



## 2012 Gold Crown Chapter Awards Application

The Gold Crown Chapter Awards honor outstanding achievements by American Student Dental Association chapters in serving members in accordance with the Ideal Chapter criteria. All materials must be uploaded and postmarked by **Jan. 31, 2012**. No exceptions.

---

chapter

---

your name

---

e-mail address

phone

### Categories

Your application must include this page, a one page description of the chapter's achievements in the award categories you are applying for and supporting materials as needed. You may apply for more than one award. Please check all categories you're applying for below.

- A** Ideal ASDA Chapter
- B** Most Improved Chapter
- C** Chapter Membership & Communication
- D** Chapter Involvement with Organized Dentistry
- E** Chapter Activities
- F** Chapter Fundraising
- G** Chapter Predental Involvement
- H** Chapter Role in Increasing Ethical Awareness

The following awards will also be presented but *do not* require an application:

1. The recruited chapter with the largest membership market share as of Dec. 31, 2011
2. The application that has the best design
3. Chapters that implement an automatic billing system between Jan. 1 - Dec. 31, 2011



## Eligibility

- Updated constitution and bylaws must be on file with the central office.
- Awards are given to chapters, not individuals.
- Programs or events must have been conducted between Jan. 1 - Dec. 31, 2011. (This is a change in the timeline from previous years. For this year, you may resubmit activities that you included on the 2010 Ideal application.)
- Programs or events must be organized by the ASDA chapter, not the school, even at auto-bill chapters where every student is an ASDA member.
- Applications cannot be submitted by a district trustee or any other ASDA national leader.

## Submission Guidelines

Please follow the guidelines exactly. Entries in violation of the guidelines will be disqualified.

- Chapters may submit nominations for more than one category.
- The first page must be the official entry form on page 1 of this application.
- If you are applying for the Ideal ASDA Chapter Award or Most Improved Award, the first six pages (not including the entry form) must be in bullet format. One page per category:

Page 1 = Membership & Communications

Page 2 = Organized Dentistry

Page 3 = Activities

Page 4 = Fundraising

Page 5 = Predental

Page 6 = Ethics

- Supporting materials such as activity calendars, meeting minutes, chapter newsletters, photos and other related materials can be attached to the application. Judges have a limited amount of time to review each application, so only include the most important details.
- Applications may not exceed 50 pages (25 two-sided or 50 single-sided).
- Your application must be submitted as a compressed PDF to ASDA's FTP site.  
<http://uploads.asdanet.org>  
Username: asdamember  
Password: goldcrown

## Judging

Judging is based on standards of excellence itemized in the Ideal ASDA chapter criteria. The Ideal ASDA chapter awards committee will judge entries during Annual Session. Winners will be announced and presented with an award at the Gold Crown Awards ceremony held during the 2012 Annual Session in Minneapolis, Minn.

## Award Criteria

Following are the guidelines for each chapter award category.

### A. Ideal ASDA Chapter

- One award will be given to the chapter that best exemplifies the characteristics of an Ideal ASDA chapter by meeting criteria in each chapter award category.



## **B. Most Improved Chapter**

- One award will be given to the chapter that has shown the most progress toward achieving the Ideal ASDA Chapter criteria.
- Specific improvements must be noted in bullet format for the criteria in items C-I below. Highlight only those new factors that led to improvement.
- Each category must be addressed on a separate sheet of paper in bullet format and total six pages, excluding the entry form and supporting materials.

## **C. Membership & Communication**

- Utilizes online membership remittance process to submit dues and includes valid contact information, including e-mail addresses of members.
- Encourages member involvement and has significant participation from members (including number of attendees or percentage of members in attendance is helpful).
- If recruited chapter, organizes a successful membership drive.
- Employs the following communication vehicles: class announcements, bulletin boards, e-mail, website, Facebook, etc.
- Publishes a local newsletter at least three times per school year.
- Contributes to national ASDA publications, blog and Facebook page.
- Utilizes ASDA branding (including ASDA signage, banner, and ASDA flyers).
- Communicates national ASDA initiatives and events to its members.
- Utilizes green and sustainable practices at ASDA events and in communications.

## **D. Organized Dentistry**

- Attend state or national lobby days or organizes state lobby day.
- Holds ADPAC drives and attains at least 20% ADPAC membership within chapter.
- 100% of fourth year students fill out “Where Are You Going” form for conversion to ADA membership after graduation.
- ADA Success programs scheduled and given for first, second, third and fourth years.
- Involved with state and/or local dental society.
- Voting representation in the state dental society House of Delegates.
- Representation on state dental society councils.
- Contributes to local and/or state society publications.
- Collaborates with other dental student organizations at your school.

## **E. Activities**

- Offers professional or educational programs that encourage interaction between students and faculty, staff and state/local dental societies.
- Offers tutoring/mentoring.
- Organizes vendor fair and lunch & learns frequently.



- Provides social activities.
- Interacts with other ASDA chapters in district through activities.
- Participates in community service or outreach activities.
- Organizes activities that are unique and original.

## **F. Fundraising**

- Conducts one or more organized efforts at earning money.
- Efforts at raising money have increased from the previous year or successfully sustained a large budget.
- Organizes fundraisers that are unique and creative.
- Demonstrates cost-saving measures in chapter events.
- Specify the amount of revenue your chapter earned, the costs that your chapter incurred and the remaining net profit. For example, if your chapter raised \$25,000 through your vendor fair, but you spent \$15,000 in expenses for the event, your net profit is \$10,000. You can provide this breakdown for each individual chapter fundraiser or include a total for all of your fundraisers. This is a requirement when applying for this category.

## **G. Predental Membership**

- Recruits predental members for national ASDA membership.
- Introduces predentals to dental school and organized dentistry (ASDA and ADA).
- Provides leadership opportunities for predentals.
- Offers networking opportunities for predentals with dental students and local dentists.
- Serves as mentors to predentals.

## **H. Ethics**

- Students in your chapter are represented on ethics committees at your school.
- Organizes activities focusing on ethics, such as lunch and learns.
- Develops resources on ethics for your chapter.
- Has relationship with student ethics organizations at your school, such as Student Professionalism and Ethics Association.
- Displays ASDA Code of Ethics prominently at chapter (website, newsletter, bulletin boards, etc.) and distributes Code to members of chapter.
- Publishes articles focused on ethics in chapter newsletter and on website.
- Involves Faculty in ethics activities.

## **Questions?**

E-mail your inquiries to Danielle Bauer at [Danielle@ASDAnet.org](mailto:Danielle@ASDAnet.org). Or call ASDA at 312-440-2795.