

# Faculty Advisor Guide

2024-2025

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## A Message from the President & CEO

On behalf of the AAF, thank you for all you do each day to advance the mission of the AAF to be “The Unifying Voice For Advertising” in our classrooms across the country. Your work is critical to developing the Next Generation of Advertising leaders and helping build a solid foundation on the AAF’s promise to serve as the talent pipeline for Advertising, Media, and Marketing.

The AAF is deeply committed to Advertising Education—and has been since our inception in 1905. In fact, it’s one of our 4 focus areas aligned with our strategic pillars.

- **Education**
- **Diversity & Inclusion**
- **Policy & Advocacy**
- **Events & Experiences**

Student Membership in the AAF has never been more valuable. Your students are the foundation of our membership pipeline. AAF Membership provides students access to our full National network of Advertising professionals and practitioners in Advertising, Media & Marketing. This truly unique AAF grass roots network ensures that Students have a powerful community backing them (both on campus and at home) who can make important introductions & connections, provide valuable career advice and support, and serve as trusted mentors and counselors.

As an Educator, we understand the many challenges you face daily. We remain committed to assisting with AAF membership and involvement. Please take a moment to read and review this AAF Faculty Advisor Guide as it provides a wealth of information and complete details about AAF opportunities and offerings for engagement of faculty and students.

Thanks for all you do, we are grateful to you for leading the way.



**Steve Pacheco**  
**AAF President & CEO**

# Important Dates

<b>August 12, 2024</b>	NSAC Case Study Released to Faculty Advisors
<b>September 12, 2024</b>	AAF Faculty Call 1:00pm EST hosted via Zoom
<b>October 10, 2024</b>	Online Q&A Session #1 with AT&T (participating teams only)
<b>October 18, 2024</b>	Fall Membership Deadline for College Chapters
<b>October 14, 2024</b>	Most Promising Multicultural Student Application Deadline
<b>November 13-16, 2024</b>	Student Advertising Career Conference, NYC
<b>January 17, 2025</b>	NSAC Intent to Participate Forms Due by 5:00pm EST
<b>January 31, 2025</b>	Campus-to-Corporate Student Applications Due
<b>January 31, 2025</b>	Spring Membership Deadline
<b>February 7, 2025</b>	Collegiate Recruiting Forum with Industry Professionals (held virtually)
<b>February 23-28, 2025</b>	Most Promising Multicultural Students Program, NYC
<b>February 20, 2025</b>	Online Q&A Session #2 with AT&T (participating teams only)
<b>March 28, 2025</b>	Alpha Delta Sigma Nomination Deadline
<b>March 28, 2025</b>	Distinguished Advertising Educator Award Nomination Deadline NSAC
<b>March 28, 2025</b>	NSAC Materials Deadline
<b>April 2025</b>	NSAC District Competitions (all complete by April 13)
<b>May 1-2, 2025</b>	NSAC Semi-Finals
<b>June 6, 2025</b>	NSAC Finals held during ADMERICA (June 5-8) in Pittsburgh, PA

*[View local club deadlines for Student American Advertising Awards](#)*

## Year in Review: 2023-2024

- **College Chapter Membership.** AAF is proud to see continued growth with regard to collegiate chapters and student involvement. The 2023-2024 academic year served to welcome new and returning chapters across the country with involvement on more than 140 campuses.
- **National Student Advertising Competition.** We remain excited about the clients and teams participating each year in the National Student Advertising Competition. Proctor & Gamble was impressed with the work of our 103 competing teams, and as a result will continue their partnership with the AAF, looking to identify ways to continue delivering value to our collegiate and professional members. Congratulations to University of California, Berkeley for winning top honors!
- **Campus-to-Corporate Program.** This program offered an opportunity for AAF College Chapter members exclusive access to internships with AAF Corporate Members and partners. We remain committed to identifying top talent and aligning them with this opportunity.
- **Alpha Delta Sigma.** 215 AAF College Chapter members, representing 28 colleges and universities, were inducted into Alpha Delta Sigma in 2024! You can see the whole class [here](#).
- **Faculty Resources.** Each year presents an opportunity for heightened awareness of the vast resources offered to faculty by AAF. As we continue to build resources for you, please don't hesitate to reach out and let us know what would be most helpful. Our goal is to make your role as seamless as possible.

## Looking Ahead: 2024-2025

The summer months were spent preparing for the 2024-2025 AAF year. Together with AT&T, the AAF Member Services team worked to finalize the NSAC Case Study, worked continuously with members of the NEEC on upcoming collegiate events and more.

The AAF team is working hard to provide enhanced resources, communications and benefits for faculty and students. We remain focused on the needs of our membership, are here for you and are committed to making this another tremendous year.

You can expect:

- **Certified Ethics Advertising Executive Certification.** As an AAF member, you have the opportunity to receive your Certified Ethical Advertising Executive (CEAE) certification at a fraction of the cost compared to other industry professionals. The CEAE is the first and only ethical certification for advertising industry practitioners—designed by a non-partisan body of market participants, government and legal officials and consumer advocates. The CEAE examines ways to translate ethical considerations into business decisions and provides a set of principles as reference points for decision making. [Enroll in the online program today.](#)
- **Student Leadership Opportunities.** To include more student voices on a national level, we are encouraging participation in the Student Advisory Committee. This Committee will report to the National Education Executive Committee and will help inform national programming and policy. Candidates can apply [here](#).
- **More Virtual Opportunities.** If the last few years taught us anything, we know more can attend virtually than can attend in-person events. For that reason, we will increase the number of virtual webinars and events for our students. In February, make plans to attend the 2025 AAF Collegiate Recruitment Forum. During this event, students will be able to learn from industry professionals about the interview and hiring process!

- **Communication.** Each month, AAF Member Services sends a newsletter to our faculty advisors and another to our rostered collegiate members. Use these resources to keep an eye on upcoming deadlines, learn best practices and stay abreast of industry topics.
- **Student Advertising Career Conference.** Get excited! We are returning to a live conference, November 13-16, 2024. Plan to join us as we participate in agency and office immersions, learn from some of the industry's great minds and place our collegiate members in a space of opportunity with recruiters.

## National Education Executive Committee

The National Education Executive Committee (NEEC) is responsible for advancing the interests of advertising students, and promoting close ties between faculty, students, and advertising professionals. The Committee works closely with the AAF National office and plays a vital role in the success of our programs.

The committee is comprised of educators from the AAF's College Chapters across the organization's 15 districts plus advertising professionals. Leading the charge of the Council are:

- Chair, **Jeff Sheets**, Brigham Young University
- Vice Chair, **Armand McCoy**, Oklahoma University

# College Chapter Benefits & Resources for Advisors

We are just as invested in your professional growth and development as we are in your students! The AAF is proud to offer the following resources for our faculty advisors:

## AAF Membership

As the faculty advisor, your annual AAF membership dues are waived. We truly appreciate your commitment to teaching the industry's future leaders.

## Community of Educators

We've launched a Facebook Group just for current [AAF College Chapter Faculty Advisors](#). This group is a place for collaboration and conversation about your successes, challenges, questions, and ideas.

## Distinguished Advertising Educator Award

Each year, an educator is recognized at ADMERICA for mentoring students, supporting the success of the advertising industry through research, teaching and advocacy, and engaging in the advancement of the mission of the AAF through activism within the organization. [View the nomination criteria](#).

## Classroom Tools

You MUST have a login for [aaf.org](#) as a faculty advisor for an active college chapter in order to access the faculty toolkit webpages. If you are the current faculty advisor and are not able to access these pages, please contact Kayla Scullion, [kscullion@aaf.org](mailto:kscullion@aaf.org). Tools prepared just for you, including [In-Class Engagement](#), [Class Planning](#), and [Skills Assessment](#), are available at [aaf.org](#) on the [Educator Resources page](#).

## Newsletter

Check your inbox for [AAF Faculty News](#), a monthly newsletter (August through May) designed to keep AAF Faculty Members in the know on AAF opportunities, programs, events, and resources.

# College Chapter Benefits & Resources for Students

## Competitions

- **Participate in the National Student Advertising Competition.** Many recruiters have stated that when an NSAC alum's resume comes across their desk, they automatically are set for an interview. [Learn more.](#)
- **Submit your work for the American Advertising Awards Student category** and compete for nationally recognized awards (and bragging rights!). [Find your local club competition and deadlines here.](#)

## Honors and Awards

- **Apply for the Most Promising Multicultural Student Program.** AAF connects the advertising industry with the nation's top multicultural college seniors. You get to engage with professionals, network, meet mentors, get recruited, and learn from the industry's top talent. [Learn more.](#)
- **Be nominated for Alpha Delta Sigma Honor Society.** [Learn more.](#)

## Events

- **Attend the Student Advertising Career Conference.** This year's conference will be held in New York City, November 13-16, 2024. We look forward to welcoming all AAF students to engage with advertising leaders and explore new trends and opportunities in the industry. [Register now.](#)
- **Attend the AAF 2024 Recruitment Forum, February 2, 2024.** [Register now.](#)
- **Receive discounted tickets to ADMERICA, AAF's National Conference.** [Register now.](#)

## Career Resources

- Apply for exclusive internship opportunities through the [Campus-to-Corporate Program](#)
- Network online and through AAF events
- Find your next position with the [AAF Job Bank](#)
- Stay up to date with [AAF SmartBrief](#)
- Access research and data from MRI-Simmons, AdMall, Kantar, and Nielsen through NSAC
- Make connections, learn about opportunities, and stay up to date on the advertising industry on the [AAF LinkedIn Page](#)
- Discounted [products and subscriptions](#)



# Lifelong Journey with the AAF

## **As a Young Professional...Stay Connected with Ad 2**

[Ad 2](#) is a collaborative community of passionate, forward-thinking and motivated professionals that are making a difference in their local communities and their industry. Ad 2 fosters the professional development for advertising professionals 32 and under through public service and education.

## **As an Advertiser Throughout Your Career...Connect with a Community of Advertising Pros in AAF Professional Chapters**

There are more than 35,000 professional [members of the AAF](#) representing 15 districts across three regions who are actively engaging in local, district, regional and national programs. Being a professional member gives you access to invaluable resources, connections and advertising opportunities.

## **As a Professional...Be Recognized in the Advertising Hall of Achievement**

Each year, leading advertising professionals age 40 and younger are recognized at the [Advertising Hall of Achievement](#) for making a significant impact in the advertising industry and through philanthropic work in their communities. Top executives and leaders at 72andSunny, 360i, Netflix, Dick's Sporting Goods, Spotify, Google, Beats by Dr. Dre, Twitter, and more have been recognized in recent years.

## **As the Industry Leader...Become a Legend in the Advertising Hall of Fame**

The [Advertising Hall of Fame](#) celebrates industry legends, who, throughout their trailblazing careers, have distinguished themselves with outstanding, nationally- and globally-recognized professional achievements. Since its inception in 1949, nearly 300 advertising legends and 10 iconic global companies have been elected to the Hall. The event is among the advertising industry's biggest and most prestigious of the year, attended by nearly 1,000 C-suite and senior level executives from the world's largest brands, advertising agencies, media and tech companies. Robert De Niro, Nike, Spike Lee, David Ogilvy, Beth Comstock, Carol H. Williams, and others are all members...Could you be next?

# Advocating for Advertising: AAF Government Affairs

## Why It's Important to Know About Government Affairs as an Advertising Student

Government regulations and grassroots campaigns aren't usually top of mind when starting a career in advertising. But privacy laws, advertising taxes, data security, digital regulations and other legislative actions can create huge impacts on our industry. By staying informed and engaged with these issues, our students become leaders in their workplaces and communities.

## AAF's Advocacy Efforts

The AAF protects and promotes advertising at all levels of government through grassroots activities. Our nationwide network monitors advertising-related legislation on local, state and federal levels. We put our members face to face with influential lawmakers while encouraging self-regulation as a preemptor to government intervention, when appropriate of course.

## Advertising Day on the Hill

Advertising professionals from around the country gather each year to learn about the vital issues facing our industry and take to the halls of Congress to educate lawmakers about the vital role advertising plays in the U.S. economy.

## Get Involved

- [Contact Clark Rector](#), Executive Vice President of Government Affairs, to sign up for the monthly [Government Report newsletter](#)
- Check out [Advocacy Resources](#)
- Participate in [Advertising Day on the Hill](#) in 2025

# Focusing on Diversity & Inclusion: The Mosaic Center

The AAF's Mosaic Center for Diversity, Equity, and Inclusion implements the AAF's multicultural and diversity initiatives.

## Student Programs

**Most Promising Multicultural Students Program.** The Most Promising program honors the nation's top multicultural college students and enhances their knowledge and understanding of the advertising industry. Most Promising is considered one of the premier multicultural recruiting programs because the applicants are some of the most high-potential students from around the country and have been vetted by a group of senior industry professionals. An estimated 90% of Most Promising students leave the event with a job or internship offer. Students will also join an exceptionally vast Most Promising Alumni network.

### Eligibility Requirements

- Citizen or permanent resident of the U.S.
- Person of African, Asian, Latino, Middle Eastern, Native American or Pacific Island descent
- Undergraduate student with senior standing
- Minimum cumulative GPA of 3.2 and minimum 3.2 GPA in his/her major based on a 4.0 grading scale
- Committed to attend all facets of the Most Promising Multicultural Students Program
- One (1) recommendation from an advisor of an AAF-affiliated College Chapter or invited college/university, a local AAF advertising federation member or a senior-level ad professional
- Current dues paying AAF college chapter member
- A copy of an official transcript

The application deadline for the MPMS Program is October 14, 2024.

## Student Award Opportunities

**Mosaic Awards.** The Mosaic Awards recognize companies and agencies whose commitment to diversity and inclusion is evident through their creative work and organization-wide initiatives. Students have an opportunity to be recognized alongside the top marketing organizations & professionals by submitting an entry for the student-only category. This student-only category recognizes a series of two (2) or more related campaign media mix that demonstrates the student's understanding and sensitivity of targeted ethnic audiences and their buying practices and behaviors. Applicants must be enrolled full- or part-time in an accredited U.S. educational institution. Student interns are eligible to enter. The application deadline for the 2025 Mosaic Awards will be announced soon.

## Campus Opportunities

**HBCUs for Advertising.** Historically Black Colleges & Universities (HBCU) have played a powerful role in the black community for years. HBCUs were among the first academic institutions to provide Black students access to higher education and have matriculated some of the most influential figures in their respective fields. As it relates to advertising, between 1978-2014, the percentage of Black Americans that made up the advertising workforce went from five percent to merely 5.8%. Today, Black people remain significantly underrepresented in the ad industry. As an incubator for Black success stories, many untapped black talents can be found at HBCUs.

To remove the financial, academic, and logistical barriers that may exist at often underfunded HBCUs and to support students along their advertising career journey, the (AAF) has developed [HBCUs for Advertising](#). This initiative is critical in ensuring that these students do not miss out on opportunities that could be essential to their professional development.

AAF corporate members and partners will support an HBCU AAF College chapter by covering the cost of dues needed to start a chapter, as well as provide modest funding for an operational budget. We look forward to welcoming more HBCU chapters through this new initiative.

Do you know a faculty member at an HBCU that would benefit from this program? Please contact Erica Blake, [eblake@aaf.org](mailto:eblake@aaf.org), to make sure they connect with us!

### Professional Committees

**Mosaic Council.** The [council](#) serves as the advisory board to the Mosaic Center, which develops and implements the AAF's programs and policies to address the ad industry's diversity initiatives. The council is made up of national advertisers, general market and multicultural advertising agencies, media organizations and suppliers. As the advertising industry's premier think tank on diversity and inclusion, the council identifies best practices for achieving greater industry multiculturalism while advancing the common interest of all industry segments.

To create a foundation for the Mosaic Council's work, the members have created the AAF's [Mosaic Principles](#). These Principles offer agencies and companies at-large the recommendations needed to institute common diversity practices that are essential to addressing the demands of our consumers.

The council's goals are threefold:

1. To achieve greater workplace diversity within the advertising industry.
2. To create opportunities for diverse suppliers and general market corporations to work together to create effective advertising campaigns and programs targeted towards multicultural markets.
3. To prepare the industry's future leaders so they recognize the importance of a diversified workforce and multicultural marketing's impact on a company's bottom line.

**Mosaic Next Generation Leadership Council.** The [Mosaic Next Generation Leadership Council \(MNGLC\)](#), composed of seven individuals with three to six years of professional experience, is tasked with making various updates and improvements to the Mosaic Center's programming and networks.

If you have additional questions or what like more information on getting your students or school involved with the AAF Mosaic Center, please contact Candace Queen, [cqueen@aaf.org](mailto:cqueen@aaf.org).

# Professional Collaboration

## Why Collaborate?

Creating a membership pipeline from collegiate to professional chapters begins with a connection among the organizations. The AAF network can enhance a student's advertising education, potentially kick start their career and deepen their connection to the AAF.

## How to Connect

You can [search for a club near you](#), or see all our clubs by pressing Find without filling in any search criteria. Search for those in your district and if you are not already in communication, please contact the national office. We're happy to do an email introduction and/or set up an introductory call.

## Collaboration Ideas

Some great ideas we've heard of existing collaborations efforts are:

- Chapters bring in professional members as class speakers
- Professional Chapters often host agency visits and portfolio review days
- Faculty Advisors attend professional chapter meetings
- Professional Chapters create a board position for education efforts, focused on collegiate chapters
- Professionals share internship positions/entry level job postings with local collegiate chapters
- Professional Chapters share scholarship information with local student members
- NSAC: Consider hosting District competitions on your campus to reduce costs
- American Advertising Awards: Chapters share information with student members for entries  
[Find your local competition](#)

# College Chapter Membership Registration Process

Student membership dues are \$55/year and are valid from the day you join through June. The registration process is entirely online, so students can either join or renew their membership with a few clicks of a button.

## How to Register your Student Membership

1. Go to [aaf.org/StudentJoin](http://aaf.org/StudentJoin).
2. If you are a brand-new member, please complete the **Create an Account** section. You must complete all the items with an **\* asterisk** next to it. Under **Organization**, start typing the name of your school and a list will populate for your selection.

### Individual Student Membership

College Chapter membership dues are \$55 per student.

1. Create an account including your full contact information or log into your existing account to renew your membership.
2. Select your payment option. Choose "Pay Later" if your chapter is submitting national dues on your behalf.
3. Proceed to check-out and pay online via credit card.

Create Account

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About You

---

Payment Option Selection

Already have an account? [Click here](#) to sign in before continuing.

#### Instructions

This will be a multi-step process. In order to create your account, please complete the required fields below. (Note: All fields marked with an asterisk must be completed in order to create your account.)

**IMPORTANT!** You must select your school from the dropdown menu in the "Organization" field (start typing your school name and select your school once it appears).

If you are already signed in, please click "Next" to continue.

#### Create an Account

Prefix

\* First name

Middle name

\* Last name

Suffix

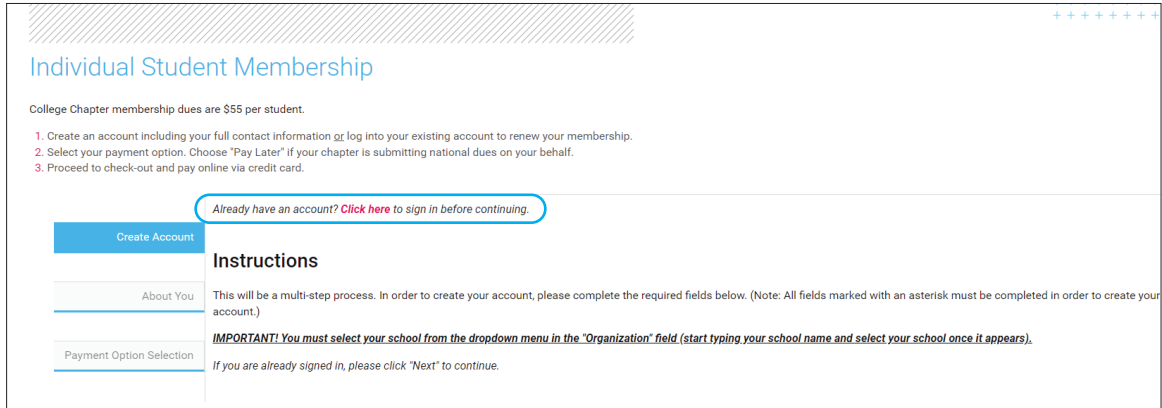
Title

\* Organization

\* Email

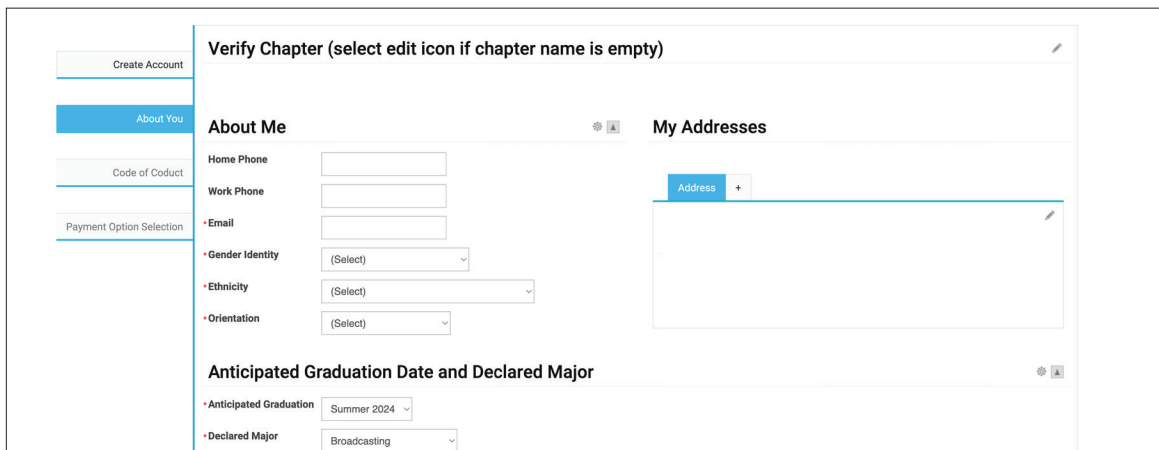
Phone

- If you are a returning member, please select *Already have an account? Click here to sign in before continuing.*



- This will bring you to the log in page. If you cannot remember your username or password, please select the prompts to help your recover those.

- Please fill out all the items in the **About You** section or update those items if they have changed. You must complete the sections with an asterisk next to them or you will not be able to continue, then click on **Next** at the bottom of the page.



6. Please review the **Code of Conduct** and agree to the statements by selecting Yes. Click Next at the bottom of the page.

- Create Account
- About You
- Code of Conduct
- Payment Option Selection

### AAF Student Code of Conduct

The American Advertising Federation expects each student attending the NSAC to present a professional image as a representative of your college/university and of the advertising industry. Each student and faculty must act responsibly at all times and comply with the following:

- I understand I am representing my school and will remember that my behavior will be observed by my peers and key industry leaders.
- I have reviewed the Policies & Procedures and will adhere to all rules outlined therein.
- I will not post or upload the NSAC Case Study to public sites or servers where individuals outside of the competing team may download a copy.
- I will maintain good standing at my academic institution. Any violation of school policy that results in disciplinary action may also impact my ability to compete in NSAC.
- The American Advertising Federation opposes all illegal acts. Any participant convicted of a crime during the competition year may be disqualified from participation.
- The District Competitions and ADMERICA Conference are not a vacation or holiday. They are professional business meetings. I have been invited to compete in a professional forum and will act accordingly.
- I understand that I may use NSAC materials in my portfolio and in other public manners for the express purpose of job seeking.
- By entering the NSAC competition, I agree that all ideas expressed in written or presentation form become the property of the sponsoring company for any use whatsoever, without compensation of any sort to any person.
- Violation of the Policies and Procedures and the guidelines above will result in penalties against my NSAC team, including disqualification, at the discretion of the AAF National Office and the National Education Executive Council (NEEC)

I have read and understand the Policies and Procedures for the NSAC Competition and agree to adhere to the Code of Conduct as outlined here.

(Select) ▾

I understand that failure to adhere to the Code of Conduct could lead to disciplinary action, including disqualification, of myself and/or team by the AAF National Office.

(Select) ▾

7. For **Payment Option Selection**, select either **Pay Later** or **Pay Now**.
  - a. Students paying for themselves online should select the **Pay Now** option and proceed to check out and process your payment.
  - b. Students whose chapters are paying on their behalf should select the **Pay Later** Option and then select the **FINISH** button.

## Individual Student Membership

College Chapter membership dues are \$55 per student.

1. Create an account including your full contact information or log into your existing account to renew your membership.
2. Select your payment option. Choose "Bill School" if your chapter is submitting national dues on your behalf.
3. Proceed to check-out and pay online via credit card.

- Create Account
- About You
- Code of Conduct
- Payment Option Selection

If your chapter is submitting national dues on your behalf, please select "Bill School" from the dropdown.

If you will be submitting credit card payment for your dues today, please select "Pay Now" from the dropdown.

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Will you be paying now or is your chapter paying for you?

(Bill School) ▾

← Previous
FINISH →



8. On the next screen, please select **ADD TO CART** and then **PROCEED TO CHECKOUT**.

Click **Add to cart**, then hit **Finish** to continue checking out.

### Join Student Pay Later

**Term dates**  to

**Term length**

*Term dates may be affected if the transaction date is overridden in the cart.*

**Membership Fees**

Item	Unit Price	Quantity	Amount
<input checked="" type="checkbox"/> Chapter Dues	55.00	1	55.00

Subtotal 55.00

**ADD TO CART →**

9. The **Bill School** option will bill your membership to your school (as they will be paying for you). Make sure you select the **Pay Later** button under **Payment Details** and then **SUBMIT ORDER**.

Item	Quantity	Price	Total
Join Student Pay Later (8/1/2024 - 6/30/2025)	1	55.00	55.00

**Remove** **Update →**

### Transaction options

Override transaction date

**Source code**

### Cart charges

Item total	55.00
Shipping	0.00
Handling	0.00
<b>TRANSACTION GRAND TOTAL</b>	<b>55.00</b>

Promotional code  **APPLY →**

### Payment details

Pay Now  Pay Later

**Payment amount**

**Payment method**

**Check number**

Suppress the order confirmation email

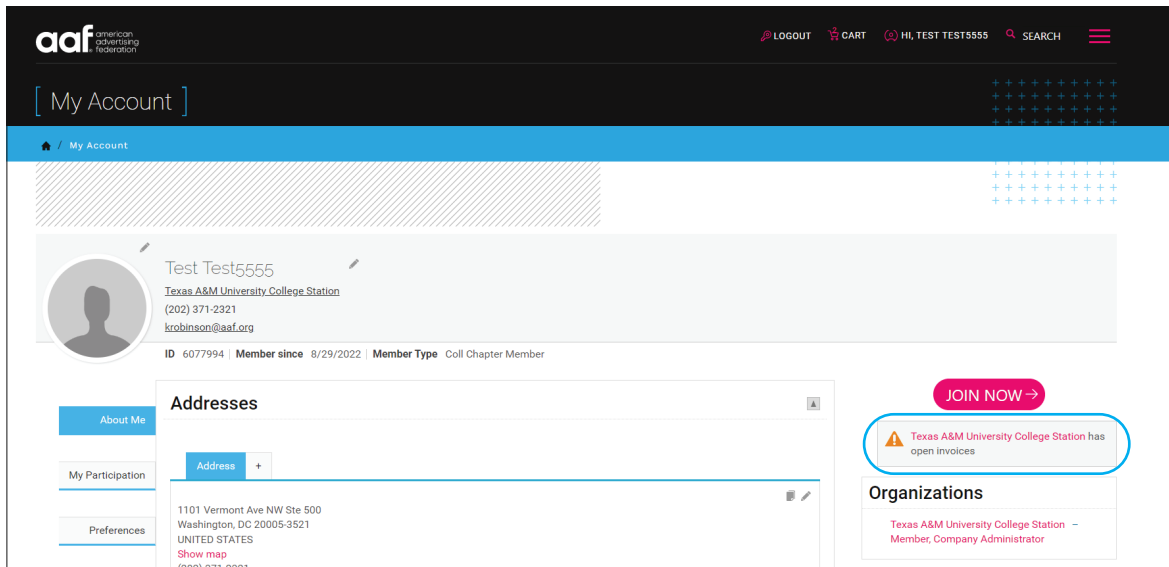
**SUBMIT ORDER →**

10. You will then be directed to a new page on the website which will give you an overview of your membership benefits.

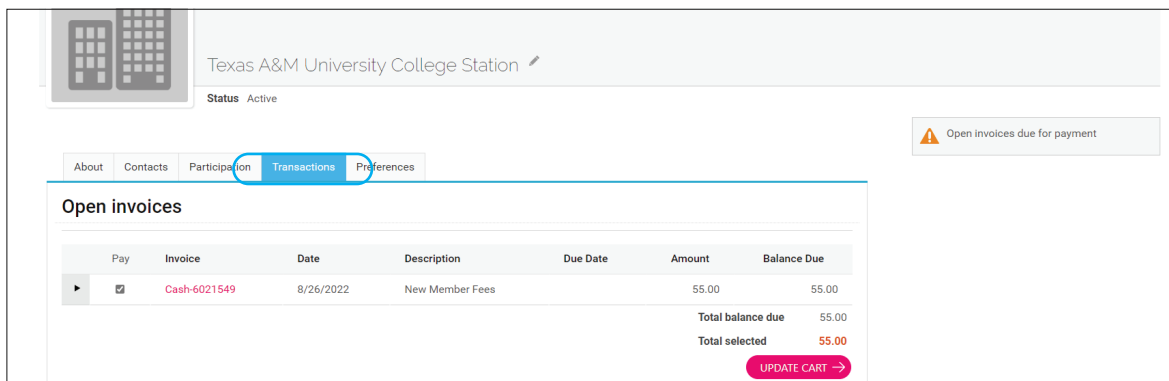
# How to Pay Open College Chapter Invoices

Please provide to the AAF all of the Faculty members who should be given **Administrator Access** to your College Chapter. They then can access the Chapter profile by logging into their own AAF account at [aaf.org](http://aaf.org) and then once logged in, just click their name at the top of the page.

1. From there, if any students processed their membership to be billed to their College Chapter (the **Pay Later** option), you will see the **Chapter name** and **“has open invoices”** on the right-hand side of the page (see example below where it says **Texas A&M University College Station**). Click on the **Chapter name** and they will be redirected to the Chapter page and will see all the open invoices.



2. Once you are on the Chapter Page, select the **Transactions** tab.



- You can then click on the arrow next to each open invoice to expand that section and see the name of the student who billed their membership to the school.

- Please then check the **Pay** box next to each open invoice and then select the **ADD TO CART** button.

- Then enter your payment information and **SUBMIT ORDER**.

# Recruitment

We heard from many chapters that recruitment is a challenge. While different methods will apply to different campuses, the following resources will help guide you to finding the right solution for your chapter:

- **Faculty Toolkit, Recruitment.** This is a basic guide on five tried and true methods to attract new college chapter members.
- **List of Majors to Target.** Currently, the advertising industry requires not only traditional advertising majors. Our industry needs graphic designers, coders, business majors, psychologists, scientists, artists, and more. There are students in classrooms who don't even know advertising is an option for them. Use this list to start targeting new audiences. Also remember to reach out to your Phi Sigma Pi chapter on campus to engage students outside of traditional advertising programs!
- **Interview with Texas State University** (2019-2020 Chapter with Largest Growth) Texas State put on a concerted recruitment effort this year and were able to increase their membership by 82%! Faculty Advisor Clay Craig shares some of their efforts in this interview.
- **Interview with University of Illinois** (Largest Chapter). With nearly 300 students, the University of Illinois continues to be the largest chapter in the country. Hear from faculty advisor Steve Hall on their strategies and successes that you could apply on your campus.

# Fundraising

Being an active and successful chapter costs money. We know that. Fundraising is a key to success for a thriving College Chapter.

- Make sure to explore your campus resources. If you are a registered student organization on campus and want to host campus programming, there should be Student Activity funding available to you. Are there other departments or clubs who would collaborate on hosting a speaker or panel?
- Look into your community for support. Local Ad Clubs and Ad 2 have connections that may help provide resources and opportunities to students at discounted costs. Use your network and theirs to put together panels, agency visits, student resources, internship and job boards.
- Local businesses frequently offer fundraising opportunities. One of our chapters had great success partnering with Panera for a fundraising night this year.

## AAF National Contacts

**Dawn Reeves**

Executive Vice President, Member Services and Programs  
[dreeves@aaf.org](mailto:dreeves@aaf.org)

**Amanda Dehart**

Director, Professional Member Services and Programs  
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**Kayla Scullion**

Manager, Educational Member Services and Programs  
[kscullion@aaf.org](mailto:kscullion@aaf.org)

**Terri Coogler**

Coordinator, Member Services and Programs  
[tcoogler@aaf.org](mailto:tcoogler@aaf.org)

## AAF Social Media Accounts

[LinkedIn](#) | [Instagram](#) | [Facebook](#) | [X](#)