

# Chapter of the Year (1 of 2)



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.

Give a 150-word overview of the award submission to answer the following prompt. This overview should set the tone for the rest of the award submission. This overview may be used in promotional materials and NACE reserves the right to modify this description for the award program.

How did the chapter exemplify outstanding achievement in chapter planning and management, member activity in programs and on committees, merit of educational programs, and membership growth and retention? What different, unique, or creative activities from the past year elevate the chapter to an award-winning level?



Respond to the below bulleted prompts in 750-1000 words. Answer all prompts in the order listed, adding space between answers, for maximum point value.

- Describe how the chapter raises awareness of NACE within the catering and events industry and among consumers.
- Include the total amount of new members (to be confirmed by NACE staff), the member retention rate (to be confirmed by NACE staff), and the average membership participation in monthly meetings.
- Describe your top three programs, including program title, speakers' names, topics, or themes used in monthly education program.
  - Describe attendance and the impact of the programs on your membership and nonmembers.
  - Discuss the educational and member benefits of each program. Did the program include CPCE?
- Describe chapter fundraising efforts, including a general overview of activities and revenue raised throughout the year.
- Describe chapter community service activities, including chapter member participation in the activities.
- Describe any other activities outside the scope of regular chapter meetings.
- Provide the dollars per member your chapter has donated to the Foundation of NACE. (to be confirmed by Foundation of NACE)



# Chapter of the Year (2 of 2)



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.

Upload the following to support your written award submission. All upload material must be submitted to receive full credit for this portion of the submission.



- Upload 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.
- Upload samples of chapter communication efforts that display the communication techniques used to relay information to chapter members.
  - Include the type of communication (email, print, social media etc.) and the time and/or frequency of each communication
- Upload the total number of attendees for each program, including the number of members that attended and the number of guests that attended.
- Upload participation in NACE One Awards, chapter and industry awards.
- Upload a spreadsheet detailing the annual chapter budget.
- Upload 5-6 high quality photos and one sample invitation for each program highlighted
- Upload 1-2 samples of marketing materials. (print, social media, email)
- Upload 1-2 examples of fundraising/community service efforts (photo, marketing, invitations, press coverage, solicitation, etc.).
- Optionally, submit a video segment. Must be maximum of two minutes in length and must be submitted through a link, such as Vimeo or YouTube.