

## **AVA Special Programs**

It's time to start thinking of new Special Programs which would begin in January 2019. Presentation and proposals will be done at the January 2018 NEC Meeting. Rules and regulations regarding the Special Program process is in the AVA Policy Manual 4.05. Any new Special Program proposal must be received by the Special Programs Chair by November 1, 2017 and conform to the following portion of the policy recapped from the AVA Policy Manual 4.05: III as follows:

### **III APPROVAL OF AVA SPECIAL PROGRAMS.**

**A.** Any AVA club in good standing may submit a proposal for a Special Program. The proposal must conform to the general rules and policies of AVA and the requirements of this policy. No approved AVA Special Program may be duplicated (exactly or with a deceptively similar) by any Regional or State organization or AVA member club during the lifetime of an AVA Special Program. No club or Individual may sponsor more than one AVA Special Program or have more than one Special Program approved at a time. Beginning on February 1, 2016, the following guidelines are in effect:

**1.** The NEC has established a goal of 12 (twelve) active Special Programs per calendar year. This number does not include any National Programs. The NEC will reach this goal through attrition. Between the years 2016 and 2018 the NEC may approve no more than 2 (two) new Special Programs each year. By 2020, the number of Special Programs active each year will be at or below the desired goal of no more than 12 (twelve).

**2.** After 2020, if the Special Programs approved fall below the goal of 12 (twelve), the NEC may choose to reactivate a previously successful Special Program. In this instance, clubs may also nominate a prior program. NEC approval would be based on the following criteria:

- a. The Special Program must have been inactive for at least 10 years.
- b. When the Special Program was active, it must have sold at least 150 books.
- c. The original club sponsor retains priority of sponsorship. Should that club choose, it may negotiate a change of sponsorship with another club. Any substantive changes to the original Special Programs parameters could be considered a new Special Program and would need to be submitted for consideration as such.

**3.** Beginning in 2016 the NEC will use the following criteria for evaluation and selection of proposed Special Programs:

- a. Historical Significance: will the participant learn about events of historical significance or cultural interest?
- b. Scenic Interest: will the participant visit sites of scenic interest or significant natural beauty?
- c. Geographic Area: will the Special Program be relevant in all or most of the United States?
- d. Description Clarity: are the Special Program qualifiers clearly described? Will participants, clubs, and walk POC's be able to easily understand which events qualify?
- e. Award Appearance: is the award attractive?
- f. Entertainment Value: Will the program be fun to do?

**B.** In general, the approval process follows these steps:

- 1.** By the annually announced deadline (usually an early November date), the Special Program POC submits a Special Program proposal to the relevant Regional Director and the Chair of the AVA Special Programs.
- 2.** Prior to the NEC annual January meeting, the Chair of the AVA Special Programs provides information about all proposals to the NEC members for their evaluation using the previously listed criteria.
- 3.** At the NEC January meeting, the AVA Special Programs Chair submits all Special Program Proposals. Then the NEC decides which Special Programs to approve.

4. After the NEC January meeting, the AVA Special Programs Chair announces the approved Special Program selections. The book-stamping phase of these Special Programs will begin on January 1 of the subsequent year.
5. POCs of the selected Special Programs must provide an original of the book and an award to AVA Headquarters for the Archives and history exhibit.

C. In general, the contents of a Special Program Proposal must include the following:

1. A complete description of the Special Program theme.
2. The original signed copy of the Agreement list must be sent to the Special Program Chair with the submission of the plan. This list must include the name of an Alternate POC. A. "Alternate Form Agreement" is located in the Club Forms Section.
3. A sample Special Program book and a color sample and the size of the proposed award (rendering, drawing or picture).
4. A budget based on expenses and income for 100 books. (Expenses include such items as printing costs of books, postage expenses, envelopes and supplies, awards and the AVA fee. Income includes the purchase price for books.)

D. Special Programs Book Guidelines: All books must have a professional look. They must be printed on cover or card stock paper. They must be no larger than the uniform size (4" W by 5 ¾" H) of the AVA Event and Distance books. The following information is required on all books:

1. On the front cover:

- a. The title of the Special Program and the words "AVA Special Program".
- b. A representation of the award/patch, in color.
- c. The "AVA Fun, Fitness, Friendship" logo and the copyright symbol.
- d. The statement "This book is approved by the AVA for use of the IVV Certification Stamp".
- e. Space for the participant's name and address.
- f. Sequence number of the book.

2. On the back cover:

- a. The rules and guidelines for the qualifiers of this Special Program.
- b. The total number of IVV certification stamps required, as well as an indication of the number of times the same stamp can be used, or that each stamp may only be used once.
- c. The size of the award/patch.
- d. The cost of the book.
- e. The name of the sponsoring club, the POC's name, email address, telephone number, as well as the mailing address for redemption of completed books. If the club has a website it should also be listed. The following statement: "Book sales continue until December 31, 20\_\_\_. Participation stamping and redemption of this book will end December 31, 20\_\_\_ (12 months after the sale of the book ends).

E. Special Programs are only approved for a specific period of time, (normally 3 years of book sales and 1 additional year to complete the program), but may be extended or curtailed with the approval of the NEC based upon the popularity of the program and other circumstances.

1. Start Date: After a new Special Program has been approved by the NEC, the sponsoring club/ POC must submit an article for publication in The American Wanderer (TAW). This article should outline the Special Program criteria and details. After the article has been published in TAW, the club may begin sales of the new Special Program books. Books may be distributed as soon as payment is received. Thereafter, information about the new Special Program will be posted on the AVA website and published in each issue of TAW to inform potential participants of the criteria, qualifiers, and closing date for Book Sales and the final date for Book stamping and redemption.

2. End Date: The sponsoring club & POC, with input from the Special Programs Chair and AVA Headquarters, will determine when to cease sales and end the program, subject to the following:

- a. Book sales are not authorized to continue beyond the approved program end date.
- b. Within 2 weeks of the conclusion of the Book Sales, the sponsoring club/POC is required to submit an Interim Report which must include the total number of books sold as well as the number of books completed and

redeemed to date. Within 2 weeks of the conclusion of the Book stamping and redemption date, the sponsoring club/POC is required to submit a Final Report to the Special Programs Chair. This report must include the total number of books completed and redeemed.

All General Responsibilities and Event Responsibilities are included in 4:05;IV & V.

If you have any questions concerning the Special Programs, please contact the Special Programs Chair: Bonnie Johnson, 25 - 66<sup>th</sup> Way NE, Fridley, MN 55432. Phone 763-571-8041 or cell 763-229-3584. Email: [bonjohn@comcast.net](mailto:bonjohn@comcast.net)