUR CAREER?

AAFDC.ORG/MEMBERSHIP



**AD 2 DC IS THE YOUNG PROFESSIONALS DIVISION OF AAF DC.
OUR RELATIONSHIP IS EXPRESSED THROUGH VARIOUS FORMS OF COLLABORATIONS - EVENTS,
MENTORSHIPS, NETWORKING, TRAININGS, PROFESSIONAL DEVELOPMENT AND MORE.
WE MAKE UP THE WASHINGTON DC ADVERTISING COMMUNITY
THAT DRIVES CREATIVE ECONOMY.**



Exhibit 12: The Ad Academy Members-Only Video Webpage

Ad Academy

Members-Only Educational Resource Library



Our First-Ever Online-Only Awards Show

Adapt or cancel — when it comes to events in 2020, those seem to be the decision points. Determined to celebrate advertising excellence in the D.C. market, in March, we hosted our first-ever virtual American Advertising Awards show. Enjoy this **FREE** replay of our 2020 American Advertising Awards, featuring expert commentary and comedy from MC Sonya Savankar, and hosts Julie Moyes (IMG) and Gretchen Carswell (Van Metre).

Login for members-only content



Exhibit 13: Ad Academy Filming Planning

Video Library

General:

- Fade up from black
- Use Facebook end graphic on videos

Make sure they're evergreen

Personal / Educational

- How to take a virtual headshot

In the workplace

- How to connect with others virtually

Types of videos:

- Historical Content (*AAF / Ad 2*)
 - *First = Judy*
- Diversity
 - Courtney brainstorming topics / individuals
- Tips / Tricks:
 - Career-Focused
 - Recruiters
 - HR people
- Technical-focused
 -
- Mental Health
- Industry education
 - Ex: how to approach a creative brief
 - How to negotiate a salary
 - How to Network

- Interviews
 -
- Government:
 - *Last one we pursue*

Exhibit 13: Ad Academy Filming Planning (cont.)

PROCESS:

- Lauren
 - Booking guests
 - Doing outlines / interview questions
- Mike
 - Editing
 - Graphics
 - Music / Audio
 - Posting

FORMAT OF WORKFLOW:

- 1. Picking topics / Confirm Individuals
 - 1.A - Guest Outreach
- 2. Create Interview Questions / Outline
- 3. Interview (30 - 45; assume 10 minutes is setup & testing)
- 4. Editing
 - Have BRoll up our sleeves (*Explore free stock*)
 - 5. Free stock music
- 5. Review (*Mike & myself*)
- 6. Posting

MILESTONES:

- FIRST: Judy video
 - Schedule time with Judy
 - Create Inter questions
- SECOND: Career video w/Holly's Boss
 - Advertising / marketing for nonprofits

ACTION ITEMS:

- Lauren
 - Send Mike free stock & music sites
- Mike
 - Familiarize yourself with Zoom filming by Sept. 7th
- Ask creative for happy hour graphic to add to survey

Exhibit 13: Ad Academy Filming Planning (cont.)

Hey There **Judy**,

Hope you had a great holiday weekend! With the new AAF / Ad 2 DC website and membership video library, our steering committee has been thinking of some great ways to begin adding some content.

One of our ideas for a video series is to highlight AAF members who have made significant contributions to the organization. As such, if you're open to it, we'd love to find some time to virtually **film** you via Zoom to discuss what AAF means to you, what your Journey with AAF has been like, and learn more about the Foundation.

If possible, can you let us know your availability September 24th or 25th for a 30 - 45 minute **filming** session via Zoom?

Looking forward to hearing from you!

Thanks,

--



Lauren Schild
President, Ad 2 DC

Ad 2 DC // Young Professionals of AAF DC
Follow Us! [Web](#) // [Facebook](#) // [Twitter](#) // [Insta](#) // [LinkedIn](#)

Hi **Judy**,

Thanks for reaching out, happy to clarify:

1. Zoom information has been updated in the calendar invite (*please disregard the google meet link*):
 1. <https://us02web.zoom.us/j/85723386896?pwd=K0ZxL2djcFRUcWJYWEOyMGxremRydz09>
 2. Meeting ID: 857 2338 6896
 3. Passcode: Ad2DC
2. I'll be asking you the questions, so no need to memorize them!
3. Yes, we'll be editing this down into about 3 - 5 smaller videos, each ideally about 4 - 6 minutes in length



Ad 2 DC Programs <programs@ad2dc.org>
to Ad, me, Lauren +

Thu, Dec 3, 2020, 9:29 AM ☆ ↶ ⋮

My boss and her podcast co-host are prepared for tomorrow but have a few questions. Are they introducing themselves or are we introducing them, and are the questions asked to them or do they need to say the question before answering? Here are the questions they are prepared to answer.

1. Tips on putting together a portfolio of agency work/personal work?
2. How do we ask for a promotion?
3. How to find an advertising mentor?
4. How often do people switch disciplines in advertising? Do agencies support that?
5. What's better for my career – starting at a big agency with name recognition or a smaller agency
6. How can I use my skills learned in an agency and apply it to a job in a new industry?

Thanks,



Holly Gonzalez
Programs and Events Chair, Ad 2 DC

Ad 2 DC // Young Professionals of AAF DC
Follow Us! [Web](#) // [Facebook](#) // [Twitter](#) // [Insta](#) // [LinkedIn](#)

Exhibit 14: Ad Academy Virtual Filming Sessions



Exhibit 15: Ad Academy Video Editing

Hey Mike,

Shooting some thoughts your way! Mainly graphic / timing, overall I think the content is really strong, love the music choice, and you've gotten some great responses from Judy in there:

- Opening is great, love the intro; I think it can be a few beats longer to really give the viewer a chance to take it all in
- Overall, we should always aim to cut-out my VO and have the question be a full-screen graphic to really help add some breaks into the full interview.
 - For the first one:
 - I think we can have the blue background stay in-place (with the ad 2 logo / Judy's title / headshot fade out), the question can then dissolve in, and then fade out, and then after a few beats of her answer have the question fade in via the lower bar as it currently does
 - Afterwards (when transitioning between interview clips):
 - We can have the music come back in for a few beats, have the blue background / new question fade up together, sit on it for 3 - 4 seconds, and then have the graphics fade down with the music.
- Love the logo placement throughout and question bar
- CTA
 - I think the music should slowly fade in under the last few beats of her answer to help smooth out the transition
 - I think we can extend the dissolve on the CTA as well by a few beats
 - Since this will only be living on the Ad 2 library and we can assume the viewer is watching it via the library, I think we can tweak the language to something along the lines of:
 - Thanks for watching!
 - Be sure to catch more AAF DC & Ad 2 DC content via our members-only video library!

Let me know if you have any questions on the above! Also happy to connect anytime next week :) Keep up the amazing work!

Best,

Exhibit 16: Ad Academy Finished Content



Ad 2 DC
presents

**JUDY'S HISTORY
WITH AAF DC**

Judy Markoe
AAF DC Foundation Chair

The graphic features a blue background. On the left is the 'Ad 2 DC' logo, which includes a white arrow pointing right that contains the text 'Ad 2 DC'. Below the logo, the word 'presents' is written in a smaller font. On the right side, there is a circular portrait of Judy Markoe, a woman with short, curly brown hair, smiling. Below her portrait, her name 'Judy Markoe' and title 'AAF DC Foundation Chair' are listed in white text. In the top right corner, there is a small black square icon with a white copyright symbol.



Advice you wished that you received in your career?

The video frame shows Judy Markoe from the chest up, wearing a blue top. She is in a room with white doors and a white wall. A light blue text box at the bottom of the frame contains the question 'Advice you wished that you received in your career?'. In the bottom right corner of the video frame, there is a small blue square logo with the 'Ad 2 DC' text and arrow graphic.

Exhibit 16: Ad Academy Finished Content (cont.)



Ad 2 DC
presents



**Nonprofits
in the Ad Space**

Kelly Callahan-Poe & Julia McDowell
Two Marketing Moms Podcast



Julia McDowell

What is the best pathway when starting a marketing career?



Exhibit 17: Ad 2 DC LinkedIn Page



Ad 2 DC
30 followers
4mo · Edited · 

Introducing Ad 2 DC's LinkedIn! In an effort to develop a direct connection with young professionals of DC's advertising and creative community, we are expanding our reach on the networking platform. Follow the page t ...see more




Welcome to Ad 2 DC's LinkedIn!

- Network.
- Discover local jobs.
- Catch up on marketing trends.
- Receive Ad 2 DC announcements.
- + MORE


3

Analytics
Last 30 day activity

36	▲ 414%
<hr/>	
Unique visitors	
<hr/>	
14	● 0%
<hr/>	
New followers	
<hr/>	
1.2K	▲ 211%
<hr/>	
Post impressions	
<hr/>	
4	▲ 100%
<hr/>	
Custom button clicks	

Volunteer experience +



Chair
Ad 2 DC
Jul 2020 – Present · 9 mos





Vice Chair
Ad 2 DC
Jul 2019 – Jun 2020 · 1 yr

As Ad 2 DC Vice President, I support the President in managing a steering committee of 10 committee chairs and all club operations, to include events, communications, membership outreach, budget, and goals.



Public Service Chair
Ad 2 DC
Jul 2018 – Jun 2019 · 1 yr

Exhibit 18: Ad 2 DC Slack Channel

 **Andrew Ensenat** 12:43 PM
Hi everyone, my name is Andrew Ensenat this is my first message on Slack! I hope everyone is having a great day today and I look forward to making new connections with everyone here.

 **Andrew Ensenat** 12:53 PM
Looking forward to helping the D.C. Chapter. Thanks so much and Happy Holidays!



 3 replies · Last reply 3 months ago

 **Holly Paesch** 4:08 PM
Hi everyone. Please see the link below to create your wish list for the holiday gift exchange. Please make your list by Wednesday. The max is \$15. I will then send your secret santa name and we will exchange gifts on Dec. 14 at our steering committee meeting.
<https://www.drawnames.com/U7Q31p5g> (edited)

 **Ad 2 Holiday Gift Exchange**
[Ad 2 Holiday Gift Exchange](#)
Monday, December 14, 2020 (11 kB) -

 **gisell** 12:18 PM
Short read to spark ideas on event planning in 2021 <https://www.taoti.com/blog/strategy/event-strategy-in-2021/>

 **Taoti Creative**
Uncharted Territory: Event Strategy in a Post-Pandemic World - Taoti Creative
Things are a bit closer to being back to normal, but does that mean we can go back to events as they were before? It's your call now.

 **Nicole Silva** 10:06 PM
<https://www.prnewswire.com/news-releases/numerator-reports-amazon-and-insurance-industry-lead-ad-spend-for-african-american-hispanic-media-and-ads-with-diverse-talent-301207762.html> good diversity report!

 **prnewswire.com**
Numerator Reports Amazon and Insurance Industry Lead Ad Spend For African American / Hispanic Media and Ads With Diverse Talent
/PRNewswire/ -- Numerator, a data and tech company serving the market research industry, has released three reports quantifying brand spend in Black / African...
(159 kB) -

 **Chair Admin** 🦄 8:11 PM
@channel Hey all, sharing we had over 33+ people at tonight's event!



Exhibit 19: "Pop-Up" Series: Steering Committee Meet & Greets

Ad 2 DC

MEET & GREET

MEET OUR STEERING COMMITTEE
AND SNEAK A PEAK INTO UPCOMING EVENTS

Thurs, September 10th // 6 - 6:30 PM
Join our Zoom via

Ad 2 DC
September 10, 2020 · 🌐

Mingle with Ad 2 DC TODAY from 6-6:30pm on Zoom! Meet our Steering Committee, discover upcoming events, and get to know the benefits of being involved on an Ad 2 Committee. We'll see you there! Access the event via Zoom using the information below:

Join Zoom Meeting:
<https://us02web.zoom.us/j/86862928148...>

Meeting ID: 868 6292 8148
Passcode: Ad2DC
One tap mobile... [See More](#)

Like Comment Share

Write a comment...

Ad 2 DC

MEET & GREET

MEET OUR STEERING COMMITTEE
AND SNEAK A PEAK INTO UPCOMING EVENTS

Thurs, December 3rd // 6 - 6:30 PM
Join our Zoom via

Ad 2 DC

MEET & GREET

MEET OUR STEERING COMMITTEE
AND SNEAK A PEAK INTO UPCOMING EVENTS

Thurs, December 3rd // 6 - 6:30 PM
Join our Zoom via

Exhibit 20: "Pop-Up" Series: Industry Experts



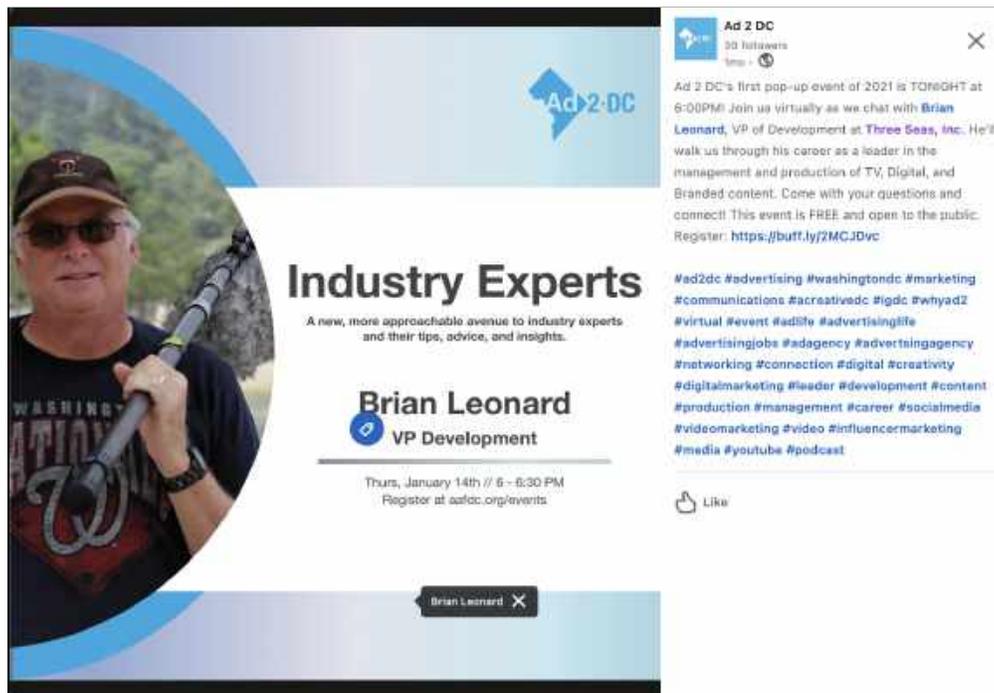
Ad 2 DC

Industry Experts

A new, more approachable avenue to industry experts and their tips, advice, and insights.

Judy Markoe
AAF DC Foundation Chair
Big Picture Marketing Consulting

Thurs, October 15th // 6 - 6:30 PM
Register at aafdc.org/events



Ad 2 DC
30 followers

Ad 2 DC's first pop-up event of 2021 is **TONIGHT** at 6:00PM! Join us virtually as we chat with **Brian Leonard**, VP of Development at **Three Seas, Inc.** He'll walk us through his career as a leader in the management and production of TV, Digital, and Branded content. Come with your questions and connect! This event is **FREE** and open to the public. Register: <https://buff.ly/2MCJDvc>

Industry Experts

A new, more approachable avenue to industry experts and their tips, advice, and insights.

Brian Leonard
VP Development

Thurs, January 14th // 6 - 6:30 PM
Register at aafdc.org/events

#ad2dc #advertising #washingtondc #marketing #communications #acreativeadc #igdc #whyad2 #virtual #event #adlife #advertisinglife #advertisingjobs #adagency #advertisingagency #networking #connection #digital #creativity #digitalmarketing #leader #development #content #production #management #career #socialmedia #videomarketing #video #influencermarketing #media #youtube #podcast

Like

Brian Leonard X

Exhibit 20: “Pop-Up” Series: Industry Experts (cont.)

Ad 2 DC
30 followers
4mo · 🌐

Thank you to everyone who attended October's pop-up event! We were joined by Judy Markoe of Big Picture Marketing Consulting in conversation. She discussed her career background, talked about the AAF Foundation (that offers student scholarships), and provided us with advice on the world of advertising. Some takeaways from our discussion:

- Find what you love - then find a way to do it.
- Foster your creativity and the creativity of those around you.
- Value the people you meet along the way.

#socialmedia #community #marketing
#digitalmarketing #advertising #creative #linkedin
#event #networking #media #branding
#socialmediamarketing #jobopenings
#personalbranding #publicrelations #ad2 #whyad2
#connect #communications #strategy
#influencermarketing #podcast #creativity #career

👍 Like

Exhibit 21: "Pop-Up" Series: Virtual Happy Hours

Grab a drink and unwind at Ad 2 DC's

Virtual Happy Hour

THURS, FEBRUARY 11TH // 6 - 6:30 PM
JOIN OUR ZOOM! REGISTER AT [AAFDC.ORG/EVENTS](https://www.aafdc.org/events)

📍📱📺 @Ad2DC



Ad 2 DC



Exhibit 22: Ad 2 DC Trivia Showdown

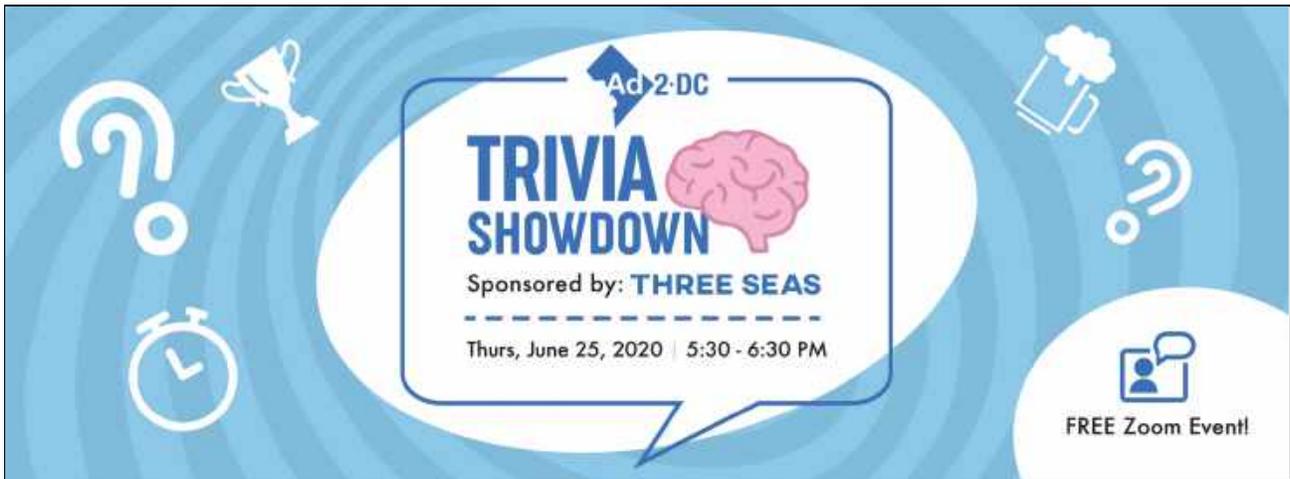


Exhibit 22: Ad 2 DC Trivia Showdown (cont).

Round #1 Theme: Pop Culture in Advertising (6 min)

1. This microblogging site's iconic bird logo was named after Celtics Legend Larry Bird?
2. What time-travel movie inspired Nike to create a limited series of advanced self-lace shoes? *Be Specific!*
3. What fictional fishing company became a restaurant chain after appearing in the 1994 Best Picture Winner?
4. Robert Johnson became the first Black billionaire when he sold what cable station he founded?
5. The first Instagram photo featured what animal?
6. Which rapper-mogul launched the Tidal streaming service in 2015?
7. What is the most expensive commercial ever made?
8. What is the name of the first Black woman to solely own and operate an ad. agency?
9. BONUS QUESTION: How many Ad 2 chapters are there nationwide?



Round #3 - A - Theme: DC Trivia (4 min)

Out of the 15 listed movies, which 8 were filmed in DC?

- | | |
|-------------------------------|------------------------|
| 1. A Few Good Men | 9. Lincoln |
| 2. A Star is Born (2018) | 10. St. Elmo's Fire |
| 3. Borat | 11. Suicide Squad |
| 4. Frost / Nixon | 12. The Exorcist |
| 5. E.T. the Extra-Terrestrial | 13. The Shape of Water |
| 6. Inception | 14. Wedding Crashers |
| 7. Independence Day | 15. Wonder Woman 1984 |
| 8. Jackie | |



Exhibit 22: Ad 2 DC Trivia Showdown (cont.)



Ad 2 DC Trivia Showdown!

* Required

Test Round

Step One: select ONE person on your team to submit all answers throughout the night

What are the full names of all your team members? (needed to get a prize if you win!) *

Your answer

Create a team name! *

Your answer

List your team's email addresses (we recommend entering emails via your team's breakout chat and your scorekeeper copy/pasting them below) *

Your answer

Back

Next

Exhibit 23: Ad 2 DC Trivia Showdown Sponsor & Prizes

A blue vertical graphic on the left side of the slide. It features white stylized icons: a lightbulb at the top, a hand holding a pencil in the middle, and a circular arrow at the bottom. The background is a solid blue color.

THREE SEAS



Three Seas is the parent company of four creative divisions providing creative strategy, digital marketing, research, visual storytelling, audio and sound design and custom music. All this is done from our in-house production studios located in DC, Baltimore and Silver Spring, MD.

-  **Cerebral Lounge:** Full-Service Video Production and Post-Production. A boutique of visual artists that produce meaningful content and stories for every medium.
-  **Clean Cuts:** Full-Service Audio Post Production. An award-winning creative boutique producing inspired, emotional audio and sound design for all media.
-  **Gigawatt Group:** A Creative Strategy boutique that turns fact-based insights into strategic communications tools and marketing content.
-  **Noise Distillery:** Custom Music Boutique. A team of composers that craft tailored, emotionally connective custom music to elevate brand identities, content and stories.

Our range of expertise enables our clients to have a resource for achieving their marketing and communications initiatives with a partner who understands their brand, their business and their bottom line.

We succeed when our clients succeed.



Prizes!

1. First Prize:
 - a. \$25 gift card to a local business PER team member
2. Second Prize:
 - a. \$15 Amazon Gift Card PER team member **OR**
 - b. Donation, equal to the gift card amount, to a charity of your choice
3. Third Prize:
 - a. \$10 Amazon Gift Card PER team member **OR**
 - b. Donation, equal to the gift card amount, to a charity of your choice

Exhibit 24: Career Changes In a Pandemic: Leveraging Your Network from Afar

Tweet

Ad 2 DC @Ad2DC

As 2020 comes to an end, how we network to evolve our careers has changed. Digital resources and opportunities transcend in-person events. Join @Ad2DC and @AAF_DC for a panel discussion on how to make the most of your network from afar. REGISTER: buff.ly/36jZarb



Ad 2 DC & AAF DC Present
CAREER CHANGES IN A PANDEMIC:
 LEVERAGE YOUR NETWORK FROM AFAR

Wednesday, December 9
 6:15pm - 8:00pm
 Join the panel discussion on Zoom!

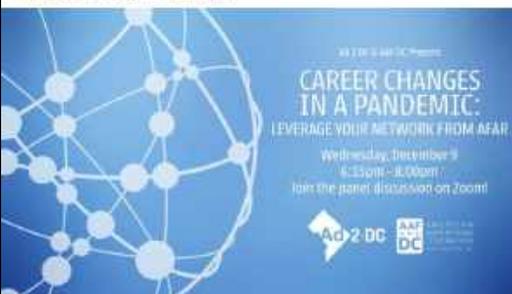
9:50 AM · Dec 7, 2020 · Buffer

Ad 2 DC
 30 followers
 3mo ·

Join us tomorrow for our panel discussion on leveraging your network remotely. Since in-person events have gone online, staying connected can expand beyond your immediate area! The event is free for members and \$7 for nonmembers. Register here: <https://buff.ly/36jZarb>

Have questions for the panelists? Submit them to programs@ad2dc.org.

#ad2dc #advertising #washingtondc #marketing #communications #creativelife #igdc #whyad2 #virtual #event #adlife #advertisinglife #advertisingjobs #adagency #advertisingagency #networking #connection #digital #creativity



Ad 2 DC & AAF DC Present
CAREER CHANGES IN A PANDEMIC:
 LEVERAGE YOUR NETWORK FROM AFAR

Wednesday, December 9
 6:15pm - 8:00pm
 Join the panel discussion on Zoom!

AAF DC & Ad 2 DC

CAREER PANEL



Justin Gignac
 CEO & Co-founder of Working Not Working



Joe Greeley
 Director of Talent and Creative Culture at Advoc8



Paula Morrison
 Recruiter at FTI Consulting Strategic Communications

December 9 // 6:15 - 8 PM // Admission: \$7

JOIN VIA ZOOM

Career Changes in a Pandemic: How to Leverage Your Network From Afar

As 2020 comes to an end, the way we network and make the connections that can help us grow and evolve our careers has changed. While in-person events are on-hold, digital resources abound and opportunities transcend borders. No longer does being a DMV based professional limit you to positions that are only available in DC. Join us to learn how to make the most of your network from afar from panelists.

- Joe Greeley (Director of Talent and Creative Culture at Advoc8)
- Justin Gignac (CEO and Co-Founder of Working Not Working)
- and Paula Morrison (Recruiter at FTI Consulting).

Venue: Zoom link will be emailed to registrants.

Starts: Wed Dec 9 2020, 06:15pm EST

Ends: Wed Dec 9 2020, 08:00pm EST

Exhibit 24: Career Changes In a Pandemic: Leveraging Your Network from Afar (cont.)



Exhibit 25: "Ad 2 DC Government Talks" Series

Government Relations - Let's Talk!

Ad 2 DC

Question

Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans?

Ad2DCGovernmentTalks

Ad 2 DC
September 15, 2020

Do you believe the US government should regulate rising global digital platforms, such as TikTok, available to Americans? What are your thoughts? Comment below!

Ad 2 DC GOVERNMENT RELATIONS REPORT - On Thursday, August 6, President Trump issued an executive order giving TikTok's Chinese owners, ByteDance, 45 days to sell the app to a U.S. based company. The president and other officials have cited national security concerns, including that ByteDance will share U.S. user data with the Chinese government. The United States is not the first country concerned with the application's affiliation to a Chinese company. In June, India banned 59 apps developed by Chinese firms, including TikTok, also expressing national security concerns. Nonetheless, Trump's administration concerns over the TikTok platform came just weeks after Trump's rally in Tulsa, which, thanks to TickTokers, did not go as planned. On the days leading to the rally, there was a digital movement, led by young TickTokers, which aimed to distort accurate projected attendance numbers. Young people registered for tickets to the event and never showed. The actual event attendance did not match the 20,000 projected attendees. The outcome of this event has led some sources to believe that President Trump's interest in banning the TikTok platform is related to his Tulsa rally.

Government Relations - Let's Talk!

Ad 2 DC

Question

Customers want to feel seen and heard but how will facial recognition facilitate this? Should advertisers also have access to phone facial recognition data and, if so, how could this impact the future of advertising?

Ad2DCGovernmentTalks

Ad 2 DC
30 followers
1mo

As advertisers continue to look for ways to reach specific audiences at the right place and time - technology continues to advance and find ways to facilitate this process. An emerging form of targeting that continues to be a topic of conversation is facial recognition advertising. From billboards to coolers inside stores, advertisers now have the ability to record you and apply statistical analysis to identify audience demographics. They are able to obtain instant data that can range from mood, age, gender and combine it with external factors such as weather to serve you personalized ads.

Companies such as Walgreens have partnered with Cooler Screens, the world's first and largest in-store digital merchandising and media platform for brick-and-mortar retail. Cooler Screens uses IoT cloud and artificial intelligence to instantly deliver personalized information, offers and promotions to consumers. To do so they replace glass cooler doors with new digital smart screens that seamlessly integrate into the existing retail environment.

At Ad 2 DC, we believe that as technology continues to advance and advertisers find new ways to personalize ads for consumers they should be transparent about when, how and why user information is collected.

Exhibit 25: “Ad 2 DC Government Talks” series (cont.)

Government Relations - Let's Talk! 

Question

This being an election year, do you believe that media networks and digital platforms should be able to utilize user data to serve targeted political ads?

Ad2DCGovernmentTalks

Targeting is a critical part of any marketing campaign however, I believe that the data utilized must be within reason when it comes to political campaigns. Targeting segments based on demographics and geographical locations are essential for any political candidate to reach both their base and prospective voters. Caution should be exercised around the use of higher levels of segmentation based on psychographics.

- Christopher Harris,
M.S. Podcast Marketing Strategist

Media networks and digital platforms should not be able to utilize user data to serve targeted political ads without first obtaining explicit consent of the individual. The request for consent should be presented to the user separately, in their preferred language, requiring the individual to opt-in with an electronic signature that will provide an audit trail. By separate, I mean the consent should not be buried in a Terms of Use agreement that few people actually read. Upon electronically signing, an email confirmation should be sent to the individual which would include opt-out instructions should they change their mind. Each media outlet and digital platform should be required to obtain consent from each individual as opposed to one blanketed consent across all outlets and platforms.

- Michelle Saad,
Director of Marketing

I don't believe digital platforms should be able to utilize user data for targeted political ads if permission to obtain certain information was not explicitly granted by users, as the subsequent growing distrust will likely harm the platform's reputation longer than it will help a campaign. Although digital platforms may say they have the information at their disposal, if a user has given personal information for one reason but it is used for another purpose, that is a violation of privacy for both platform users and voters.

- Marissa Langevin
Project Manager & Adjunct Marketing Professor

Exhibit 26: Washington DC Black Changemakers Campaign



Exhibit 27: “Diversity and Multicultural Advertising in DC”

Earned Promotions

S **Salta With Us**
469 followers
3d • Edited •

+ Follow ...

Amigos!

Tomorrow [Diana Morales](#) and I will be participating in a roundtable organized by [AAF DC - American Advertising Federation DC Chapter](#) with other agency leaders from our region.

The topic: DIVERSITY & INCLUSION in advertising and its role in corporations and government, with room for an engaging Q&A

It's free, you can join from the comfort of your home, and unlike with other work ZOOM calls, enjoying a well deserved drink is not only permitted, but encouraged!

All panelists come from top multicultural agencies in our region.

And in case these weren't good enough reasons:
Remember: if you can join, but decide not to, another politician will make a fool of himself in national television trying to speak español.

Follow the link to RSVP:
<https://bit.ly/2OhR9g5>

[#diversity](#) [#advertising](#) [#inclusion](#) [#corporations](#)
[#leaders](#) [#roundtables](#)

HOW TO REACH MINORITIES WITH YOUR CAMPAIGNS?

THURSDAY, MARCH 4

STEAM FOR KIDS: The National Children's Museum aims to empower kids to explore a career in climate science with this [live talk from two climate change experts](#). Tune in to hear from IF/THEN ambassadors speak on their work to save the planet. (4 p.m., **FREE**)

DANCE PERFORMANCE: Dance Place presents a [free virtual performance as night one of the BlackLight Summit](#), a partnership with the Clarice Smith Performing Arts Center to reimagine dance as activism for silenced voices. Two local, BIPOC dance artists will present short-form digital works, followed by a discussion of the themes. (6:30 p.m., **FREE**)

MORE:Power to Empower Series: Celebrating Her (NPH USA, 7 p.m., **FREE**) [Diversity and Multicultural Advertising in DC](#) (Ad 2 DC, 6:15 p.m., **FREE**), [KIPP DC Champions Celebration](#) (8 p.m., donations welcome)

SRB Communications, LLC
352 followers
2d •

+ Follow ...

Our Vice President, Amber Bentley, will be speaking on a panel this evening hosted by [Ad 2 DC](#) to discuss [#trends](#) in the [#industry](#) and ways to improve [#diversity](#) efforts. Join her and other industry leaders in the conversation: <http://ow.ly/6QCp50DOoAM>

1

Like Comment Share Send

Exhibit 28: "Diversity and Multicultural Advertising in DC" Event



Exhibit 29: “Behind the Hashtag: Inclusivity in Influencer Marketing”



Behind the Hashtag

This unique panel discussion during Women's History Month (March 2021) will discuss the lack of diversity & the importance of representation of diverse influencers across National brands platforms. We'll also discuss what exactly is an influencer in the social world we live in today along with the competitive virtual environment and mean girl non-inclusive environment it creates amongst minority women influencers. The panel will consist of minority DC area influencers and advertising/marketing professionals who will engage in a transparent conversation about the behind-the-scenes of social media marketing and what can be done to make our timelines more inclusive.

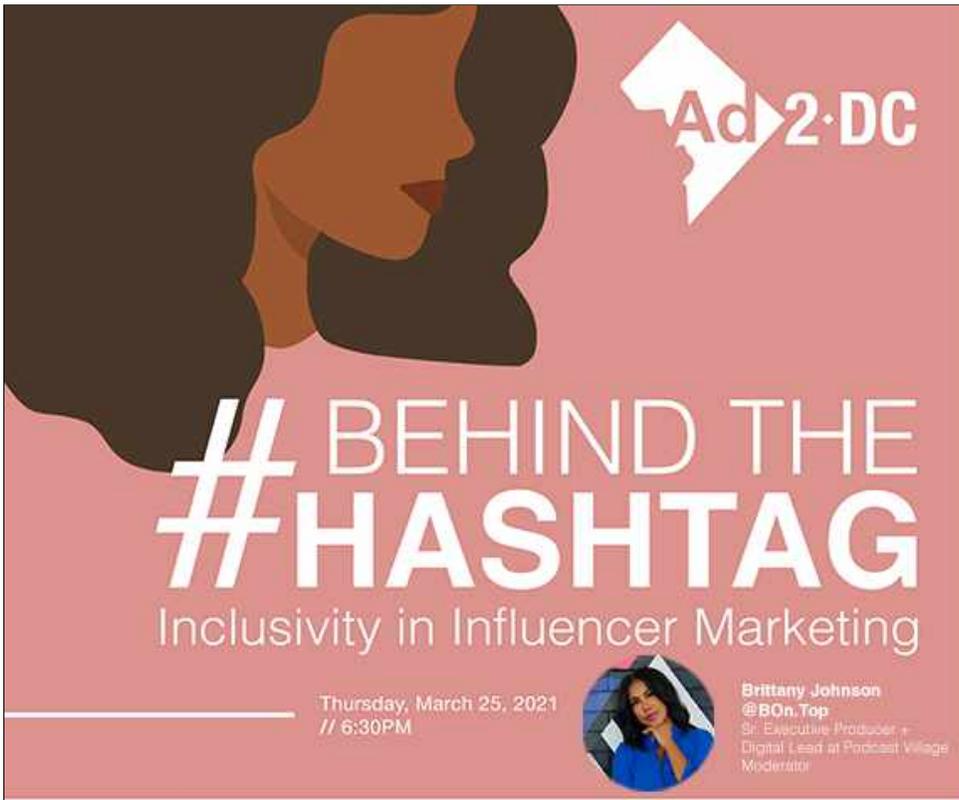
More details and Zoom link to come.

Starts Thu Mar 25 2021, 06:00pm EDT

Ends Thu Mar 25 2021, 07:30pm EDT

[Register Now!](#)

Exhibit 29: “Behind the Hashtag: Inclusivity in Influencer Marketing” (cont.)



Ad2DC

BEHIND THE HASHTAG

Inclusivity in Influencer Marketing

Thursday, March 25, 2021
// 6:30PM

Brittany Johnson
@BOn.Top
Sr. Executive Producer +
Digital Lead at Podcast Village
Moderator

Alexia Baillow @shutuplex
Lead, Corporate Communications Insights
+ Impact | Senior Manager, Capital One

Cornelia Poku @CorneliaAPoku
Communications Manager, BIO + Founder
of Black Girls Eat DC

Jennifer Jean-Pierre
@janjeanpierre
Fashion + Lifestyle Blogger

Link in Bio to Register

What is your definition of an influencer?

“ Someone who isn't afraid to be themselves. Someone who steps out of the box and isn't afraid to show the process and final product. Someone who is unique and creating their own lane. ”

@B.On.Top



As a minority influencer or advertising/marketing professional what must be done in your role to diversify our social feeds?

“ As a minority influencer on the internet, I call out Black-owned brands to help generate interest and hopefully business. I also work with Black publicists and marketers to help them be successful/look good for their brands. Additionally, I make sure to shoutout my peers and engage with their content so that we can all be noticed on a larger scale. ”

@BlackGirlsEatDC



Why does representation in national brand campaigns matter?

“ Representation in campaigns matter because we matter. Multicultural communities make up trillions of dollars in spending power. Effective advertising enables people to see themselves in the content. If marketing pros forget this, not only is the campaign insensitive, it's also short-sighted and not strategic. ”

@shutuplex



Exhibit 30: Diversity and Inclusion Digital Art Gallery

Ad 2 DC Diversity & Inclusion - Virtual Gallery DOWNLOAD ALL

Folders Name ↑

Ad 2 DC Event - Diversity ...

D & I Articles

D & I Campaign Examples

D & I in Government / Cor...

D & I Washington DC-Base...

Files



AAF Mosaic Center for Diversity, Equity, & Inclusion

The AAF's Mosaic Center for Diversity, Equity, & Inclusion is a leading national and international market research and inclusion leader.

AAF Mosaic Center.png



Washington DC Dive Career Fair

Monday, September 14, 2019

10:00 AM to 5:00 PM

Washington, DC

DiversityX Job Fair - Sept...

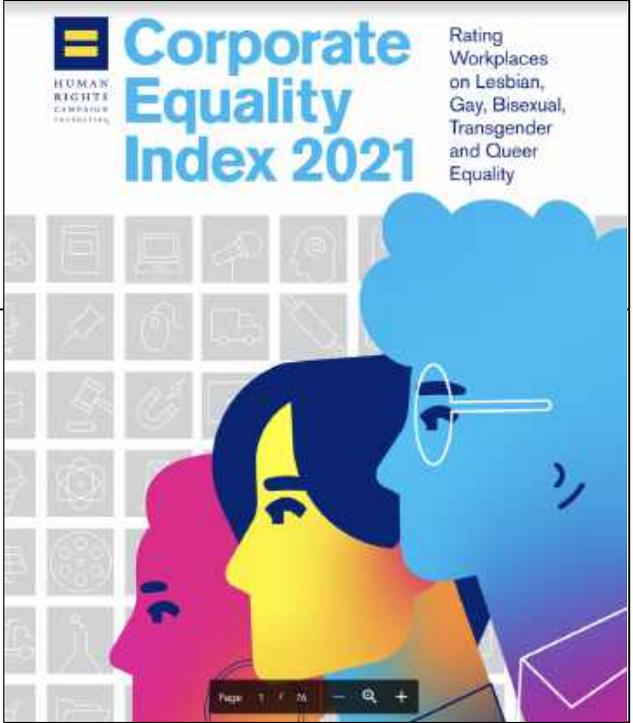


Exhibit 31: Diversity Posting Analytics

<

Promotion Insights



Posted on 02/25/21, 1:00pm

♥ 7
💬 0
🔖 1

Interactions

0

Promotion Clicks

Visit Website <small>0% from promotion</small>	38
Visit Profile <small>N/A</small>	3

Discovery

6,633

People reached
99% weren't following you
98% came from your promotion

Impressions <small>96% from promotion</small>	8,773
--	-------

<

Promotion Insights

Promotion

Spend \$45
100% of your \$45 budget

Audience

Gender



56%
Men

44%
Women

<

Promotion Insights

Promotion

Spend \$45
100% of your \$45 budget

Audience

Age Range

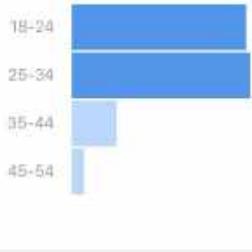


Exhibit 31: Diversity Posting Analytics (cont.)

Insights See All

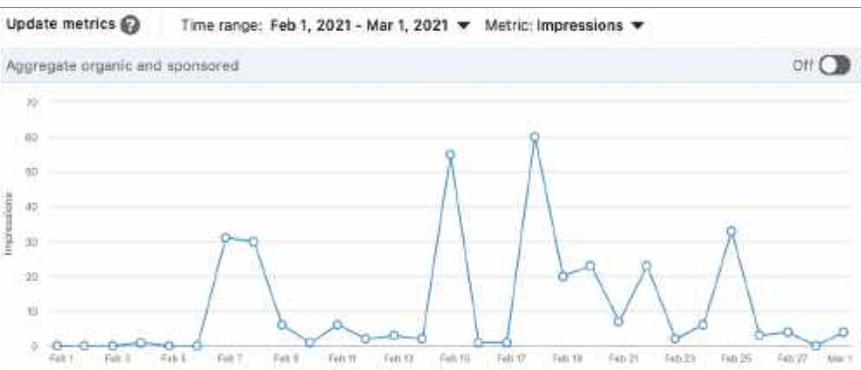
Last 28 days : Feb 16 - Mar 15 ▼

People Reached
7,186

▲4309%

Post Engagements
83

▲592%



Insights i

Last 30 Days ▼

Recent Highlights

You reached +2,147.3% more accounts in the last 30 days compared to Jan 15 - Feb 13.

Overview

7,124 Accounts Reached +2,147.3% >

122 Content Interactions +197.5% >

Your Audience See All

714 Total Followers +1.2%

Top Locations Cities Countries

Washington D. C.	21.3%
Arlington	4.5%
Alexandria	3.7%
Baltimore	2.2%
New York	2.0%

Age Range All Men Women

13-17	0.0%
18-24	5.5%
25-34	50.7%
35-44	27.2%
45-54	8.7%
55-64	5.3%
65+	2.7%

Exhibit 32: 2020 - 2021 Club Steering Committee Virtual Kickoff



BOARD RESPONSIBILITIES & ACCOUNTABILITY

7. **Build a Team:** Recruit great team members & delegate.
8. **Succession Planning:** Identify your successor(s) for following year.
9. **Collaborate with AAF:** Attend at least 1 meeting of your AAF counterpart. Collaborate on ideas, any joint efforts.
10. **Collaborate with Our Teams:** Share ideas, help our own
11. **Create a Club Achievement "Book":** Due March 2021.
12. **G Suite:** Gmail, Google Drive folders
13. **Represent! (Professionally)**



Exhibit 33: Steering Committee One-on-One Connects

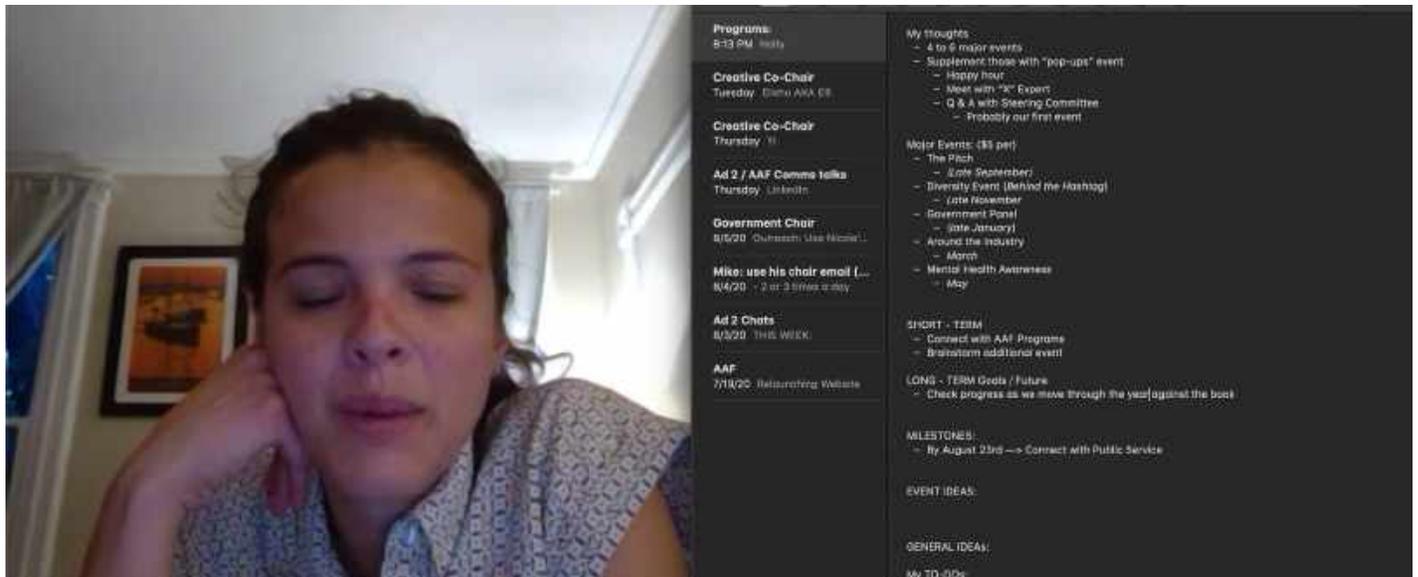
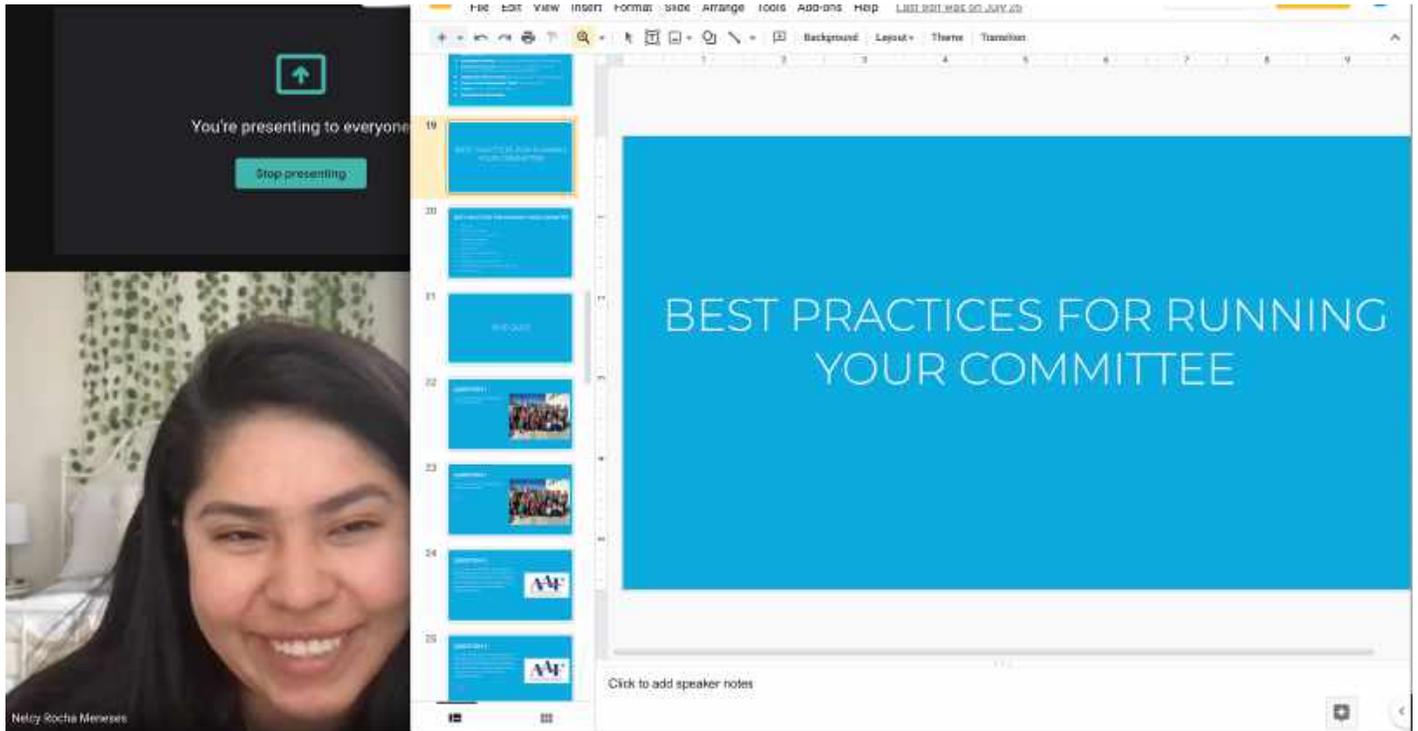


Exhibit 34: Steering Committee Personal Goals

Programs:
Holy

General

- Been a bit checked out
- Needs to renew membership

Chair's thoughts

- 4 to 6 major events
- Supplement those with "pop-up" event
 - Happy hour
 - Meet with "X" Expert
 - Q & A with Steering Committee
 - Probably our first event

Major Events: (\$\$ per)

- The Pitch
 - (Late September)
- Diversity Event (Behind the Meeting)
 - Late November
- Government Panel
 - (late January)
- Around the Industry
 - March
- Mental Health Awareness
 - May

SHORT - TERM

- Check in with her Committee
- Connect with AAF Programs
- Brainstorm additional dream event you've always wanted to do
 - Get Holy's company involved

LONG - TERM Goals / Future

- Check progress as we move through the year against the book

MILESTONES:

- By August 23rd →
 - Connect with Public Service
 - Connect with Comms
 - Bio / Headshot
 - Adding an event survey
 - Social posts about virtual events committee

Creative Co-Chair
Eliza AKA EII

General

- what is the process for creative
 - First step: Creative Brief from the event organizer
 - If they don't send you one, feel free to shoot it their way
- Second step: you design
- Third step: Send the creative to whoever submitted the brief & me as the Chair
- Fourth step: revisions or delivery
- Has access to adobe creative suite
 - Yes for the next year
 - Some free stock images
- Curious on events that keep people "active"

SHORT - TERM

- Continue to go through google creative
- Research top creative specs & update the creative brief
- Brainstorm "general use" or generic happy hour graphic
- Talk with your co-chair
- Connect with other chairs
 - Holy, Programs Chair
 - Nicole, Government Relations Chair
 - Courtney, Diversity
 - Every Feb. = Black Awareness Campaign for Black History Month
- Connect with Comms
 - Mental Health Month campaign for May

LONG - TERM Goals / Future

- Portfolio pieces

MILESTONES:

By August 17th, have a conversation with EII (creative co-chair) about how your committee should function

- Whose handling social vs. events?
- How you want to handle the shared inbox
- By August 19th or 20th - Connect with Nicole, the government chair to talk about her postings
- By August 31st, have all updates done to the creative brief

EVENT IDEAS:

- Job hunting / "tips & tricks"
 - For video library / "pop up" events
- Counseling
 - Time management
 - Remote studying
 - Building relationships remotely
- Students
 - College Counseling → Play Into Around the Industry event

Government Chair - Nicole

General

- Concerns of "road" or "path"

Looked at past events → tips & tricks → "road to the White House"

- For outreach, don't feel like you always have to limit yourself to just those in government positions
 - Think professors / Association heads / Change-makers in the advertising community
 - AAF leaders
 - Look into Public Relations firms too, they typically have a really heavy government base around here too

SHORT - TERM: Goals / Future

- Research into Role
 - Diving down into what this means for Ad 2

LONG - TERM Goals / Future

- Involvement from members
- Building a committee
- Keeping building what Government Relations is for the next chair

MILESTONES:

- August 17th:
 - Make a list of Ad 2's positions
 - 5 to 7 statements "as ad 2, we believe ...XXX"
- August 21st: Have first government "blog" post
 - Latest is August 28th
- Now through August 28th: Research into Role
 - Think about how government plays into advertising, marketing, the media, and creative
 - local
 - state
 - national

EVENT IDEAS:

- "Road to the White House" event
 - Gov. Panelists
 - December / January

GENERAL IDEAS:

- Bi-weekly: Commentary "blog" or post for Instagram / LinkedIn
 - Start with Instagram → transition to LinkedIn
 - Research ad happenings as they occur in the community
 - Think about lobbyists
 - First story would be Tik-Tok

Public Service Co-Chair (Chapin)

General

- Talking with Co-Chair at 6PM Today
- Reviewed past years folders:
 - Looked at what their outreach has looked like
 - Turned it into a google form
 - Has spreadsheet of organizations they want to reach out to
- Online websites / social = centerpiece
 - Destination for organization
- Wants to emphasize research
- Women empowerment really inspires her:
 - Ex: similar to "girls on the run"

SHORT - TERM

- Talking with Gisell
- Get applications out ASAP
- Selecting your top-3 by early to mid September

LONG - TERM Goals / Future

- Revamp research components of campaign
- Growing as a leader / leading a team
 - Brainstorm ways to keep committee members invested throughout the entire campaign
- Build committees
- Think ahead of in terms type of media you want to go after
 - <https://capitolcommunicator.com>
- Highlight the social aspect of the Public Service committee
- Keep back in mind
- Fundraising
 - AAF will match what you raise (I think up to \$750)

MILESTONES:

- Get calls for applications out by 8/21
- The Pitch = week of September 21st
- By August 31st → Have first calendar draft
- By August 31st → Connect with Comms in terms of growing your committee

Exhibit 35: Ad 2 DC Meeting Report Sample for AAF DC Board Meeting

Ad 2 DC Board Report for AAF DC Board Meeting

KEY HIGHLIGHTS:

- **Updates**
 - Steering Committee change:
 - Diversity chair resigned (three open positions)
 - Ramping up on 2020 - 2021 Ad 2 DC "book" production
 - Connected with Lindsey to discuss budget
 - Event planning
- **Upcoming Events**
 - "Diversity and Multicultural Advertising in DC" Panel on March 4th
 - Behind the Hashtag on March 25th
 - Hoping to host an 2021 AAF / Ad 2 DC steering committee happy hour in early February

COMMITTEE UPDATES:

- **Communications**
 - Continuing work on "We are AD 2 DC" Campaign for the month of March
 - Judy's three-videos are ready for Ad Academy; Our comms chair will reach out to Evan / Natalie shortly for posting
 - Working on Industry Expert content for Ad Academy & Posting of December Career Event
 - Working on Quarterly Newsletter - Aiming to release this / next week
 - Data Privacy event graphics
- **Creative**
 - [Link to the Ad 2 DC creative brief](#) (CREATIVE BRIEF IS DUE TWO WEEKS OUT FROM INTENDED POSTING DATE)
 - Apologies for delay in Data Privacy event graphics
 - Updates to "pop-up" graphics
 - "We are Ad 2 DC" round 1 campaign graphics
 - Finalizing creative for the 4th entry in our Government talks series
- **Diversity & Government Relations**
 - Diversity
 - Progress on upcoming diversity events
 - Government Relations
 - Planning 4th entry of our "government talks" series
- **Membership**
 - N/A
- **Programs**
 - Building out / planning 2021 event calendar
 - March
 - 4th, 6:15 - 7:30 PM - Diversity and Multicultural Advertising in DC
 - 25th - Behind the Hashtag (*still waiting to firm up*)
 - April
 - 8th - 6 - 6:30 PM - Steering Meet & Greet
 - TBD - Late April - Around the Industry Workshop
 - a round robin style event where local experts representing eight main advertising roles will answer your questions and share their knowledge, insights, and career advice.
 - May
 - 13th, 6 - 6:30 PM - Industry Expert
 - TBD, Late May: Mental Health Awareness event
 - June
 - 10th; 6 - 6:30 PM - Virtual Happy Hour
- **Public Service**
 - Pitched three creative concepts for the campaign to BGC
 - In the execution phase of their campaign

Exhibit 36: Ad 2 DC Meeting Report Sample (cont.)

The image shows a screenshot of a Google Docs document titled "Executive Meeting Agenda - 02.18.21" with a "DOCS" label. The document content is as follows:

Agenda for Executive Committee Meeting - February 18, 2021

- Welcome and President's Report
- Treasurer Update
 - 2021 Budget Drafting
- Programming Updates
 - Events
 - Party in the B-OX event - tonight (February 18)
 - Data Privacy Event with Gum Gum - February 22
 - ADDY's
 - Committee Chair Updates
 - Communications
 - In need of committee chair
 - Natalie to schedule meeting with Lindsay and Jodie
 - Sponsorship
 - New Committee Chair: Rachel Winer
- Ad 2 Updates
- New Business

Exhibit 36: Ad 2 DC collaborations with AAF

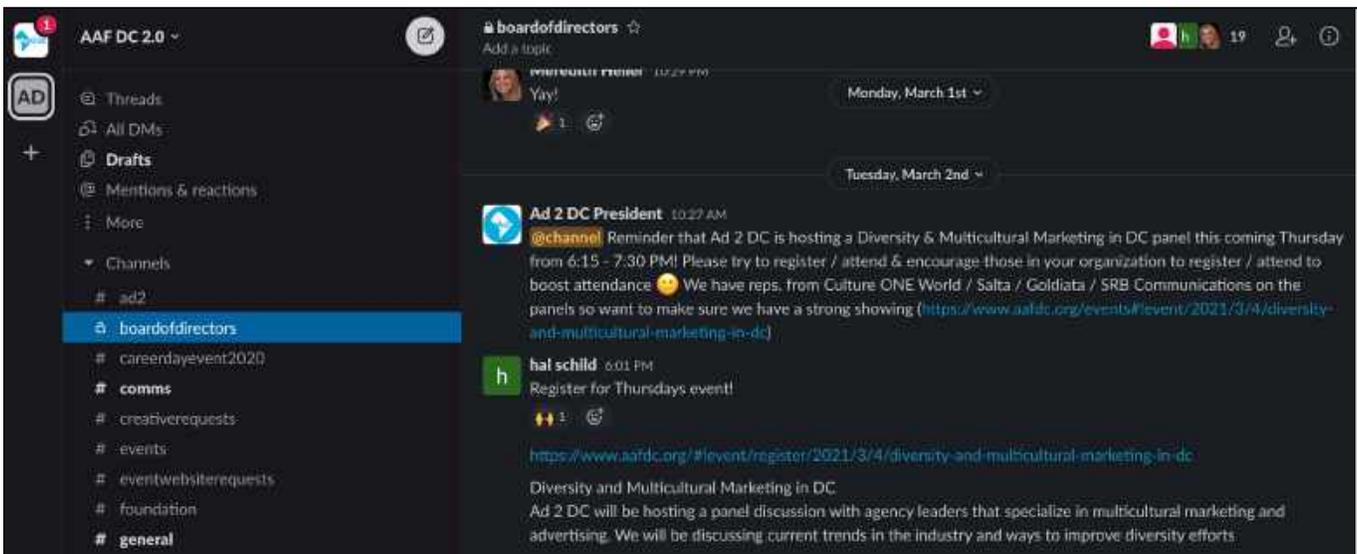
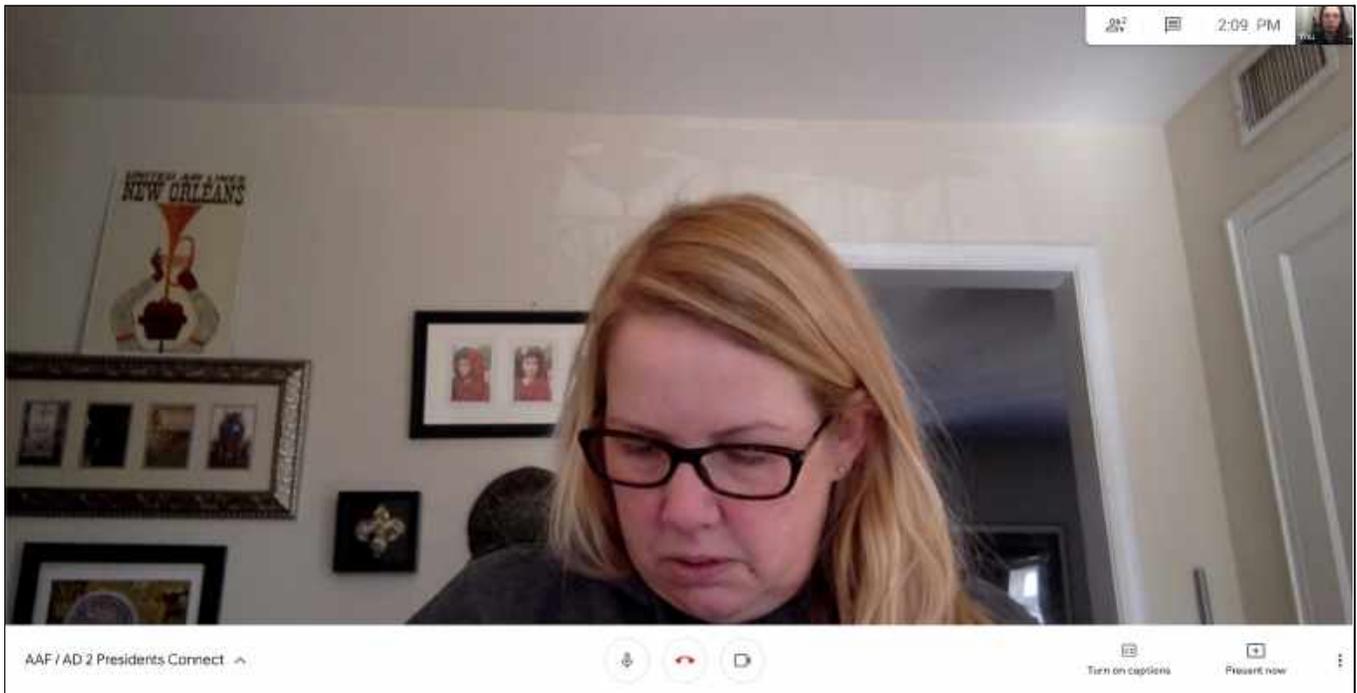


Exhibit 36: Ad 2 DC collaborations with AAF (cont.)

#creativerequests  Add a topic  18  

 set the channel description: Submit completed creative requests through this channel. Requests must be sent 2 weeks prior to event promo start date. Tuesday, January 26th

Creative Brief Request Form:
<https://docs.google.com/document/d/1RndDcBv4w4CwbvKIU3anutuegZXlliSleanW1sS9EA/edit?usp=sharing>

 **Meredith Heller** 10:45 AM
Question for the doc - who do I send the filled out word doc to again? Doesnt say in this form
 [1 reply](#) 1 month ago

 **Sean Carnell** 10:47 AM
was added to #creativerequests by Natalie McIntosh, along with 7 others.

 **Natalie McIntosh** 10:54 AM
[@Ad 2 DC President](#) - what are Yi and Elli's emails so we can add them to this channel?

 **Meredith Heller** 10:57 AM
I think there was an alias like creatives@ad2dc.com?
 [1 reply](#) 1 month ago

 **Ad 2 DC President** 12:38 PM

- Please send all requests to creative@ad2dc.org
- Then CC: yzheng97@terpmail.umd.edu / elishaugot@gmail.com / (me) lauren@threesesinc.com

 **Meredith Heller** 12:44 PM
done and thank you!
I just submitted my request

 **Holly Paesch** 2:41 PM
Great work everyone! The event seemed to be very well received by all! :)

 **Ad 2 DC President** 2:42 PM
Agreed! We also had a pretty solid turnout, especially for a December / holiday season event
I recorded the panel (didn't record the pre / post networking and have the files, is there a specific place / person I should send them to?

 **Dave** 2:58 PM
Glad you all think it was a success! I get a bit blinded to the audience when I'm moderating.
[@Natalie McIntosh](#) [@hal schild](#), don't believe we actually covered what to do with recordings post-event. Who should we be sharing those with for archival and posting on the website?

 **hal schild** 2:59 PM
was added to #careerdayevent2020 by Dave.

 **Sean Carnell** 3:00 PM
What if we put them in the ad academy section on the site?

Exhibit 37: Ad 2 DC 2020 - 2021 Expenses

Operating Expenses - 2020 / 2021	Budgeted Amount	Amount Used
Accounting Expense	\$ -	
Advertising	\$500	45
Audio visual	\$ -	
Awards and gifts	\$ -	
Bank service charges	\$ -	
Contribution	\$ -	\$0.00
Creative services/Contract labor	\$ -	
Delivery	\$ -	
Dues & subscriptions - AAF	\$300	342
Dues & subscriptions - Ad 2	\$300	285
Equipment rental	\$ -	
Food & beverage	\$100	0
Insurance	\$ -	
Mail shop	\$ -	
Event Registration		\$0
Meals & Entertainment	\$150	\$0
Miscellaneous	\$150	
Print & copy - Books	235	\$0.00
Professional fees	\$ -	
Program Fees (Public Service)	\$500	\$0
Publicity & photo	\$ -	
Room rental	\$ -	
Signage	\$ -	
Storage	\$ -	
Supplies	\$ -	\$0.00
Internet & Telephone	\$ -	
Travel & lodging	\$0	\$0

Exhibit 38: Ad 2 DC Career Event Ticket Sales - Total Revenue

Career Changes in a Pandemic: How to Leverage Your Network From Afar

15 total tickets sold

\$42 total collected

Date	First Name	Address (State/Province)	Ticket: Members	Ticket: Non-Member	Total	Fee	Tax	Net	Due
Dec 1, 2020	Michael		1	0	0	0	0	0	0
Dec 6, 2020	Charlotte	DC	1	0	0	0	0	0	0
Dec 6, 2020	Meghan C	DC	0	1	7	0.50	0	6.50	0
Dec 6, 2020	Kim	VA	0	1	7	0.50	0	6.50	0
Dec 7, 2020	El Toro IP	DC	1	0	0	0	0	0	0
Dec 7, 2020	Lauren	DC	1	0	0	0	0	0	0
Dec 7, 2020	Holly	VA	1	0	0	0	0	0	0
Dec 7, 2020	Erin	VA	1	0	0	0	0	0	0
Dec 7, 2020	Jack	MD	0	1	7	0.50	0	6.50	0
Dec 8, 2020	Janet	MD	0	1	7	0.50	0	6.50	0
Dec 8, 2020	Wilfredo		0	1	7	0.50	0	6.50	0
Dec 8, 2020	Danielle	DC	1	0	0	0	0	0	0
Dec 9, 2020	Hal	VA	1	0	0	0	0	0	0
Dec 9, 2020	Alan	DC	0	1	7	0.50	0	6.50	0
Dec 9, 2020	David G.	DC	1	0	0	0	0	0	0