



CFDD National Publicity Award Application

**5 Pages Maximum Including Application (No Folders Please)
MUST BE TYPED OR COMPUTER GENERATED**

Hit the tab key to move from one space to the next. Completed application forms should be submitted with the information requested and must be received by **March 15**. Please send your files as e-mail attachments to cfdd@nacm.org. The name of the file containing the nomination form should be as follows: Publicity_ChapterName.doc. Example: Publicity_Albuquerque.doc. The name of the file containing the Sample Newsletter should be as follows Publicity_ChapterName_Newsletter.doc. Example: Publicity_Albuquerque_Newsletter.doc. The name of the file containing other Samples should be as follows Publicity_ChapterName_Samples.doc.

CFDD Portland
Chapter

Portland, OR
City/State

Chapters are invited to nominate one of its outstanding chapter publicity efforts or a campaign for CFDD's Outstanding Chapter Publicity Award. For an application to be eligible for consideration, it must be completed and signed by an authorized representative of the submitting Chapter and have met the Judge's scoring threshold of 65. In recognition of outstanding Chapter publicity efforts, the CFDD Board of Directors presents the Outstanding Chapter Publicity Awards in each membership class at the CFDD Annual Awards & Installation Luncheon held during the NACM Credit Congress.

Chapter Membership Classification (January 1): Class A: 25 and over Class B: 0 – 24

Chapter Publication (Sample must be enclosed and is in addition to five page maximum)

50 Points Maximum

Chapter Publication Name	The CreditLine		
Means of Distribution	<input type="checkbox"/> Mail	<input checked="" type="checkbox"/> E-mail	<input checked="" type="checkbox"/> Posting on Website
Frequency of Distribution	<input checked="" type="checkbox"/> Monthly	<input type="checkbox"/> Quarterly	<input type="checkbox"/> Bi-monthly
Recipients of Publication	<input checked="" type="checkbox"/> Chapter Members <input checked="" type="checkbox"/> Prospective Members <input checked="" type="checkbox"/> CFDD National, National Officers and Area Director <input checked="" type="checkbox"/> Others (please list) Honorary Members		

Media Ad Submissions (Samples must be enclosed and are included in five page maximum)

15 Points Maximum

<u>Type (Radio, TV, Newspaper, etc.):</u>	<u>Name</u>	<u>Frequency</u>
Chapter Website URL:	www.nacmcommercialservices.org	
Email:	Purpose (s): Monthly reminder notice to Chapter Membership	
	Frequency: Monthly	

CFDD National Newsletter Submissions (Samples must be enclosed and are included in five page maximum)

15 Points Maximum

Type (Member Viewpoints/Business Articles/Chapter News: Programs/On the Way Up/Awards and Achievements)	Number of Submissions
CFDD at Credit Congress	3
Awards & Achievements / Membership Milestones	4
Chapter Monthly Program Topics & Meeting Highlights	4
Business Article	1

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Chapter Publicity (Samples must be enclosed and are included in five page maximum)

10 Points Maximum

Type	Frequency During Past Year
Seminars	3 months prior to our event
Applications	12 - Membership & Scholarship
Member Achievements	12 - Monthly Raffle, Holiday Basket, Wine Wall
Fundraisers	LinkedIn page initiated 6/23
Affiliate Newsletter or other publications	2 months each
Other (please list) Chapter DMA and 'The Viv' Award Nomination Application	2 months each

Chapter Goals How have your publicity efforts contributed to your Chapter goals?

10 Points Maximum

Publication of the CreditLine provides reliable and consistent information of chapter activities, educational programs, scholarship opportunities, upcoming events, and recaps minutes from each monthly chapter meeting to our entire chapter membership. Our newsletter is the single most consistent way of keeping our members informed and engaged in CFDD, both locally, and Nationally. CFDD Portland chapter publicity efforts reach out beyond our current membership by contributing information to the CFDD National Newsletter as well as publicizing our monthly chapter programs with other local CFDD chapters across the country and to our local NACM affiliate. We have also expanded our publicity footprint during the past year by creating and posting on a CFDD Portland chapter LinkedIn page. Our publicity efforts focus on increasing our attendance and participation and strive to bring in new members for continued stability and growth.

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Example: Publicity_Albuquerque.doc.

The name of the file containing the Newsletter should be as follows Pubilicity_ChapterName_Newsletter.doc.

Example: Publicity_Albuquerque_Newsletter.doc.

The name of the file containing other Samples should be as follows Publicity_ChapterName_Samples.doc.

Example: Publicity_Albuquerque_Samples.doc.

Your signature, represented by typing your name, attests to the validity of the information provided to the best of your knowledge.

NACM – CFDD
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F: 410-740-5574
E: cfdd@nacm.org

Debora Diamond-Burt, CCE, CICP	02/21/24
Chapter Publicity Chairman (representing signature)	Date
Alaina Worden, CCE	02/21/24
Chapter President (representing signature)	Date

5 Pages Maximum
(not including sample newsletter)

Revised December, 2019