



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.

Wichita
Chapter

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

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

15 Points Maximum

Type (Radio, TV, Newspaper, etc.):	Facebook	Name	CFDD Wichita	Frequency	Monthly
Chapter Website URL:	www. cfddwichita.org				
Email:	Purpose (s):	To provide communication monthly via flyers, newsletters, and/or other correspondences to all members and non-members.			
	Frequency	Monthly or Quarterly			

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
Article "Associating Ownership" Chris Birdwell May/June National Newsletter pg 8	
Article "Staying Afloat: How NACM can help Guide Your Professional Vessel Through Turbulent Waters" Business Credit Magazine July/August 2023	2
Outstanding Chapter Publicity Award Class B Wichita Chapter-Cindy Overeem	
Outstanding Program Award -Greg Hanlon	
National Special Program Award in recognition of 2022 Super Session Greg Hanlon and Lisa Burns	4
Chapter News submissions -Wichita- March/April 2023 "Career Matchmaking" presented by Kristy Hawkins of the Arnold Group & "Excelling at Excel" presented by Dawn Monroe	2
Chapter News submission-Wichita-"Automation & Credit Metrics" presented by Pamela Krank, President, The Credit Department, Inc and "3Simple Tools to Navigate Emotions in the Workplace" Speaker Traci Hall, Traci Hall Coaching Sept/Oct National Newsletter pg 10	
Credit Congress 2023. Two of our members were speakers Chirs Birdwell teamed up with Heidi Lindgren-Boyce, CCE "Unveiling the Hidden Costs of Customer Pushback Terms, Web Billing Portals, and How to Win Back Your Company's Payment Terms"and Natalie Hawn,CBA "Mindfulness for Improved Performance	4

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Wichita
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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	<u>0</u>
Applications	<u>0</u>
Member Achievements	<u>1 Board Member and 1 Director</u>
Fundraisers	<u>0</u>
Affiliate Newsletter or other publications	<u>4</u>
Other (please list) Credit Congress 2023 Wichita Chapter had 5 members attend. Two of the members were speakers Chirs Birdwell teamed up with Heidi Lindgren-Boyce, CCE "Unveiling the Hidden Costs of Customer Pushback Terms, Web Billing Portals, and How to Win Back Your Company's Payment Terms" and Natalie Hawn, CBA "Mindfulness for Improved Performance	<u>5</u>

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

10 Points Maximum

The Wichita Chapter demonstrated immense flexibility by overcoming unexpected obstacles such as resignation of our Vice President due to increased work load. In the midst of this major void, chapter president, Lisa Burns, absorbed these duties and the chapter moved forward without any noticeable disruption. Giving members options by consistently providing Hybrid monthly meetings has enabled attendance to exceed on average greater than 50% of membership. Due to fear of over saturation, the board decided to offer our Super Sessions in even years and is well into formulation for 2024. Other goals we accomplished were recognizing members Milestones and taking more photos at our regular meetings. A group photo was taken in May and will become a tradition each year. The idea of empowering board members by encouraging them to write articles, provided some unique writings and will be continued. Our leadership team is committed to providing consistent communication via our website, Facebook, and Newsletter. As we move forward into 2024 we will continue using the Newsletter to keep members update to date on announcements, events, successes, and the milestones of members.

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Example: Publicity_Albuquerque.doc.

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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
8840 Columbia 100 Parkway
Columbia, MD 21045
P: 410-740-5560
F: 410-740-5574
E: cfdd@nacm.org

Cindy Overeem	3/15/2024
Chapter Publicity Chairman (representing signature)	Date
Lisa Burns	3/15/2024
Chapter President (representing signature)	Date

5 Pages Maximum
(not including sample newsletter)

Revised December, 2019