



2021 LANDMARK AWARD BY RESPONSIBILITY

CATEGORY		DESCRIPTION		RESPONSIBLE	NOTES	MAX PTS
I.	Events	1.	Credentialed delegates to Annual Convention	All		x 25 pts = 75
I.	Events	2.	Each additional attendee to Convention	All		x 5 pts = 50
I.	Events	3.	Legislative Chair attending Capitol Conference	All		1 x 75 pts = 75
I.	Events	4.	Each additional attendee to Cap Conference	All		x 5 pts = 50
I.	Events	5.	Annual Regional Meeting Attendance	All		x 20 pts = 120
I.	Events	6.	Membership or Retention Chair at Regional meeting	All		1 x 25 pts = 25
I.	Events	7.	Membership or Retention Chair at Annual Convention	All		1 x 25 pts = 25
I.	Events	8.	Chapter represented at NAHU Leadership Program at Cap Con	All		75 or 150
II.	Mgmt	1.	Development/Publication of state bylaws	Exec Committee		1 x 25 pts = 25
II.	Mgmt	2.	Development/Publication of state policies & procedures	Exec Committee		1 x 25 pts = 25
II.	Mgmt	3.	Development/Publication of Strategic Plan to members	Exec Committee		1 x 50 pts = 50
II.	Mgmt	4.	Annual summary report of chapter activities to members	Exec Committee		1 x 50 pts = 50
II.	Mgmt	5.	IRS approved Tax-exempt status	Exec Committee		1 x 25 pts = 25
II.	Mgmt	6.	Annual publication of approved state budget	Exec Committee		1 x 25 pts = 25
II.	Mgmt	7.	Annual publication of approved state profit/loss financial statement	Exec Committee		1 x 25 pts = 25
II.	Mgmt	8.	Incorporation papers	Exec Committee		1 x 25 pts = 25
II.	Mgmt	9.	D&O Liability insurance for officers	Exec Committee		1 x 25 pts = 25
II.	Mgmt	10.	Purchase of liability insurance for state events	Exec Committee		1 x 25 pts = 25
II.	Mgmt	11.	100% Board Recruitment Award	Exec Committee		1 x 100 pts = 100
II.	Mgmt	12.	Perpetual State Chapter Award program	Awards		1 x 100 pts = 100
II.	Mgmt	13.	Chapter Seal Certification	Awards		75,100,125,150
III.	Mtgs	1.	Hosted a State Convention/Sales Congress	Prof Development		1 x 100 pts = 100
III.	Mtgs	2.	Held an annual State Leadership Conference	Prof Development		1 x 150 pts = 150
III.	Mtgs	3.	State Strategic Planning Sessions	Exec Committee		50 or 100
III.	Mtgs	4.	Regularly scheduled Board meetings	President		1 x 10 pts = 120
IV.	Comm	1.	State Newsletter Publication	Communications		x10pts 120



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IV.	Comm	2.	Maintain a Chapter Website	Communications	1 x 125 pts = 125
IV.	Comm	3.	Active email and/or Fax Distribution to membership	Communications	1 x 75 pts = 75
IV.	Comm	4.	Conducted a Member Needs Survey	Communications	1 x 50 pts = 50
IV.	Comm	5.	Identify a board champion (chair) for NAHU Education Foundation	President	1 x 25 pts = 25
IV.	Comm	6.	Provide an Education Foundation update at a regular board meeting.	President	1 x 25 pts = 25
IV.	Comm	7.	Include a link to the Education Foundation on the chapter's website	Communications	1 x 25 pts = 25
IV.	Comm	8.	Chapter and member financial support of the Education Foundation.	Treasurer	25, 50, 75, 100
V.	Leg	1.	Regular legislative communications piece to all members	Leg	1 x 50 pts = 50
V.	Leg	2.	Managing an active Legislative Committee	Leg	1 x 50 pts = 50
V.	Leg	3.	Full or Part-time AHU State Lobbyist Program	Leg	1 x 125 pts = 125
V.	Leg	4.	Membership Support of State PAC	HUPAC	10, 20, 30, 40, 50
V.	Leg	5.	Membership Support of HUPAC	HUPAC	10, 20, 30 or 50
V.	Leg	6.	Meet with state DOI and/or other regulatory bodies	Leg	x 25 pts = 50
V.	Leg	7.	Hold a state legislative conference or "Day with Legislators"	Leg	1 x 75 pts = 75
V.	Leg	8.	State-based Operation Shouts (for period 01/01-12/31)	Communications	15, 30, or 50
V.	Leg	9.	Hold/attend meetings with industry colleagues/coalition partners	Leg	1 x 25 pts = 25
VI.	MemShip	1.	Chartering one or more local chapters	Membership	100, 125, 150
VI.	MemShip	2.	Net membership gain during 4/1/xx - 3/31/xx	Membership	250
VI.	MemShip	3a.	Active Membership Campaign - NAHU Membership Campaign	Membership	1 x 25 pts = 25
VI.	MemShip	3b.	Active Membership Campaign - One day blitz	Membership	1 x 25 pts = 25
VI.	MemShip	3c.	Active Membership Campaign - Ongoing (3-6 months)	Membership	1 x 25 pts = 25
VI.	MemShip	3d.	Active Membership Campaign - Recruitment materials	Membership	1 x 25 pts = 25
VI.	MemShip	3e.	Active retention efforts	Membership	1 x 25 pts = 25
VI.	MemShip	4	Contact local chapters on follow-up retention activities	Membership	x 10 pts = 120
VI.	MemShip	5	Development New Agent Outreach Program	Membership	1 x 100 pts = 100
VI.	MemShip	6	Board members achieving Triple Crown	Membership	x 10 pts = 120



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VI.	MemShip	8.	State Membership and Retention Chair Training	Membership		x 30 = 30
VI.	MemShip	9	Membership chair or Retention Chair on regional membership calls	Membership		20, 40, 60, 80 80
VII.	Prof Dev	1.	Host State Education NAHU Prof Development Certification	Prof Development		1 x 100 pts = 100
VII.	Prof Dev	2.	Actively promoted LPRT to members	Communications		1 x 25 pts = 25
VII.	Prof Dev	3.	Present NAHU's prepared leadership training materials	Prof Development		1 x 50 pts = 50
VII.	Prof Dev	4.	Conduct an overview of NAHU web site at chapter mtg	Prof Development		1 x 50 pts = 50
VII.	Prof Dev	5.	Number of NAHU sponsored programs by chapter or members	Prof Development		25, 50, or 75 75
VII.	Prof Dev	6.	Actively promote Designation	Communications		1 x 50 pts = 50
VII.	Prof Dev	7.	LPRT Qualifiers	All		x 10 pts = 100
VII.	Prof Dev	8.	Triple Crown Winners	All		x 10 pts = 100
VII.	Prof Dev	9	Chapter Award program that honors member achievements	Awards		x 25 pts = 75
VIII.	Media	1.	Appoint a Media Relations Chair	Media Relations		1 x 35 pts = 35
VIII.	Media	2.	List of local media contacts	Media Relations		x 10 pts = 100
VIII.	Media	3.	Media Outreach - Letters to Editor	Media Relations		x 10 pts = 100
VIII.	Media	4.	Media Outreach - Op-Ed Articles	Media Relations		x 10 pts = 100
VIII.	Media	5.	Media Outreach - Press Releases	Media Relations		x 10 pts = 60
VIII.	Media	6.	Media Outreach - TV or Radio Appearance	Media Relations		x 50 pts = 150
VIII.	Media	7.	Media Outreach - Press Hits	Media Relations		x 10 pts = 50
VIII.	Media	8.	Present NAHU's "Working with the Media" PowerPoint	Media Relations		1 x 25 pts = 25
VIII.	Media	9.	Assisted local chapters with promotion Health Awareness Day	Media Relations		1 x 50 pts = 50
VIII.	Media	10.	Use social media to increase the chapter's public presences	Media Relations		x 5 pts = 200