



DISTRICT 7 CLUB ACHIEVEMENT COMPETITION CALL FOR ENTRIES 2021 - 2022

OFFICIAL ENTRY FORM

Name of club or federation: _____

Population of city or metro area served by club (#): _____

Total club members at date of entry (#): _____

Name of club or federation president: _____ Phone: _____

Check Appropriate Division

(based on size of membership):

- Division II/III 100 - 499 members
- Division IV up to 99 members

Check Appropriate Category

- Club Operations
- Cornerstone Initiatives & Events
- Membership & Communications
- Programs
- Public Service

Club Contact

(For questions or notifications regarding the entry)

Name of Club President: _____

Company: _____

Street Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

DEADLINE

Friday, March 4, 2021 – 5:00 PM CST | Late Deadline: Monday, March 7, 2021 – 10:00 AM CST

ENTRY FEE

Entry fees for District Club Achievement are \$45 for the first entry (category) and \$10 for each additional entry. A late fee system was implemented as of July 2018. The regular deadline is set for 5pm on a Friday. The late entry deadline will be set for 10am the following Monday. Late fees are \$55 for the first late entry and \$20 for each additional late entry. (In the event that one or more books are entered in time for the regular deadline, the first late entry is still \$55.) Entry fee checks must be postmarked no later than the late entry deadline.

AAF - Baton Rouge / 2021-2022 Club Achievement Competition / PUBLIC SERVICE

Introduction

In the midst of another pandemic year, our determined group kept our spirits high. While some of our programs stayed virtual, others transitioned to hybrid, and some were back in full swing! Even with our hands tied in some areas, we set our usual goals to provide support and resources to the Baton Rouge community, as well as promoting diversity and inclusion. Our membership truly stepped up with donations and involvement; from drives and talented speakers, to nominating and judging the Mosaic Champion Award; we are proud of our team and our members.

Food Drive

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

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

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

Execution: We began promoting the Food Drive at our September speaker luncheon. At the October speaker luncheon we reminded our members that we would be collecting food donations next month, and provided them a list of example donations and links to learn more about donating to the Greater Baton Rouge Food Bank. The month leading up to the date of collection, we promoted the drive through our weekly email newsletter and through our social media platforms. A wide variety of non-perishable food items were collected at our November speaker luncheon, from about 30 participating members. In addition, the use of our PayPal code displayed on the PowerPoint slide and table tents on every table brought in some monetary donations from an additional 3 members. At the conclusion of the event, all donations were loaded into a board member's vehicle and delivered to the Greater Baton Rouge Food Bank as planned.

Media/Materials: Media produced for this event included promotional graphics/copy for email and various social media platforms, informational PowerPoint slides presented at the luncheons and table tents and small flyers with the club PayPal code for monetary donations.

(EXHIBIT 1) Results: While we did not beat last year's donations, the participation for this event was overwhelming and commendable. We collected 150 lbs. of non-perishable food items and an additional \$60 in PayPal donations. Having the PayPal code readily available on each table proved to be an asset.

Children's Toy Drive

Another drive in which AAF-BR regularly participates in is the Children's Toy Drive. Every year the club partners with the Nubian Kruzers of Baton Rouge, a local motorcycle club. We ask our membership to donate unwrapped children's toys to be collected and delivered as a bulk donation to our point of contact, Wendell Jackson.

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

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

Execution: We began promoting the Toy Drive at our October speaker luncheon. At the November speaker luncheon, with the conclusion of our Food Drive, we reminded our membership to bring their toy donations to next month's luncheon and provided to them a list of example donations if they had any concerns about what to bring. Over the course of that month, we promoted the drive through email on our social media platforms. With the help of our PayPal code displayed on the PowerPoint slide and table tents on every table at the luncheon, the majority of our donations brought in were monetary from 13 of our members. On December 12th, three AAF-BR board members went toy shopping with the donations from the PayPal account. The purchased toys were collected with other previously donated items to be ready for delivery to Wendell Jackson. On December 14th an AAF-BR board member met with Jackson and delivered to him our club donation. Jackson's comments: *"On behalf of the NKU Foundation, Inc., and Nubian Kruzers United M/C I would like to say how much of a blessing AAF-BR has been to our Nubian Kruzers United Annual Toy drive year after year. We thank AAF-BR for partnering with us from the start in 2006 to help needy kids in our local area. I hope that this partnership and support continue for years to come."*

Media/Materials: Media produced for this event included promotional graphics/copy for email and various social media platforms, informational PowerPoint slides for display at the luncheons, and table tents and small flyers with the club PayPal code for monetary donations.

(EXHIBIT 2) Results: We ended the year with another successful Toy Drive. In addition to our direct donations, we ended up spending \$350 from money donated by our membership and board on children's toys. The toys were delivered to Wendell Jackson, who is always appreciative of the club and the efforts of our membership. The utilization of the club's PayPal account has yet again been the most efficient and successful way to collect donations.

Young Entrepreneurs Academy (YEA)

The AAF-BR club has partnered with another initiative, the Young Entrepreneurs Academy – Baton Rouge (YEA-BR). YEA-BR transforms area high school students into confident entrepreneurs. The organization is led by a team of business and community leaders working together toward a common purpose: to unlock the potential of Baton Rouge's young, aspiring entrepreneurs. The Academy delivers an experience-based entrepreneurship program that enables students to transform ideas into enterprises, creates a culture of innovation throughout the Baton Rouge area, and fosters an entrepreneurial mindset in young members of our community. Every year they host a volunteer event where they recruit local designers to create a logo for an aspiring entrepreneur's business. AAF-BR took a hand in recruiting these volunteers from our talented membership. As a club, we take pride in our many partnerships with organizations that focus on shaping the youth of our community.

Target Audience: We aimed to recruit our members with the specific expertise to volunteer their time and talent to a local student in the YEA-BR program.

Strategy: Create graphics for social media/email correspondence to relay the need for member participation; in addition to an informational PowerPoint slide to be used while presenting the call for volunteers at two of the monthly speaker luncheons.

Execution: A call for volunteers was relayed across platforms, and then an AAF-BR board member presented at both the October and November speaker luncheons. In addition, using word of mouth amongst colleagues and members is always an effective way to recruit volunteers.

Media/Materials: Media produced for this event included promotional graphics/copy for email and various social media platforms, and informational PowerPoint slides presented at the luncheons.

(EXHIBIT 3) Results: AAF-BR recruited five of the 15 volunteers needed. With the help of these member volunteers, YEA-BR was able to match a graphic designer to each aspiring young entrepreneur, which led to an incredibly successful event. A logo reveal was held via Zoom on December 8, 2021. There were more than 30 participants present on the Zoom call, including both industry professionals and young entrepreneurs.

Mosaic Champion Award

A primary goal of AAF-BR is to promote diversity and inclusion within our club and our community. With that in mind, each year our club seeks to recognize a Mosaic Champion – an individual or organization that has been continuously supportive of diversity and inclusion in the Greater Baton Rouge area. The 2022 Mosaic Champion award recipient was Casey Phillips, Executive Director of The Walls Project.

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

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

Execution: There were a total of six nominations with candidates still in good standing for consideration. A panel of judges made up of three AAF-BR members was assembled to review all six entries and cast their votes for their top three selections. The winner was selected based on these votes.

Media/Materials: Nominations were promoted through email, social media, and through an informational PowerPoint presented at monthly luncheons.

(EXHIBIT 4) Results: Casey Phillips, a well-respected figure in the community, was announced as the 2022 Mosaic Champion at the American Advertising Awards event on February 19th. The 2021 Mosaic Champion, Josh Howard, presented the award to honor Casey at the event. Casey Phillips is a Creative futurist with 20+ years of experience forecasting and launching entertainment, technology, and arts brands. He's a prominent brand strategist specializing in the cultural economy and nonprofit sector by implementing innovative strategies based on global best practices, data analysis and future market trends. As a proponent of creative placemaking and smart growth principles to reactivate communities through collaborative community development, Casey is the founder of The Force Agency in Los Angeles, California and Co-Founder/Director of The Walls Project 501c3 in Baton Rouge, Louisiana. Casey Phillips fully embodies what it means to be a Mosaic Champion because he understands the power behind the advertising

community and he can use that strength to lift up the members of society that are full of potential, just lack the basic tools to get them into a position where can learn the skills that enable them to comfortably support themselves and their families. He understands the full scope of the community ecosystem beyond just charity. By giving people the tools to bring themselves up, we are not only helping that person, but contributing to the betterment of the entire community since the program participants stay and work in our companies and are able to help the local economy, themselves. Phillips' comments: *"AAF-BR has been a cornerstone partner of the Walls Project since Day 1. For the past 10 years we have partners to develop a more inclusive creative and tech industry here in the Capital Region. I accept this prestigious award on behalf of the entire Walls team, board of directors and thousands of community volunteers who make this work possible."*

The Futures Fund

The Futures Fund, one of AAF-BR's long-standing partners, offers two courses to the Baton Rouge community: Tech Academy for youth and Coding Boot Camp for adults. The Tech Academy sets out to provide tech-based programming for teens looking to grow their voice and passion for creativity and tech skills. Coding Boot Camp allows individuals to get the career technology skills needed to become part of the online economy and remote workforce in 6-8 months. What makes The Futures Fund special? The total cost of a training program is \$4500. Family households that meet low to moderate-income limits qualify to attend The Futures Fund at no cost with the support of grants and organizations. 96% of applicants are covered for the full tuition. In the past, AAF-BR has worked to donate funds to the organization. This year, the club set a goal to provide a speaker for the Coding Boot Camp to utilize.

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

Strategy: Find and recruit a qualified volunteer to provide a topic and speak to the youth of Future's Fund. The larger plan to strengthen the partnership between The Futures Fund and AAF-BR, includes creating mentor and job shadowing opportunities for participants to take advantage of once the organization is comfortable with implementing in-person programs again. Fingers crossed for next year!

Execution: We did not have to look far to find Emily Burke, an AAF-BR board member, who has a course in Professional Etiquette. Emily enthusiastically stepped in to fill our slot in the Coding Boot Camp. Emily is a seasoned marketing professional who shares the good, the bad and the downright horrifying for all things a new professional

needs to know before they enter the working world. With the Tech Academy still being primarily virtual, Emily chose a Thursday night slot on February 24th where she logged in to give her presentation.

Media/Materials: Emily provided a screenshot of her speaking endeavor via zoom.

(EXHIBIT 5) Results: Including our speaker, Emily Burke, there were 18 virtually in attendance at 8:00pm on February 24th. Burke's comments: *"I thoroughly enjoyed presenting to the Coding Boot Camp class at the Futures Fund. Even though it was virtual, the students were tuned in and seemed engaged. This group is primarily made up of young adults advancing their skills through night classes with the Futures Fund with the goal of obtaining a tech position within the industry. I'm hopeful that the tips and best practices shared on professional etiquette will be useful as they interview and get their first tech jobs. I consider these to be business life skills for everyone! I was especially encouraged when one of the students emailed me the next day to say how much he enjoyed the presentation and expressed interest in attending the upcoming professional luncheon."* We believe that our partnership and program participation is vital to the organization as they continue to navigate the effects of the pandemic in our community. This organization has worked with over 1,500 students since starting over seven years ago and the youth served in their program are 90% low-to-moderate income with a majority being African American and female. The Futures Fund goes above and beyond to accommodate the students in their program, creating a virtual space that offers equitable access to their tech skills courses. AAF-BR will continue to partner with this organization as they do amazing work for our community.

Conclusion

Although we're still in the process of bouncing back during this pandemic, the AAF-BR board and membership really came to together as a club. We showed up, masked up, and worked together to conclude another successful year. Our hard-working board and hands-on membership have learned so much from the past two pandemic-stricken years. We look forward to being able to implement new ideas and bring back some old ones that have fallen by the wayside due to COVID-19.

EXHIBIT 1 – FOOD DRIVE

PowerPoint slide presented to membership at October luncheon:



WHAT TO DONATE:

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

Please bring your donations to the November 5th Speaker Series.

PowerPoint slide presented to membership at November luncheon:



FORGOT?



IT'S NOT TOO LATE!

Sample of e-mail promotions:



Scan. Pay. Go.

November 5 @ Baton Rouge Marriot

Nov. Five - Food Drive

The annual food drive is back! We will be collecting canned, bagged, or boxed nonperishable food items for the GBR Food Bank. Bring your donations to the Nov. 5th Speaker Series or make a greater difference by collecting items at your company or agency! We will come pick up your office's collection. Can't make it to the luncheon? Don't worry we've got pay pal! Make a donation today!

[SCHEDULE A PICK UP](#)

Sample of Social Media posts:

aaf AAF-Baton Rouge (American Advertising Federation) October 12, 2021

Beans, beans, the musical fruit.
The more you donate, the more you help @brfoodbank.

Ok, maybe it's not as catchy but AAF-BR is collecting canned, bagged, or boxed nonperishable food items at our Nov. 5th luncheon. ... [See more](#)



James Peck, Jennifer Neubauer Berthelot and 6 others

Like Comment Share

Write a comment...

aaf AAF-Baton Rouge (American Advertising Federation) is November 1, 2021 · Baton Rouge, LA

November Five, Food Drive
November Five, Food Drive
November Five, Food Drive.

Don't forget to bring your donations for our annual Food Drive this Friday! Not sure what to donate? Swipe to see a list of needed items!... [See more](#)



What to Donate

- » Canned vegetables (beans, peas, carrots, etc.)
- » Canned soups
- » Dried beans
- » Canned meats
- » Flour
- » Rice
- » Peanut butter
- » Pasta
- » Corn meal
- » Breakfast cereal and bars
- » Any canned, bagged or boxed nonperishable food

Claire Estopinal, Barbara Carnes Braud and 1 other

Like Comment Share

Write a comment...

AAFBATONROUGE Posts

aaf aafbatonrouge Baton Rouge Marriott



Liked by jonathanpalmisano and 9 others

aafbatonrouge November Five, Food Drive
November Five, Food Drive
November Five, Food Drive... more

November 1, 2021

aaf aafbatonrouge

AAFBATONROUGE Posts

aaf aafbatonrouge Baton Rouge Marriott



What to Donate

- » Canned vegetables (beans, peas, carrots, etc.)
- » Canned soups
- » Dried beans
- » Canned meats
- » Flour
- » Rice
- » Peanut butter
- » Pasta
- » Corn meal
- » Breakfast cereal and bars
- » Any canned, bagged or boxed nonperishable food

Liked by jonathanpalmisano and 9 others

aafbatonrouge November Five, Food Drive
November Five, Food Drive
November Five, Food Drive... more

November 1, 2021

aaf aafbatonrouge

Photo of the Community & Diversity Chair, Rachel Harvey, announcing Food Drive at Luncheon:



Photo of Barb Braud, Immediate Past-President, signing in a member after dropping off her food donation at the table:



Photos of collected donations table at Luncheon:



Photos of Table Tent with PayPal code for digital donations:



Receipt from food drop off at Greater Baton Rouge Food Bank:

GREATER BATON ROUGE
FOOD BANK
 www.brfoodbank.org

Tax ID # 72-1065318

THANK YOU!

DATE 11/5/21 20__

Received from AAF-BR Rachel Harvey

Address _____

The sum of _____ dollars

	\$	
--	----	--

cash	check #	money order	office	mail
#unsorted	#produce	#bakery	#dairy	#meat
<u>15016</u> #prepared	#frozen asst.	#discard	#refrig. asst.	#frozen meat

TEMP AT DONOR	TEMP AT AGENCY
---------------	----------------

FOR _____

We did not provide any goods or services in consideration of this gift.

182724

Rec'd. By: [Signature]

OFFICIAL RECEIPT

RECEIPT #



Receipt from Paypal donations to Greater Baton Rouge Food Bank:

Receipt

Date Time: 11/22/2021 8:22:03 AM

Thank you for your donation to help the Greater Baton Rouge Food Bank fight hunger in our community. With your help, we are able to continue to provide nutritional assistance to the 1 in 7 food insecure individuals in our 11-parish service area. As a valued partner in the fight against hunger and food insecurity, your support is vital to your Food Bank's mission. We cannot do our work without you.

Details

- **Item:** General Donation
- **Price:** \$60.00
- **Tax Deductible:** \$60.00
- **Quantity:** 1
- **Total:** \$60.00

Total Charge: \$60.00

Transaction Summary

Order Number: 36344-2111220922032112080
Processing Date: 11/22/2021
Authorization Code: 875880
Transaction Number: 15456
Name on Card/Account: Claire Estopinal
Payment Method: MasterCard [xxxx xxxx xxxx 2080]
APPROVED:

Billing Information

Claire Estopinal
P. O. Box 1707
Baton Rouge, Louisiana 70821
United States
lisa@mpowerzone.com
225-235-2166

Comments & Other Information

Make this donation anonymously = Yes
Donation Purpose = Where needed most
Thank You Opt-Out = I prefer not to receive a thank you note.
Make this gift in honor or memory: =
Notification Preference =

Terms & Conditions

This will serve as your receipt for tax purposes and certifies that no goods or services were provided in exchange for your donation. Our 501(c)(3) tax-exempt number is 72-1065318.

EXHIBIT 2 – CHILDREN’S TOY DRIVE

PowerPoint slide presented to membership at November luncheon:

CHILDREN’S TOY DRIVE

DEC  10th

in partnership with
Nubian Kruzers Motorcycle Club

WHAT TO DONATE:

- Action Figures
- Dolls/Plushes
- Figurine Playsets
- Puzzles/Board Games
- Toy Cars, Trains, & Other Vehicles
- Sports Balls & Outdoor Toys
- Any new unwrapped, unopened toy suitable for children

Please visit aafbr.org/events/toy-drive for more information about donating

PowerPoint slide presented to membership at December luncheon:

CHILDREN’S TOY DRIVE

DEC  10th

in partnership with
Nubian Kruzers Motorcycle Club

FORGOT?



IT’S NOT TOO LATE!

Sample of e-mail promotions:

Photo of Table Tent at Luncheon:

CHILDREN’S TOY DRIVE

DEC  10th

in partnership with
Nubian Kruzers Motorcycle Club

December 10 @ Baton Rouge Marriot
December Toy Drive

Bring smiles to the children in your community, donate to the AAF-BR Toy Drive! In partnership with Nubian Kruzers Motorcycle Club; we will be collecting all new unwrapped, unopened toys. Bring your donations to the Dec. 10th Speaker Series.

Can't make it? We will do the heavy shopping for you, donate today!

DONATE



Sample of social media posts:

AAFBATONROUGE Posts

aafbatonrouge



CHILDREN'S TOY DRIVE 0:03

DEC **aaf baton rouge** 10th

in partnership with Nubian Kruzers Motorcycle Club

21 views

aafbatonrouge This weekend, don't forget to pick up a toy or two for AAF-BR's annual Toy Drive at next Friday's luncheon. In partnership with... more

December 4, 2021

aafbatonrouge Baton Rouge Marriott

Detailed description: A blue graphic with white and red text. It features the AAF Baton Rouge logo (a red gift box with a white bow) and the text 'CHILDREN'S TOY DRIVE' at the top. Below the logo, it says 'DEC 10th' and 'in partnership with Nubian Kruzers Motorcycle Club'. A small '0:03' is in the top right corner, and a mute icon is in the bottom right corner.

AAFBATONROUGE Posts

aafbatonrouge



PayPal

Scan. Pay. Go.

21 views

aafbatonrouge This weekend, don't forget to pick up a toy or two for AAF-BR's annual Toy Drive at next Friday's luncheon. In partnership with... more

December 4, 2021

aafbatonrouge Baton Rouge Marriott

Detailed description: A white graphic with a red border. It features the PayPal logo at the top, a large QR code in the center, and the text 'Scan. Pay. Go.' at the bottom. A small '0:03' and a mute icon are in the bottom right corner.

AAFBATONROUGE Posts

aafbatonrouge



21 views

aafbatonrouge This weekend, don't forget to pick up a toy or two for AAF-BR's annual Toy Drive at next Friday's luncheon. In partnership with... more

December 4, 2021

aafbatonrouge Baton Rouge Marriott

Detailed description: A photograph of a large orange Charizard plush toy. The Charizard is standing and has its mouth open, showing its tongue. It is surrounded by boxes of toys, including 'Hi Ho Cherry-O' and 'Sorry!'. A small '0:03' and a mute icon are in the bottom right corner.

AAFBATONROUGE Posts

aafbatonrouge



21 views

aafbatonrouge This weekend, don't forget to pick up a toy or two for AAF-BR's annual Toy Drive at next Friday's luncheon. In partnership with... more

December 4, 2021

aafbatonrouge Baton Rouge Marriott

Detailed description: A photograph showing a large stack of various toys in their original boxes. Visible boxes include 'Hi Ho Cherry-O', 'Sorry!', and 'The Game of Life'. A small '0:03' and a mute icon are in the bottom right corner.

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



Photos of AAF-BR Board member checking out and dropping off donations:



Thank you letter from Nubian Kruzers:



NKU Foundation, Inc.

3405 Seneca Street
Baton Rouge, LA 70806
225-337-4259

December 17, 2021

Dear Rachel Harvey, (AAF-Baton Rouge)

On behalf of the NKU Foundation, Inc., I would like to thank you for your generous donation to Nubian Kruzers United M/C Toy Drive 2021. Your commitment to helping our organization and the charities we support is sincerely appreciated. The goal of the foundation is always to meet the challenges and needs of our community and the service of others. The foundation is dedicated to serving as a positive influence within the community.

Thank you again for your generous support. Your dedication and support provides us with greater opportunities to carry out our mission of "Stepping Up and Giving Back to our Community."

Respectively yours,

A handwritten signature in black ink that reads 'Mack F. Palmer III'.

Mack F. Palmer III
President NKU Foundation Inc.
225-337-4259
EIN: 27-3571567

The sole purpose of the Nubian Kruzers United of Baton Rouge Inc. is to promote peace and harmony among motorcycle enthusiasts and to enjoy the freedom that the sport of motorcycling offers. We also lend a positive hand to the community by donating time and money to those who qualify for legitimate assistance. We are a brotherhood that has decided to serve as a positive influence within our respective communities. "Stepping Up and Giving Back to Our Community", that is our true calling.

EXHIBIT 3 – YOUNG ENTREPRENEURS ACADEMY

PowerPoint slide presented to membership:



The slide features a blue background with a grid of student portraits. At the top left, a yellow banner reads "CALLING ALL GRAPHIC DESIGNERS". Below it, the text "VOLUNTEERS NEEDED!" is written in large, bold, white letters. In the center, a circular logo for "YOUNG ENTREPRENEURS Academy" is displayed. To the right, the contact information "RMPDORSKY @GMAIL.COM" is shown in yellow. A list of three bullet points is positioned on the right side of the slide.

CALLING ALL GRAPHIC DESIGNERS

VOLUNTEERS NEEDED!

RMPDORSKY @GMAIL.COM

- **Graphic Design volunteers**
- **Create a logo for a student business**
- **Students submit a worksheet with their brand ideas and preferences to assigned designer**
- **"Logo Reveal" via Zoom**

Sample of e-mail promotions for call for entries:



The email promotion features a blue background with a grid of student portraits. At the top left, a yellow banner reads "CALLING ALL GRAPHIC DESIGNERS". Below it, the text "VOLUNTEERS NEEDED!" is written in large, bold, white letters. In the center, a circular logo for "YOUNG ENTREPRENEURS Academy" is displayed. To the right, the text "No Time Like the Present" is written in blue, followed by the heading "Volunteers Needed" in bold. Below the heading, a paragraph of text describes the opportunity. At the bottom left, the email address "EMAIL RMPDORSKY@GMAIL.COM" is provided. At the bottom center, a blue button with the text "VOLUNTEER TODAY" is displayed.

CALLING ALL GRAPHIC DESIGNERS

VOLUNTEERS NEEDED!

YOUNG ENTREPRENEURS Academy

EMAIL RMPDORSKY@GMAIL.COM

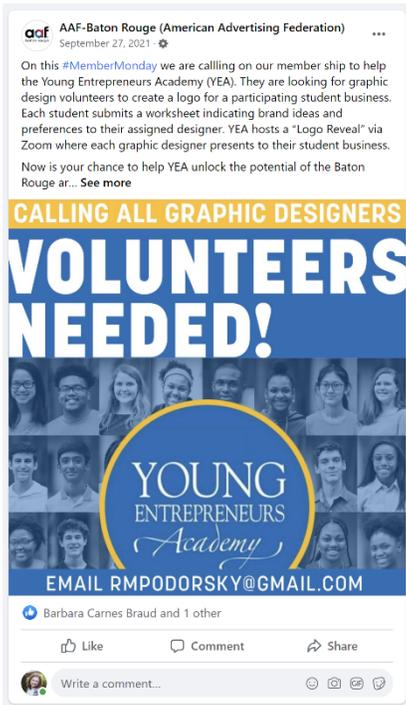
No Time Like the Present

Volunteers Needed

Young Entrepreneurs Academy (YEA) is looking for graphic design volunteers to create a logo for a participating student business. Students submit a worksheet with their brand ideas and preferences to you, their assigned designer. Concluding in a YEA hosted "Logo Reveal" via Zoom. Now is your chance to help Baton Rouge's young, aspiring entrepreneurs!

VOLUNTEER TODAY

Sample of Social media posts promoting call for entries:



Screenshots from the December 8 Logo Reveal via Zoom:



This image shows a Zoom meeting interface with a grid of 20 participants. The participants are arranged in a 4x5 grid. The names of the participants are: Michael Roth, Barb Braud, gabrieletrupiano, samanthaerholz, Dustin Barrilleaux, Lonnie Carnaggio, Brett Burke, amyblacketter, Sarah, Mollie Williams, Jordan Helfer, sulrich, Nic Goodman, Timothy Baslica, Clarissa Walton, Torie Christ, Britt Gentile, kadleschexnayer, Brandon Coffee, Brandon Coffee, Quinn, Claire Willis, Aniyah Mallard, BBurke, Jaliah Jack, and Haden Vidrine. The bottom of the screen shows the Zoom control bar with options: Unmute, Stop Video, Participants (34), Chat, Share Screen, Record, Reactions, and Leave. A calendar is visible on the right side of the screen, showing the date FRI 3 and the month. The time is 2:47 PM.

EXHIBIT 4 – MOSAIC CHAMPION AWARD

PowerPoint slide presented to membership:



A PowerPoint slide with a dark background. On the left is a large, colorful mosaic logo consisting of many small squares in various colors arranged in concentric circles. Below the logo, the words "mosaic awards" are written in a white, lowercase, sans-serif font. To the right of the logo, the text "2022 Call for Entries" is written in a large, white, sans-serif font. Below this, a paragraph of white text reads: "The Mosaic Awards honors companies and individuals who display their commitment to diversity, equity, and inclusion through creative work, advocacy, and company-wide initiatives." Below the paragraph is the URL "aafbr.org/mosaic-champion-award" in white. At the bottom left is the "aaf baton rouge" logo in white. At the bottom right, a white rounded rectangle contains the text "Deadline to Submit: January 28, 2022" in black.

2022 Call for Entries

The Mosaic Awards honors companies and individuals who display their commitment to diversity, equity, and inclusion through creative work, advocacy, and company-wide initiatives.

aafbr.org/mosaic-champion-award

aaf
baton rouge

Deadline to Submit:
January 28, 2022

Sample of e-mail promotions:



January 3 @ 9AM

Mosaic Awards 2022 Call for Entries

The AAF-BR Mosaic Champion Award recognizes an individual or organization that has been continuously supportive of diversity and inclusion within the creative / advertising industry in the Greater Baton Rouge area. Nominate someone deserving!

Entry Deadline:

Fri. Jan. 28, 2022

*All entries must be submitted via the official entry portal.

START SUBMITTING

Photo of AAF-BR board member promoting award to membership and asking for nominations:



The 2022 Mosaic Champion, Casey Phillips, and The Walls Project:





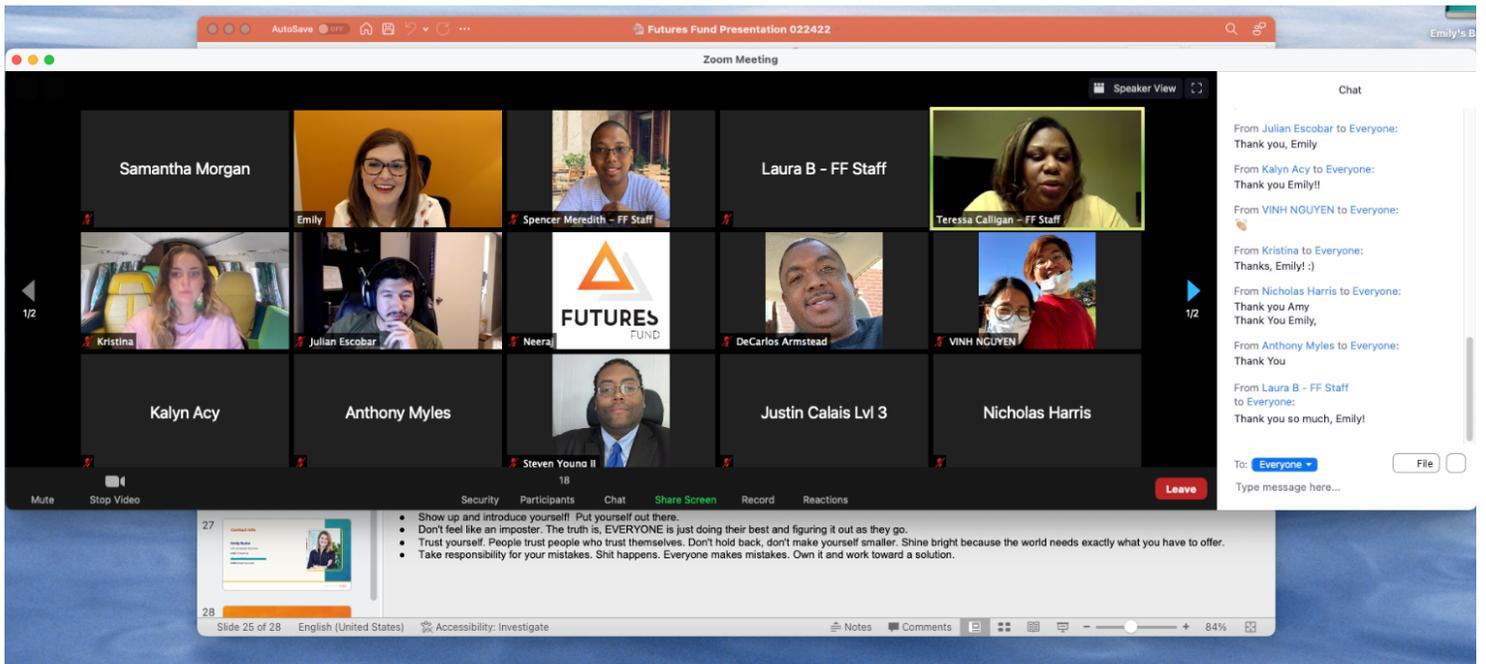
Photos of Casey Phillips accepting the Mosaic Champion Award at the American Advertising Awards:





EXHIBIT 5 – FUTURE’S FUND SPEAKER SERIES

Zoom screen captures of Emily Burke speaking to Future’s Fund students:



Samantha Morgan

FUTURES LIGHT

Steven Young II

Parting Advice

- Apply for the job
- Take the risk
- Find a mentor
- Put yourself out there
- Have confidence and trust yourself
- Take responsibility

- Apply for the job
- Take the risk
 - ask people how they got where they are. Don't assume the path to success was easy, asking about the road they were on will open your eyes that every job has skills you take with you and you can learn from EVERY experience. Success is not linear.
- Find a mentor
- Show up and introduce yourself! Put yourself out there.
- Don't feel like an imposter. The truth is, EVERYONE is just doing their best and figuring it out as they go.
- Trust yourself. People trust people who trust themselves. Don't hold back, don't make yourself smaller. Shine bright because the world needs exactly what you have to offer.
- Take responsibility for your mistakes. Sht happens. Everyone makes mistakes. Own it and work toward a solution.

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