



2021 PACESETTER 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. Chapter represented at NAHU Leadership Program at Cap Con | All | | 75 or 150 150 |
| II. | Mgmt | 1. Attending a State sponsored Strategic Planning Session | Board | | 1 x 50 pts = 50 |
| II. | Mgmt | 2. Active Committees | President | | x 5 pts = 40 |
| II. | Mgmt | 3. Annual summary report of chapter activities | Communications | | 1 x 50 pts = 50 |
| II. | Mgmt | 4. D&O Liability insurance for officers | President | | 1 x 25 pts = 25 |
| II. | Mgmt | 5. Chapter Seal Certification | Awards | | 75, 100 or 125 125 |
| II. | Mgmt | 6. Membership Support of HUPAC | HUPAC | | 10, 20, 30 or 50 50 |
| II. | Mgmt | 7. Membership Support of State PAC | HUPAC | | 10, 20, 30, 40, 50 50 |
| II. | Mgmt | 8. Board officers participated in NAHU officer training modules | All | | x 10 pts = 120 |
| III. | Mtgs | 1. Hosted a local Sales Symposium or CE Seminar | Prof Development | | 1 x 100 pts = 100 |
| III. | Mtgs | 2. Regularly scheduled local membership meetings | Prof Development | | x 10 pts = 120 |
| III. | Mtgs | 3. Provided a separate meeting devoted to legislative issues | Legislative | | 1 x 50 pts = 50 |
| III. | Mtgs | 4. Held new member orientations, separate from membership mtgs | Membership | | x 10 pts = 60 |
| III. | Mtgs | 5. Hosted "Health Insurance Awareness" day program | Legislative | | 1 x 100 pts = 100 |
| III. | Mtgs | 6. New Officer Leadership Training workshop | President | | 1 x 75 pts = 75 |
| III. | Mtgs | 7. Regularly scheduled Board meetings | President | | 1 x 12 pts = 120 |
| III. | Mtgs | 8. Held Strategic Planning meeting open to Membershiup | President | | 1 x 25 pts = 25 |
| III. | Mtgs | 9. Hosted a local Vanguard event | Board | | 1 x 50 pts = 50 |
| IV. | Comm | 1. Distribution of local newsletter | Communications | | x5pts or x10pts 120 |
| IV. | Comm | 2. Maintain a Chapter Website | Communications | | 1 x 75 pts = 75 |
| IV. | Comm | 3. Active email and/or Fax Distribution to membership | Communications | | 1 x 50 pts = 50 |



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| IV. | Comm | 4. | Annual publication of chapter's budget and financial statements | Treasurer | | 1 x 25 pts = 25 |
| IV. | Comm | 5. | Established or continued a New Agent Outreach Program | Membership | | 1 x 100 pts = 100 |
| IV. | Comm | 6. | Conducted a Member Needs Survey | Communications | | 1 x 50 pts = 50 |
| V. | Pub Serv | 1. | Sponsoring public service projects | Public Service | | x 20 pts = 80 |
| V. | Pub Serv | 2. | Total dollars donated to public service | Public Service | | 15,50,100,200 200 |
| V. | Pub Serv | 3. | Identify an Education Foundation champion | President | | 1 x 25 pts = 25 |
| V. | Pub Serv | 4. | Provide an Education Foundation update at board mtgs | Board | | 1 x 25 pts = 25 |
| V. | Pub Serv | 5. | Include a link to the Education Foundation | Communications | | 1 x 25 pts = 25 |
| V. | Pub Serv | 6. | Financial support of the Education Foundation | Treasurer | | 25, 50, 75, 100 100 |
| VI. | MemShip | 1. | Sponsored chapter membership campaign/contest | Membership | | x 75 pts = 75 |
| VI. | MemShip | 2. | Net membership gain during 4/1/xx - 3/31/xx | Membership | | 200 |
| VI. | MemShip | 3. | Percentage of Membership in bank draft | Membership | | 50 |
| VI. | MemShip | 4a. | Active Membership Campaign - NAHU Membership Campaign | Membership | | 1 x 25 pts = 25 |
| VI. | MemShip | 4b. | Active Membership Campaign - One day blitz | Membership | | 1 x 25 pts = 25 |
| VI. | MemShip | 4c. | Active Membership Campaign - Ongoing (3-6 months) | Membership | | 1 x 25 pts = 25 |
| V. | Pub Serv | 4d. | Active Membership Campaign - Recruitment materials | Membership | | 1 x 25 pts = 25 |
| V. | Pub Serv | 4e. | Active Retention Efforts | Membership | | 1 x 25 pts = 25 |
| VI. | MemShip | 5 | Establish/maintain program for new members | Membership | | 1 x 50 pts = 50 |
| VI. | MemShip | 6 | Board members achieving Triple Crown | Membership | | x 10 pts = 120 |
| VI. | MemShip | 8. | Local Membership and Retention Chair Training | Membership | | x 30 = 30 |
| VI. | MemShip | 9 | Participation on State Chapter Leadership Calls | Membership | | 25, 35, 45, 50 50 |
| VII. | Prof Dev | 2. | DOI approved Continuing Education hours offered by your chapter | Prof Development | | hrs x 5 pts = 175 |
| VII. | Prof Dev | 3. | Conduct an overview of NAHU web site at chapter mtg | Prof Development | | 1 x 50 pts = 50 |
| VII. | Prof Dev | 4. | Number of NAHU sponsored programs by chapter or members | Prof Development | | 25, 50, or 75 75 |
| VII. | Prof Dev | 5. | Triple Crown Winners | All | | x 10 pts = 100 |
| VII. | Prof Dev | 6. | LPRT Qualifiers | All | | x 10 pts = 120 |



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| VII. | Prof Dev | 7. Actively promoted LPRT to members | Communications | | 1 x 25 pts = 25 |
| VII. | Prof Dev | 8. Chapter Award program that honors member achievements | Awards | | 1 x 75 pts = 75 |
| VII. | Prof Dev | 9. Promote Brokers Making a Difference, 3 times | Media Relations | | 1 x 25 pts = 25 |
| VIII. | Media | 1. Appoint a Media Relations Chair | Media Relations | | 1 x 25 pts = 25 |
| 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 = 50 |
| VIII. | Media | 4. Media Outreach - Op-Ed Articles | Media Relations | | x 10 pts = 50 |
| VIII. | Media | 5. Media Outreach - Press Releases | Media Relations | | x 10 pts = 50 |
| VIII. | Media | 6. Media Outreach - TV or Radio Presentation | 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. Use social media | Media Relations | | x 5 = 200 |