



Chapter of the Year

The NACE Chapter of the Year award recognizes NACE chapters that exemplify outstanding achievement in chapter planning and management, member participation, merit of educational programs, and membership growth and retention. Entries will be judged on how well the chapter achieved their overall goals and objectives for membership, educational programs, fundraising, community service, special activities, communications, and marketing.

One award will be given to each of two tiers of chapter sizes.

Section 1: Elements Statement - 20 points total

- Summarize the ways in which the chapter exemplifies outstanding achievement in chapter planning and management, member activity in programs and on committees, merit of educational programs, and membership growth and retention. Be sure to include what different, unique, or creative activities from the past year elevate the chapter to an award-winning level. *10 points, 250 words maximum*
- List the goals set forth by the chapter board for the year, whether each goal was achieved, and obstacles that the chapter faced or overcame using those goals. *10 points, 250 words maximum*

Section 2: Chapter Marketing and Communications - 20 points total

- Summarize chapter communication efforts by describing all marketing and communication techniques used to relay information to chapter members. *10 points, 250 words maximum*
 - Include type of communication, such as print or electronic newsletters, website, personal phone calls, invitations, etc.
 - Also include time and/or frequency of each communication
- Describe how the chapter raises awareness of NACE within the catering and events industry and among consumers. *10 points, 250 words maximum*

Section 3: Chapter Treasury and Membership – 15 points total

- Enter the total amount of new members - *5 points*
- Enter the member retention rate – *10 points*
 - Up to 60% - 0 points
 - 61-65% - 2 points
 - 66-70% - 4 points
 - 71-75% - 6 points
 - 76-80% - 8 points
 - 81%+ - 10 points

Section 4: Educational Programs - 15 points, 250 words maximum

- Describe your top three programs, including program title, speakers' names, topics, or themes used in monthly education program.
- Discuss attendance and the impact of the programs for your membership and nonmembers.
- List the total number of attendees for each program, including the number of members that attended and the number of guests that attended.
- Explain the educational and member benefits of each program.

Section 5: Special Activities - 15 points total

- Describe chapter fundraising efforts, including a general overview of activities and revenue raised throughout the year. *5 points, 250 words maximum*
- Describe chapter community service activities, including chapter member participation in the activities. *5 points, 250 words maximum*
- Describe any other activities outside the scope of regular chapter meetings. *5 points, 250 words maximum*
- Please provide the dollars per member your chapter has donated to the Foundation of NACE.

Section 6: Collateral Material - 15 points total

- Upload a spreadsheet detailing the annual chapter budget. *5 points*
- Attach one photo and one sample invitation for each program highlighted (up to 6 photos).
- Attach one or two samples of marketing materials.
- Submit one or two examples of fundraising/community service efforts (photo, marketing, invitations, press coverage, solicitation, etc.).
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).