



## **MEMBERSHIP DEVELOPMENT AND COMMUNICATIONS**

AAF Buffalo exists to benefit our members. Our mission is to facilitate student and professional development opportunities for members — our most important asset. This year, with the continued challenges surrounding the COVID19 pandemic, we set out to remain active with our membership, doing so through our tried-and-true communication tools such as email/newsletters, and digital channels. We continued to lean on hybrid event models, leveraging our more recent investment in virtual event and video capabilities. Despite all the roadblocks, membership development and engagement efforts proved to result in positive momentum and an overall healthy club, fostering a strong sense of community in an yet another trying year for us all.

## **MEMBERSHIP RECRUITMENT**

### **GOALS:**

**#1:** To engage in-house corporate marketing teams, agencies, and freelancers and reinforce the benefits of AAF Buffalo, even within a hybrid in-person/virtual model.

**#2:** To continue providing a club calendar planned far enough in advance to provide value and encourage membership purchases within the early months of the club year.

**#3:** To maintain strong student membership by continuing to push benefits.

### **PROJECT/PROGRAMS:**

**Annual Meeting:** The annual meeting provides professionals, students, and vendors the opportunity to meet in a relaxed happy hour environment. This year, we were thrilled to be able to bring back our in-person meeting. We gathered community and board members safely in-person, adhering to all local and state guidelines, where club leadership was able to speak directly to a group of over 30 attendees. The conversation included topics such as introducing new eboard members, the recap of successes from the

past year, as well as promotion of club programming for the coming year. First drink for attendees was on the club where we toasted to successfully winning club of the year for 2020 – 2021 (*Exhibit 1*).

#### **VOLUNTEERISM:**

**Brandhack:** At our annual design competition, Brandhack, we gather teams of students to work on a real nonprofit's creative needs. This year's featured organization was Candles in the S.U.N., a local nonprofit that uplifts the Buffalo community through extracurricular youth activities, mentorship, and donation drives. The students get the opportunity to expand their portfolios, while the nonprofit gets donated creative work, in this case a reimaged logo. This introduces our organization to a new regional nonprofit each year, as well as an up-and-coming group of students within the industry.

#### **MEMBER FEEDBACK:**

**Surveys:** After every event, we survey attendees as well as participating board members for programming feedback, improvements, and recommendations. We also do event recaps at each board meeting where we encourage board members to share any word-of-mouth feedback they may have received from coworkers or industry peers.

#### **CLUB OPERATIONS:**

**Student Liaisons:** Following the same model as the year prior, our club recruited a coalition of student liaisons from local colleges and universities to increase student engagement and membership. We've found word of mouth from classmates is the best way to engage students and encourage event attendance, and this program helped to increase that.

#### **COMMUNICATIONS:**

**Dedicated Membership Campaign:** Each year, our organization prioritizes membership recruitment because we know at the end of the day, we would not be anywhere without them. For 2021, we decided to

revamp our dedicated membership campaign, concepting fresh art director and messaging with the goal of delivering multiple digital touchpoints to both current and prospective members. Through various email campaigns, we reach out to discuss renewals, announcement of new member benefits, and more. We also specifically send out messaging to lapsed members introducing them to our improved benefits packages. We relied heavily on digital channels for 2021, mainly email, our website, and social media (*Exhibit 2*).

## **MEMBERSHIP RETENTION**

### **GOALS:**

**Goal #1:** To maintain renewals of our corporate and individual members.

### **PROJECT/PROGRAMS:**

**Emphasis on Membership Value:** Each year, we look to reinforce the value that AAF Buffalo provides.

After a year of being separated, our focus this year was on connection and community. Through our digital channels, members can submit client news, interesting projects, and new hires/promotions that link to their company's page to be featured within our monthly email newsletter. We also continue to accept job postings to our site from members at no additional charge, while non-members pay \$30/posting. Each year, our job board is the most visited webpage on our site (*Exhibit 3*).

**Member-Only Events:** As an additional way to thank our members we provide a number of member exclusive Skillshops. This year, we were able to return to an in-person programming model. Skillshops give members the opportunity to hone their skills on a topic they're already familiar with or be introduced to another industry topic they might not have exposure to. In October, we hosted a Skillshop on *Successful Hiring* with a local recruiter presenter. In November, we hosted *The Guide to Effective, Motivational Leadership in a Creative Team* with a host from one of the largest employers in Buffalo, Citi Group (*Exhibit 4*).

### **VOLUNTEERISM:**

**The Big Tip Off:** Our club was thrilled to be able to bring back one of our most popular and successful events of the club year for 2021, the Big Tip Off. Our celebrity bartender event raises money for our annual scholarship provided to a local student interested in the marketing or advertising fields. The fun and casual event encourages community engagement and balances professional and personal networking events throughout the year for increased retention. This year we raised a record-breaking amount of \$5,500 for our student scholarship fund (*Exhibit 5*).

#### **MEMBER FEEDBACK:**

**Surveys:** After every event, we survey attendees for feedback, improvements, and recommendations. We also do event recaps at each board meeting where we encourage board members to share any word-of-mouth feedback they may have received from coworkers or industry peers.

#### **CLUB OPERATIONS:**

**Membership software:** This year, we once again renewed our investment into our membership software JoinIt. This tool helps us better manage our directory and make ticket purchasing and membership renewal more user-friendly for our community. This tool also seamlessly integrates with Eventbrite, the event management platform we've been using for many years (*Exhibit 6*).

#### **COMMUNICATIONS:**

**Creative Communications:** We continue to explore and utilize new media like animation, video and podcasts to promote events and membership. We try to meet members where they are, and engage in mediums they prefer.

### **MEMBERSHIP INVOLVEMENT**

#### **GOALS:**

**Goal #1:** Provide value to our members that make memberships worthwhile

**Goal #2:** Reinforce and communicate club and national benefits for members

**Goal #3:** Actively support students as they prepare for entering the professional world

### **PROJECTS/PROGRAMS:**

**Event Discounts:** Our members receive discounts on all club events. The intent is to lessen the added costs and add membership value where we can.

### **VOLUNTEERISM:**

**Jingle Bowl:** Similar to the Big Tip Off, we were able to bring back one of our more popular events for 2021. In December, we hosted our 9th annual bowling event to support the Food Bank of WNY.

Attendees were able to once again safely gather for a good cause, and total donation weighed in at 367 pounds of non-perishables to help feed families during the holiday season. This was nearly double our virtual food drive donation from 2020 (*Exhibit 7*).

### **MEMBER FEEDBACK:**

**Surveys:** After every event, we survey attendees for feedback, improvements, and recommendations.

### **CLUB OPERATIONS:**

**Timely Event Planning:** After many years of following a similar club calendar, we found we needed to reimagine our club programming. We learned to be more nimble, and pivot to the ever changing industry around us. Although this flexibility offered greater value for our members, we still ensured to plan events minimally 5-6 weeks in advance and communicating to members at least 3-4. This reimagined approach provided more value to our members and in turn increased involvement and engagement.

### **COMMUNICATIONS:**

**AAF Buffalo Email Newsletter:** As our club has continued to expand our events calendar, we make an effort to communicate regularly with all members. This year, our monthly email newsletters reached a

total of 2K people with a 21% open rate. Newsletter content included submissions from 7 different agencies to share exciting news or announcements about their companies. This list adds prospective members through event registrations and opt-in through the club website/job board. Newsletters have been expanded to include not only event announcements, but club news, member stories, and new job listings. We also continued segmenting emails targeted specifically for both our student and professor mailing list (*Exhibit 8*).

### **REGULAR COMMUNICATIONS**

We continued regular communications with members and non-members through email, social media, event promotion, and blog posts. We also increased our video and animation content to adhere to industry climate and trends.

#### **VEHICLE 1: MONTHLY NEWSLETTER**

**Description:** We distribute monthly newsletters to members, including both professional and student contacts. These communications ensure a monthly touch point with our membership, while sharing events, local industry news, job postings, and blog content.

**Goals:** To send one general member newsletter per month.

**Target Audience:** Members automatically receive our newsletter. We also invite local non-members to join our email list.

**Budget/Distribution:** We have an account through Mailchimp that costs us \$30 per month.

**Results:** We have 2,924 subscribers total and achieved open rates of 56.3% and an average click-through rate of 5.25% — all of which are improvements from the 2020-2021 club year.

#### **VEHICLE 2: WEBSITE AND BLOG**

**Description:** To remain the go-to source of information, we continued to increase the frequency of blog posts this year. This year, we focused more specifically on event recaps (*Exhibit 9*). These help with website and community engagement by reinforcing the value of membership with undertones of

connection and community.

**Goals:** Recap every event with a blog post.

**Target Audience:** Any members, non-members, or general public.

**Budget/Distribution:** The blog presents no cost to the club.

**Results:** We successfully blogged a total of 12 posts this year, with the blog page on our website delivering the longest time on site for most users.

### **VEHICLE 3: SOCIAL MEDIA**

**Description:** Across our primary networks (Facebook, Instagram, Twitter, LinkedIn and Discord) we utilize a combination of organic posts, organic events, and organic board member-supported sharing to increase the reach of our posts. We also expand our reach across networks by tagging users (presenters, sponsors, partners, etc.) in posts to encourage reposts and shares.

**Goals:** Increase the frequency of posts and drive engagement across all platforms.

**Target Audience:** Our focus is to be active and reachable to anyone interested in our organization: members, non-members, and the general public within our community.

**Budget:** This year, we scaled back paid efforts and focused mainly on organic, posing \$0 cost to the club.

**Distribution System:** Social media accounts (*Exhibit 10*) for Facebook, Twitter, Instagram, and LinkedIn as well as our student-focused Discord channel.

**Results:** We either maintained or saw an increase in our followers/members across our social media platforms this year. Facebook and Twitter followers remained the same this year, while Instagram followers grew from 1,485 to 1,624 followers (10% growth). LinkedIn profile followers grew drastically from 442 to 567 (28% growth).

### **EVENT OR MEETING PROMOTIONS AND ANNOUNCEMENTS**

We continuously work to improve our events and promotion of ourselves as a club. During a difficult year for programming, we continued to deliver on ticket sales and received engaged audiences despite an almost entirely virtual model.

## **VEHICLE 1: EMAIL MARKETING**

**Description:** We distribute email blasts (*Exhibit 11*) for every event to our mailing list, sending at least two per event.

**Goals:** Generate interest and drive attendance to our club's events.

**Target Audience:** Members, non-members, students, and anyone related to or interested in our industry.

**Budget/Distribution:** Our \$30 per month plan with Mailchimp allows us to send out these emails.

**Results:** Across all of our programming for the last year, we sold a total of 741 tickets, resulting in over \$33K revenue for the club. Tickets were sold entirely online and were for a combination of events, both in person and virtual as well as members only and open to the public.

## **SELF-PROMOTION**

This year, we developed an entirely new membership campaign. These #morethan elements were used for collateral materials and digital assets and included a brand-new look and feel that families more cohesively with the recent rebrand established at the AAF National level.

## **VEHICLE 1: DIGITAL MEDIA**

**Description:** Our membership campaign was completely digital, driven by social assets across our primary platforms and video/animation.

**Goals:** Promote club membership and event attendance.

**Budget:** \$0

**Results:** Overall, our membership campaign reached users across Facebook, Instagram, Twitter and LinkedIn with multiple communications mediums. Resulting in an overall 7K organic user reach from September – January, a 2K increase from the 2020 – 2021 club year (*Exhibit 12*).

## Exhibit 1 - Annual Meeting:

 **AAF Buffalo**  
Published by Hootsuite · September 14, 2021 · 🌐

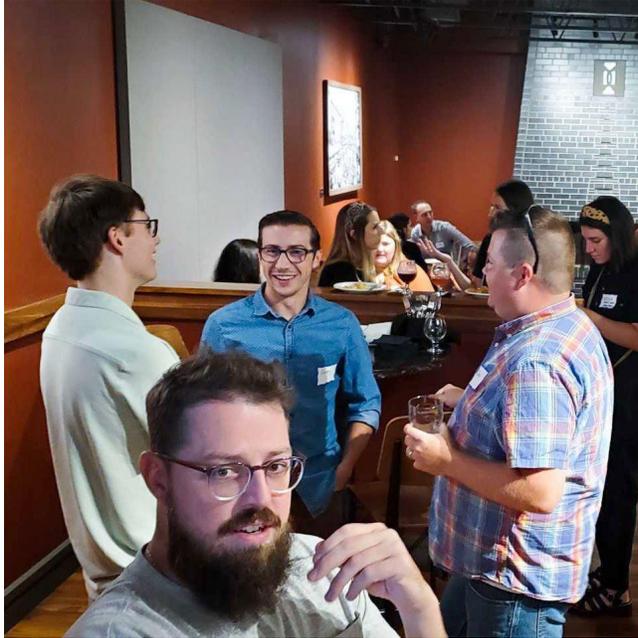
It's that time of year. AAF Buffalo invites you to our Annual Meeting: a yearly update for members and non-members alike. Hear from our new President and the rest of our board of directors about our vision for the club and 2021-2022 initiatives. Registration is FREE, and your first drinks are on us. Register at [aafbuffalo.com/events](http://aafbuffalo.com/events).



2021 - 2022 CLUB YEAR

**annual meeting**  
september 28th





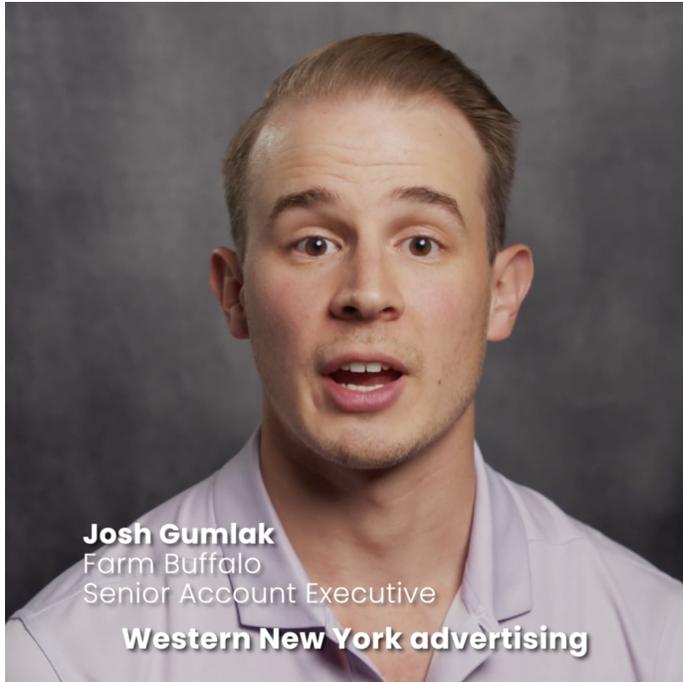
**Exhibit 2 - Membership Campaign Social & Video Assets:**

 **AAF Buffalo**  
Published by Hootsuite · September 7, 2021 ·

#morethan you expected. Never less than what you deserve out of an ad club. Membership for the 2021-2022 year is officially open. Join Buffalo's award winning chapter today at [aafbuffalo.com/membership](https://aafbuffalo.com/membership).

**#morethan**  
your typical  
ad club  
membership.

Join AAF Buffalo today. 



**Exhibit 3 - Job Board:**

ABOUT MEMBERSHIP EVENTS SPONSORSHIPS AWARDS JOBS STUDENTS RESOURCES CONTACT JOIN!



Indefinite  
WFP policy.

(Work-From-Pajama)

MOWER

The Only AdAge  
Best Place to Work  
in Buffalo.

View Jobs >

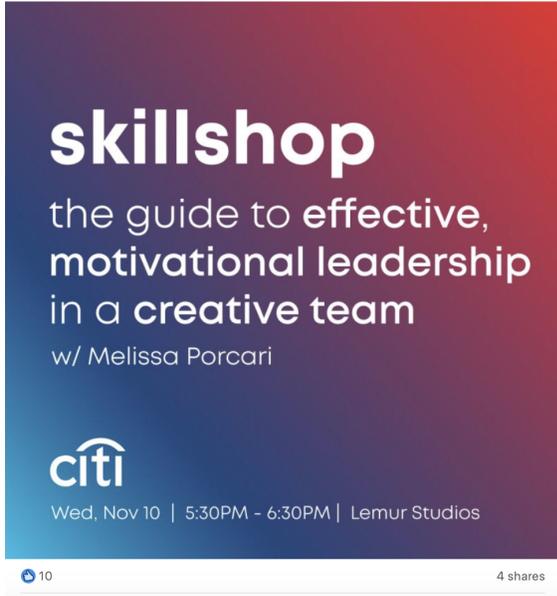
Want unlimited job postings for free? Become a member!

|   |  |                                 |
|---|--|---------------------------------|
|  | <p><b>Website Developer</b> <span style="background-color: #e91e63; color: white; padding: 2px;">NEW</span></p> <p>theBREWROOM ☎ 344 Delaware Avenue, Suite 250, Buffalo, New York</p>             | <p>FREELANCE</p> <p>Mar, 29</p> |
|  | <p><b>Communications Coordinator</b> <span style="background-color: #e91e63; color: white; padding: 2px;">NEW</span></p> <p>Hodgson Russ, LLP ☎ 140 Pearl Street, Suite 100, Buffalo, New York</p> | <p>FULL-TIME</p> <p>Mar, 24</p> |
|  | <p><b>Digital Marketing Specialist</b></p> <p>Manzella Marketing ☎ 5360 Genesee St. Suite 203, Bowmansville, New York</p>  | <p>FULL-TIME</p> <p>Mar, 21</p> |
|  | <p><b>Coordinator, E-Commerce Content</b></p> <p>New Era ☎ 160 Delaware Ave, Buffalo, NY</p>   | <p>FULL-TIME</p> <p>Mar, 18</p> |
|  | <p><b>Market Research Analyst</b></p> <p>Independent Health ☎ 511 Farber Lakes Dr, Buffalo, NY</p>   | <p>FULL-TIME</p> <p>Mar, 17</p> |
|  | <p><b>Copywriter</b></p> <p>Independent Health ☎ 511 Farber Lakes Dr, Williamsville, NY</p>  | <p>FULL-TIME</p> <p>Mar, 17</p> |

## Exhibit 4 - Skillshops:

**AAF Buffalo**  
567 followers  
5mo •

Learn the importance of leading a team effectively through collaborative and data driven decisions with our next Skillshop. Hear from Melissa Porcari of Citi Group on her experience using foresight and vision to push creative boundaries, and how to inspire and motivate your team and your audience. Get tickets: <https://lnkd.in/dr9auNim>



**skillshop**  
the guide to effective,  
motivational leadership  
in a creative team  
w/ Melissa Porcari

  
Wed, Nov 10 | 5:30PM - 6:30PM | Lemur Studios

10 4 shares

**AAF Buffalo**  
567 followers  
6mo •

Struggling to find talent in today's competitive landscape? We've got you covered.

The first event in our 2021 Ad Week lineup is focused around successful hiring practices. Join us on Monday October 4th to hear from area pros on how they attract and retain employees. Grab your tickets at [aafbuffalo.com/events](http://aafbuffalo.com/events) today!



AD WEEK BY **aaf** buffalo

**SUCCESSFUL  
HIRING  
WORKSHOP**



October 4  
**MONDAY**

5 3 shares



**Exhibit 5 - The Big Tip Off:**

**AAF Buffalo**  
Published by Hootsuite · August 19, 2021 ·

Early bird ticket sales for the Big Tip Off have been EXTENDED through tonight! Be sure to get your ticket for our most popular event of the year as quantities are limited. Grab yours at [aafbuffalo.com/events](http://aafbuffalo.com/events).

**AAF Buffalo**  
567 followers  
7mo ·

10/10 would order a drink from Adina.

**Crowley Webb**  
3,404 followers  
7mo ·

Have you heard? The **AAF Buffalo** Big Tip Off is BACK on August 26 and this year the reigning champs have someone new slinging drinks behind the bar. Come cheer on Adina and join in on the fun as we help raise money for AAF Buffalo's scholarship fund. Don't forget money for tips! Purchase your tickets here: <https://bit.ly/3muSwXN>

**Adina Cocktails**

5

Like Comment



**Exhibit 6 - JoinIt:**

# #morethan your typical ad club membership.

Join AAF Buffalo today.



## AAF Buffalo

ABOUT

AAF Buffalo is an organization designed to promote and foster interaction among the graphic arts and marketing communication professionals in the Western New York area. We strive to provide current information about developments within the advertising/graphic design, visual arts, interactive development, print production, broadcasting and publication industries so as to further encourage excellence by those engaged in said fields while encouraging interest among students.

CONTACT US



### MEMBERSHIP OPTIONS

\$100.00

JOIN

#### Individual

EXPIRES ON AUGUST 31, 2022 ONE-TIME BILLING

Open to any individual. Non-transferable. Includes all voting rights as an AAF Buffalo member; special member rates to events, programs, etc.; eligibility to enter the annual American Advertising Awards; and more.

\$250.00

JOIN

#### 3-Person Corporate

EXPIRES ON AUGUST 31, 2022 ONE-TIME BILLING

Open to any company with one to four employees. Company-owned memberships are transferable within the company; request for transfer must be received in writing at the above AAF Buffalo address. Includes up to three individual memberships. All must be employees of the same company. This corporate membership also includes credit toward an ad in the annual American Advertising Awards show book equal to the 1/4 page ad rate.

\$450.00

JOIN

#### 5-Person Corporate

EXPIRES ON AUGUST 31, 2022 ONE-TIME BILLING

Open to any company with five or more employees. Company-owned memberships are transferable within the

## Exhibit 7 – Jingle Bowl:





AAF Buffalo

Published by Hootsuite · November 16, 2021 ·



Jingle Bowl, Jingle Bowl, Jingle Bowl rock. One of our all time favorite events is back for 2021. New location, same jolly vibes, all benefitting a great cause, FeedMore of WNY! This event will sell out, so don't wait to purchase tickets. Get yours at [aafbuffalo.com/events](https://aafbuffalo.com/events).



DECEMBER 9 | 6:30 PM | TRANSIT LANES

# JINGLE BOWL



## Exhibit 8 - Newsletters:



### Our Best AdWeek Lineup Yet

**AdWeek 2021** is here! You heard that right. We're unveiling our best ever AdWeek lineup to bring back some fan favorites and announce new events (or tours!) you won't want to miss.

We have a whole lineup of events to check out below. Mark your calendar, write it on your hand, or ask your supervisor to remind you about the following events:

- **Skillshop: Successful Hiring** on Monday, October 4
- **Speed Networking 2021** on Tuesday, October 5
- **Seneca One and 43North: Tippy Tower Tours** on Wednesday, October 6
- **Spotlight Speaker Johnathan Worden** on Thursday, October 7

[See All Upcoming Events](#)

#morethan your  
typical ad club  
membership.

Join AAF Buffalo today.



### AAF Buffalo Needs YOU!

Whether you're a pro, student, or CEO – there is no better time than now to get the most out of your marketing skills with Buffalo's award winning advertising club. AAF Buffalo has worked hard to create a space where you can learn, connect, and grow with the top marketing communications professionals from across Western New York.

New members and renewals are now being accepted for the 2021-2022 club year which runs from September 1, 2021, to August 31, 2022.

#### Membership Options:

- Individual - \$100
- 3-Person Corporate - \$250
- 5-Person Corporate - \$450
- 10-Person Corporate - \$800
- 15-Person Corporate - \$1,100
- Educator - \$80
- Student - \$15

Questions about membership? Shoot us an email at [info@aabuffalo.com](mailto:info@aabuffalo.com) and we can give you more information!

[Join The Club](#)



### Love Your Day Job!

Your dream job awaits! Visit the AAF Buffalo Job Board for a variety of position openings in the marketing and advertising field. Good luck!

[View All Jobs](#)



### What's the 411? What Has Everyone Been Up To?

- **Client Services: A team effort at Luminus** - Luminus
- **A little sampling about Sample: CW's new consumer panel** - Crowley Webb
- **5 Reasons to Invest in Marketing Automation** - The Martin Group
- **Branding as a long-term investment** - Block Club

## Exhibit 9 - Event Recap Blogs:

24  
JUN

### RECAP: DIVERSITY PANEL WITH LOCAL DEI EXPERTS DEI PANEL

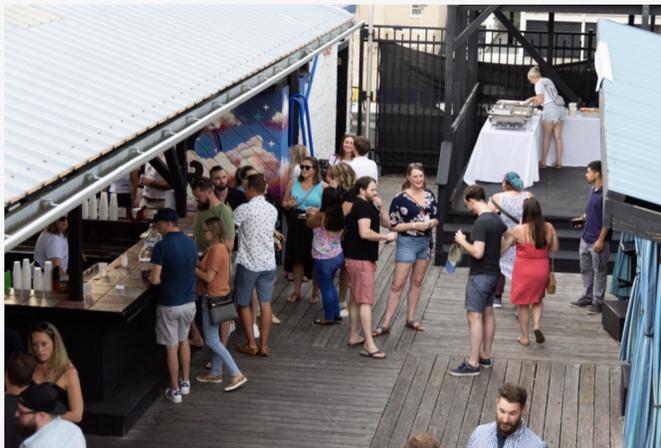


In honor of Pride Month, AAF Buffalo presented our DEI Panel event to create a space for conversation surrounding the importance of diversity, equity, inclusion in our industry and community. The [...]



30  
AUG

### THE BIG TIP OFF 2021



The Big Tip-Off Returns! On August 26th, AAF Buffalo hosted its annual scholarship fundraising event, The Big Tip-Off! Local advertising and marketing professionals alike were thrilled about the return of [...]



23  
OCT

## RECAP: TIPSY TOWER TOURS



And just like that, it was day three of AAF Buffalo's annual Adweek. On Wednesday, October 6 our members gathered together at the famous Seneca One tour to learn about [...]

60

### Exhibit 10 - Social Media Profiles:

**APRIL 7 | 5:30 PM**  
**SENECA ONE LOBBY BAR**

SPONSORED BY  
**FIFTEEN**

**HEADSHOTS & HOPS**  
aaf buffalo

**aaf buffalo**  
AAF Buffalo  
@adclubofbuffalo · Community Organization

Sign Up  
aafbuffalo.com

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**About** See all

WNY's award-winning chapter of AAF. Bringing together ad agencies, corporate marketing teams, designers, freelancers, students & more!

2,150 people like this including 54 of your friends

2,375 people follow this

<http://www.aafbuffalo.com/>

(716) 693-3807

**Create post**

Photo/video Check in Tag friends

**AAF Buffalo**  
March 21 at 11:50 AM

Introducing a brand new event from AAF Buffalo, Headshots & Hops! Join us at our city's most iconic building, Seneca One Tower, where we'll be offering professional headshots by FIFTEEN's in-house photographer, Brianna DeJoy. This event is open to both members and non-members. Tickets are limited, so grab yours soon! Purchase here: [aafbuffalo.com/events](http://aafbuffalo.com/events).



### AAF Buffalo

Advertising Services · Buffalo, New York · 567 followers



Caroline & 9 other connections work here · 14 employees

- Following
- Visit website
- More

- Home
- My Company
- About
- Posts
- Jobs
- People
- Videos

#### Trending coworker content

See all

**Shannon Polvino** · 1st  
PR Project Manager at Aurubis Buffalo Inc.  
1w · 🌐

Representing **AURUBIS BUFFALO, INC** at the **Buffalo State College** Career and Interns ...see more



**Caroline Buchas** · 1st  
Business Development Manager at The Mar...  
3w · 🌐

Last night was my first American Advertising Awards as President of **AAF Buffalo**. To say I'm pi ...see more




Edit profile

### AAF Buffalo

@AAF\_Buffalo

2020-2021, 2019-2020, 2018-2019 & 2016-2017 @AAFNational COTY 🏆  
Professional development opportunities for agencies, in-house marketing, freelancers & more!

📍 Buffalo, NY 🌐 [aafbuffalo.com/events](http://aafbuffalo.com/events) 📅 Joined January 2010

1,803 Following 3,494 Followers

- Tweets
- Tweets & replies
- Media
- Likes



aaf\_buffalo [Edit Profile](#)

844 posts 1,624 followers 832 following

**AAF Buffalo**

Buffalo's award-winning chapter of @aafnational. Bringing together ad agencies, corporate marketing teams, freelancers, students & more!  
[linktr.ee/aafbuffalo](http://linktr.ee/aafbuffalo)



AAA 2021



ADDYs 2020



Tip-Off 20...



ADDYs 2019

POSTS VIDEOS SAVED TAGGED



Noah.Herman invited you to join

**AAF: Buffalo - Students**

4 Online 19 Members

USERNAME

[Continue](#)

[Already have an account?](#)

By registering, you agree to Discord's [Terms of Service](#) and [Privacy Policy](#).

## Exhibit 11 - Event Email Blasts:



### Let this serve as your final chance for early-bird tickets and preview night.

The Whodunnit? Preview Night is just a few hours away—which means it's your last chance to save with early-bird ticket pricing. Guilty of procrastinating? We'll help cover your tracks. Grab your ticket for the Whodunnit? Preview Night and Award Show now and take 21% off.

[Purchase ticket](#)

Preview Night-only tickets are also available [here](#) for those who are unable to attend the award show.

A few Whodunnit? Preview Night notes:

- Per recent New York State guidelines, proof of vaccination is **no longer required**.
- Work submitted for the Whodunnit? Award Show will be presented digitally throughout the space from 5:30–8:30 p.m.
- Bring your hunger for more than award-winning work: appetizers will be served.



### Are you up for the challenge?

Brand Hack is back, and it's better than ever! Sign up today to rebrand a local nonprofit in just 3 hours with the guidance of a professional art director. Students will register for the event as individuals and then are assigned to a team of 3-4 people based on their year and major.

On game day, each team is briefed by the client and then let go to research, sketch, render, and develop a pitch. Teams then present their concepts to the client who will choose their favorite idea to move forward with.

By participating in Brand Hack, you will:

- Have the opportunity to work with professional art directors and give back to a local nonprofit
- Learn about the rebranding process in just 3 hours
- Network with the pros
- Build a solid portfolio case study to share with future recruiters

[Sign Up Today!](#)



### We Couldn't Have Done it Without You Please, Have a Drink on Us!

Let's celebrate all that we've achieved this year and get together for **AAF Buffalo's Member Appreciation** event this **Tuesday**.

We couldn't think of a better way to ease back into meeting in person safely than with a cause for celebration. Did we mention AAF Buffalo was named **Club of the Year** for the third year in a row?! We have a lot to celebrate and be proud of, and we're excited to see you all there.

Join us at **5:30 p.m.** on **Tuesday, July 27** at **Big Ditch Brewing Company** for a free drink and apps on us.

Tickets are **FREE** for members, so be sure to [reserve your ticket](#) today.

[Save Your Spot](#)



### The Big Tip Off Returns on August 26!

AAF Buffalo invites you to join us at The Big Tip Off, our favorite end-of-summer party that's back this year on August 26! Come see WNY's marketing and advertising VIPs behind the bar, slinging drinks in fierce competition for a good cause. The guest bartender earning the most tips will win bragging rights for their company and a shiny trophy to show off. All tip money will go towards AAF Buffalo's scholarship fund, which gives thousands to local college students.

**Tickets are limited. Register today to make sure you don't miss this event at our new location on the rooftop of SkyBar!**

Participating companies:

19 Ideas  
Auribus Buffalo  
Crowley Webb  
FARM  
FIFTEEN  
Luminus  
The Martin Group

**Exhibit 12 - Self Promotion Membership Campaign:**

