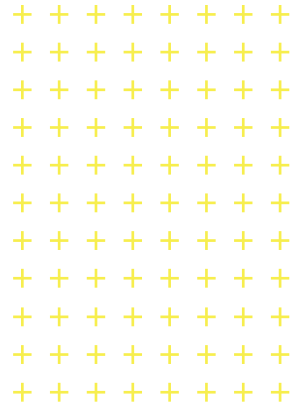


for internal use



prospecting worksheet

who are our members or prospects?

- ad agencies
- brand consultants
- copywriters
- corporate marketing depts.
- creatives
- design boutiques
- freelancers
- illustrators
- marketing firms
- marketing strategists
- media outlets
- nonprofits
- photographers
- PR firms
- printers
- professors
- students

who else?

where can we find more prospects?

- AAA credits
- business journals
- chambers of commerce
- Facebook
- Google
- LinkedIn
- news releases
- other associations
- past members
- referrals

where else?

what to do with member prospects?

- Invite them to a program
- Send them information
- Host a get-to-know-you breakfast
- Have a discounted "try us" offer
- Get involved via social pages
- Invite them to be in a roundtable discussion
- Talk with them. Find out what they are about and why AAF would be good for them. Show them what AAF is all about.

what else?

AAF personal stories

Example by Jessi Miller:

I joined AdFed when I was a design student at the Art Institute of Fort Lauderdale. We formed a college chapter to compete in NSAC, and I was the secretary. That was my first experience in a leadership role with any organization. The NSAC was one of the most valuable learning experiences in college. Later, in the work world, I loved the AdFed programs for professional development. It has been the best resource for getting face-to-face with giants in the ad industry. The networks of close friends and connections and the experience I've gotten over the years of taking on leadership positions within the AdFed have been immeasurable benefits that have kept me up-to-date in an industry that is changing at an insane speed.

what is your personal story?

why do people join AAF?

- business leads
- corporate-directed
- credibility
- friendship
- government relations
- networking
- new job or work
- professional development
- public service
- recognition

why else?

how do we meet the needs/reasons that people join?

business leads

RFP distribution, membership listings, auctions, awards

corporate-directed

Offer corporate discounts and discounted individual memberships for people from corporate member offices

credibility

Government relations, ADDY Awards, three-tiered structure, professional programs, member spotlights/listings, local recognition/awards, Silver Medal Award

friendship

Social programs, committee membership, nametags/ introductions at meetings

government relations

News/updates, Advertising Day in Tallahassee (Rally), connections to local and state politicians

networking

Social programs, member spotlights/ listings, nametags/ introductions at meetings

new job or work

Job bank, agency tours, internship opportunities, networking

professional development

Programs, newsletters, AAF Smartbrief

public service

Local campaign, district campaign

recognition

American Advertising Awards (ADDY Award, gallery of entrants/winners, gala event, PR showcasing winners at all three levels), Silver Medal Award, member spotlights, board of directors listings/thanks

how else?
