



WELCOME TO AD2SF

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## WELCOME TO AD2SF

You're now a member of one of the largest national organizations dedicated to young professionals in advertising, marketing, communications and media.

Members of AD2SF benefit from the knowledge shared by accomplished industry professionals, hands-on experiences and invaluable social networking that you don't find anywhere else in San Francisco.

All of these things help fine-tune your skills and business savvy as you move upward in your own career.

## MEMBER BENEFITS

As a member of AD2SF, you can take advantage of perks like:

- Leadership opportunities on club committees.
- Real world experience in public service campaigns.
- Unique mentorship opportunities
- Inspiring speaking engagements and educational workshops.
- Free attendance to most events
- Networking opportunities
- Quarterly happy hours with drink specials

You also automatically become a member of

the American Advertising Federation (AAF), which offers its 40,000+ members benefits like:

- Access to the members-only Job Bank and Job Board
- Discounted tickets to industry conferences
- Discounted subscriptions to AdWeek, Advertising Age, BrandWeek, Business Wire, MediaWeek and The New York Times
- Discounts with FedEx, Hertz and Premier Global Services
- Access to member-only white papers and informational documents
- And more!

## GETTING INVOLVED

We encourage all new members to be involved in the club by participating in any of the following committees:

**Membership:** To secure additional members, process membership applications, report membership statistics and present new members to AD2SF.

**Community Service:** To bring professional advertising and promotion assistance to civic, charitable and public service projects as approved by the Board of Directors. Also help organize, execute and promote the annual National Public Service Competition.

**Education:** To provide students with

guidance and mentorship relationships with working professionals; mentor student AAF organizations.

**Programming:** To plan, execute and promote programs that educate the public and advertising practitioners on the role and benefits of advertising in our society.

**Communications:** Develop all outgoing club communications and website; maintain brand integrity; secure desirable publicity and otherwise to promote the prestige and standing of the club in the community.

**ADDYs:** To plan, execute and promote the annual local ADDY Awards Competition, including the Student ADDYs.

**Creative:** To maintain and further improve the AD2SF brand and provide creative assets for AD2SF.

**Public Service:** The Public Service Directors shall bring professional advertising and promotion assistance to nonprofit clients, as approved by the Board of Directors. He/She shall oversee all aspects of public service outreach and campaign development and execution. The Public Service Directors shall also work closely with the Membership Directors to ensure that all members are encouraged to be volunteers.

To get involved in any of these committees, please send an email to [info@ad2sf.org](mailto:info@ad2sf.org).

## PUBLIC SERVICE

Every year AD2SF takes on as many nonprofit clients as we can, pro bono. We act as a working agency and create advertising and marketing campaigns that meet their needs. It doesn't matter what you studied in school or what your background is – here you can try out new responsibilities, explore other interests or perfect your current skill set. If you have a degree in graphic design but always wondered what brand strategy was like, then the AD2SF Public Service Committee is right for you!

## EVENTS

For more information and to RSVP to any of these events, please visit [www.ad2sf.org/events/upcoming.html](http://www.ad2sf.org/events/upcoming.html)

## WHAT'S NEXT?

Now that you're an AD2SF member, what's next? First of all, we hope to meet you at our next event or members-only mixers. But if you can't make it, get in touch with one of the board members to see how you can make the most of AD2SF.

Visit us at [ad2sf.org](http://ad2sf.org) for more information





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