



ovation awards

2022-2023 scoring guide



ovation awards scoring guide

Participation in National Day on the Hill (March 23, Washington, DC)	50 points
Enter Club Achievement Books (April 3, 2023 deadline)	20 points/book
Winning National Club Achievement Books	
1st Place	25 points
2nd Place	15 points
3rd Place	10 points
Membership Percentage Increase 5% growth	25 points
Membership Percentage Increase 6%+	35 points
Payment of National Dues (30 days from receipt)	50 points
Payment of American Advertising Awards Fees (within 30 days of competition close)	50 points
Providing Full Membership Roster/Email List (by November 30)	50 points
Submitting Annual Documents to National (Code of Conduct, Bylaws, etc. by Sept. 2)	50 points
Professional American Advertising Awards Entry Percentage Increase	
5% growth	15 points
5.1%-10% growth	25 points
10.1%-15% growth	35 points
15.1%+ growth	45 points
Student American Advertising Awards Entry Percentage Increase	
5% growth	15 points
5.1%-10% growth	25 points
10.1%-15% growth	35 points
15.1%+ growth	45 points
Present a Mosaic ADDY® at the American Advertising Awards (provide proof by May 1).....	15 points
Participation in AAF National Webinars	20 points/call
Submitting Nominations for National Awards (limit 4)	20 points/nomination
Full Registration Attendees at ADMERICA (Deadline April 15/maximum 100 points)	20 points/attendee
Posts to Local Social Media Pages Promoting National Events (100 maximum points)	10 points/post
Completion of a Public Service Project (details submitted by May 1)	50 points
Join AAF National President’s Facebook Group (by September 2)	10 points
Follow AAF National Primary Social Media Channels (by September 1)	10 points
Attendance at National American Advertising Awards Webinars (total of 3)	25 points/webinar
Attendance at Council of Governors Webinars (total of 4)	25 points/webinar
Work with AAF National to Successfully Launch a New Ad 2 or Student Chapter	50 points
Host a Program on Diversity, Equity, and Inclusion	20 points

Proof for receipt of points should be submitted [here](#).