



## Volunteer/Committees

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We want more than warm bodies at our luncheons. We seek talented, creative, organized, passionate, committed leaders to help us accomplish aggressive goals. Our membership is comprised of an impressive collection of advertising professionals that could truly make a difference in a vast array of areas.

### ADDYs

Runs the local American Advertising Awards competition recognizing outstanding achievement in advertising. This committee handles all aspects of the competition, including the orchestration of entries, promotion, judging weekend, sponsorship, publishing the winners book, organizing and producing the awards event, and showcasing the winning entries.

### Communication Committee

Responsible for editing and producing AdFed e-mails and maintaining and updating the AdFed Columbus Web site. Stays informed on industry legislative initiatives and Ad Standards and inform membership on all relevant issues accordingly.

Ensures media and public is informed of all relevant organization initiatives. Sends information to local media for programs and events. Host's media at organization events. Strives to showcase individual member awards and accomplishments within the local media and member communication tools.

### Membership

Seeks input on expectations from membership through member surveys, roundtable meetings, spot phone calls and other creative means. Ensures "benefits" are being showcased to membership, and ensures members are being educated on all club initiatives in which they can be involved. Strives for the retention/renewal of current members. Concentrates on the acclimation of new members into the organization through information sessions, welcome receptions, recognition at meetings, and other creative means. Strives for the welcoming and recognition of new members, and the encouragement of "involvement."

### Programs/Special Events

Plans, schedules and executes monthly educational/networking luncheon programs for the membership, with the exception of ADDYs in February. Plans and executes the Silver Medal award and Annual Meeting and the Education/Career Day in April.

### Education Committee (now part of the Programs Committee)

Ensures the membership is being educated on current trends by providing educational information through various mediums including, but not limited to: newsletter clips, educational forums



and workshops. Provides educational opportunities to general business community as deemed appropriate. Showcases and educates membership on scholarships available both locally and regionally. Organizes Education/Career Day Workshops.

#### Public Service

Provide opportunities for AdFed Columbus members to become involved in the local community utilizing the vast talent, expertise and resources available through AFC's membership. Enhance the image of the advertising industry in Central Ohio. Solicit applications for AdFed public service project, review and select appropriate project. Manage project and facilitate getting Public Service project into broadcast or print. For more local details, please visit [www.probonolink.org](http://www.probonolink.org)

#### Volunteering & Hospitality

Foster member retention through member appreciation and networking opportunities. Engage members in the organization. Recruit volunteers for volunteer pool; help match to committee needs. Assure that photos are taken at all events. Organize networking mixers and secure sponsors to underwrite cost of food. Collect materials and compile Club Achievement Books.