

# governor of the year award

**2024-2025**  
**Scoring Guide**

**aaf** american  
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The unifying voice for advertising

## Governor of the Year Award Scoring Guide

Submit President Contact Information to Member Services for All Chapters (deadline 9/2/24).....	25 points
All Chapters National Dues Paid Within 30 Days of Receipt (billed December 2024) .....	25 points
Pay Council of Governors Dues Within 30 Days of Receipt (billed September 2024) .....	25 points
Work with Member Services to Establish New Chapter, Student Chapter or Ad 2 Chapter.....	30 points
All Chapters Pay American Advertising Awards Handling Fees Within 30 Days of Receipt .....	25 points
Submit Council of Governors Code of Conduct (September 2024).....	10 points
Attend Council of Governors Forward Planning Retreat (March 2024) .....	25 points
Attend AAF National Board Meeting and Council of Governors Meeting (November 2024) .....	25 points
Attend AAF National Board Meeting and Council of Governors Meeting (March 2025).....	25 points
Attend ADMERICA, AAF National Board Meeting and Council of Governors Meeting (June 2025).....	30 points
Participation in each Peer Group Call .....	10 points/call
Participation in Each Monthly Council of Governors Call .....	10 points/call
Promotion of ADMERICA on District Social Media Channels .....	10 points/post
District Follows AAF National Social Media Channels: LinkedIn, Twitter, Facebook, Instagram.....	20 points
Host District level President’s Training .....	30 points
Chapters Participate in National Club Achievement Competition	
Up to 20% of Chapters.....	20 points
21%–30% of Chapters .....	35 points
31%–45% of Chapters.....	45 points
46%–of Chapters.....	55 points

**Winners will be announced during the Salute to Achievers event at ADMERICA 2025 in Pittsburgh and receive a \$1,000 Leadership Scholarship payable to their District.**