



# 2020-2021 BOARD MEMBER RESPONSIBILITIES

## **ALL BOARD MEMBERS**

- Attend Club events and board meetings
- Promote the organizations mission & vision
- Update your chair folder on Google Drive
- Create and update a guide per chair position throughout season for transition training.
- Assist where needed for Ad Club events
- ASK questions!!!

## **PRESIDENT: OPEN**

- Schedule and book monthly board meetings
- Set and oversee the Club's goals for the year
- Assist in setting and overseeing the Club budget with Treasurer
- Set the Agenda and run monthly Board meetings
- Participate in monthly AAF-District 8 conference calls
- Relay any necessary information to the Board from District 8 National communications
- Delegate responsibilities to various board members
- At Club events, introduce speakers and provide members with any news or updates
- Attend AAF National and/or District events

## **VICE PRESIDENT/AMERICAN ADVERTISING AWARDS CHAIR: OPEN**

- Assist the President in setting and overseeing the Club's goals for the year
- Assist in setting and overseeing the Club budget with President & Club Treasurer
- Head up the American Advertising Awards planning team and delegate responsibilities to committee members
- Fill in for the President when needed
- Attend AAF National and/or District events

## **PAST PRESIDENTS: Mackenzie Meyer & Brittany Goderstad**

- Mentor and help the new Club President and Vice-President with tasks
- Assist in setting Club goals
- Fill in for President/Vice President when needed

## **TREASURER: OPEN**

- Set a proposed budget with Club President per chair position
- Manage day-to-day financial needs



# 2020-2021 BOARD MEMBER RESPONSIBILITIES

- Set up necessary credit card authorizations for board members
- Deliver invoicing for memberships and events
- Pay all AAF and other invoices (insurance, WI Annual Report, etc.)
- File club taxes, renew Articles of Incorporation & other legal paperwork

## **SECRETARY: N/A**

- Take meeting minutes & send google drive update to board
- Submit Liquor License paperwork per Happy Hour event
- Update by-laws per season
- Set reminders for treasurer due dates (taxes, annual report, etc).
- Manage Google Drive and request missing information from Board members
- Assist Membership/Sponsorship chair in seeking potential members/sponsors.
- Help with day to day needs of the club and program events as requested

## **PROGRAMMING CHAIR: OPEN**

- Coordinate and schedule Club Speaker events
- Manage Program budget
- Communicate speakers schedules to the Board/Communications team
- Manage catering for Club events
- Arrange Travel and hotels for guest speakers and American Advertising Awards judges
- Collect w9 forms for each guest speaker
- Assist in coordinating American Advertising Awards judging and drop off locations
- Assist membership chair in organizing membership drive

## **COMMUNICATIONS & PUBLIC RELATIONS CHAIR: Samantha Scott**

- Manage communications team & communications budget
- Create a program management timeline per event
- Submit e-blasts per event with relevant club news
- Continue brainstorming new ways to communicate with prospective and current members.
- Write and distribute all press releases for AAF Fox River
- Update and publish Club event information and news to our social media outlets
- Update and provide FB posts for each event prior to and after with photography
- Send out Club event & news announcements via email (PunchBowl or other service)



# 2020-2021 BOARD MEMBER RESPONSIBILITIES

## COMMUNICATIONS COMMITTEE – DESIGN & BRANDING: **OPEN**

- Design Club communications (Posters, eBlasts, mailers, web, etc.)
- Obtain monthly event info from Program Chair, write/coordinate necessary copy for materials and schedules to be designed, printed, and delivered
- Work with vendors to obtain donations or the best costs for creating promotional materials
- Attend monthly board meeting with Communications Chair

## COMMUNICATIONS COMMITTEE – WEB & TECH SUPPORT: **Brittany Goderstad**

- Manage and maintain the Club's website with events and news updates

## COMMUNICATIONS COMMITTEE –PHOTOGRAPHY: **Graham Washatka**

- Take photos at Club events and deliver to Communications chair for distribution.

## EDUCATION CHAIR: **OPEN**

- Visit area Universities and Colleges to inform students about our AAF Club
- Create a dialogue with Professors to help encourage AAF Participation
- Help drive Student AAF membership
- Inform and work with students on their Student American Advertising Award entries
- coordinate Student Portfolio Review event
- Assist where needed for Club events

## MEMBERSHIP CHAIR: **OPEN**

- Seek out potential members
- Reach out to previous members to renew season membership
- Coordinate Membership Drive to bolster our member roster
- Follow up with current members to make sure we are fulfilling their needs/expectations
- Get feedback for events
- Manage Club mailing lists
- Send "Thank yous" to members for support, sponsorships, or participation
- Develop and manage sponsorship strategies throughout the year
- Find and work with vendors/agencies to help fund all Club events

## SPONSORSHIP CHAIR: **OPEN**

- Raise money for the club via events and sponsorship opportunities
- Seek out potential sponsors for the American Advertising Awards
- Assist where needed for other club program events
- Assist VP on American Advertising Awards Committee