The Gold Crown Chapter Awards honor outstanding achievements by ASDA predoctoral chapters in serving members in accordance with the Ideal Chapter criteria. All materials must be received by Jan. 8, 2018.

**Eligibility**
- Updated constitution and bylaws must be on file with the central office.
- Programs or events must have been conducted between Jan. 1 – Dec. 31, 2017.
- 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. Review past applications online for examples of proper formatting.

- Chapters may apply for more than one category. Chapters can apply for either Ideal or Most Improved, but not both categories.
- [Online submission form](#) must be received to identify which categories your chapter is applying for.
- Applications must include one page per category below in bullet format.
  - Page 1 = Paragraph required for Most Improved
  - Page 2 = Membership & Communications
  - Page 3 = Advocacy Initiatives
  - Page 4 = Activities
  - Page 5 = Fundraising
  - Page 6 = Predental
- 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) and must have a minimum font size of 9 pt.
- Visit [ASDAnet.org/Gold-Crown-Awards](#) and follow the instructions for completing the submission form and uploading your applications as a PDF. Note: you must fill out separate forms for Media and Chapter Achievement entries.
To be considered for the Outstanding Application Design and Most Creative Application categories, a hard copy of your application must also be mailed to:

American Student Dental Association
ATTN: Brooke Kuchuris
211 E. Chicago Ave., Suite 700
Chicago, IL 60611

Questions?
Email your inquiries to ASDA Membership Coordinator Brooke Kuchuris or call 312–440–2640.

Judging
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 Annual Session 2018 in Anaheim. Following are the award criteria used to judge each category:

**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.
- Each chapter applying for Ideal must submit a brief video (1 minute max.) describing why they are Ideal. Videos will be used during the Gold Crown ceremony at Annual Session.
- Chapters that apply for Ideal are not eligible to apply for Most Improved.

**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 each category below. Highlight only those new factors that led to improvement. Include numbers and percentages.
- Provide 1–2 paragraphs describing why your chapter is most improved.
- Specify whether your chapter is part of ASDA’s membership outreach initiative.

**Rookie Chapter of the Year**
- One award will be given to a new chapter that is three years old or less (opened in 2015 or later) and has shown the most progress toward achieving the Ideal ASDA chapter criteria.
- Chapters should only include categories where progress has been made and exclude categories where no activities have been completed yet.
- Chapters are only eligible to win this award once.

**Outstanding Membership & Communication**
- Encourages member involvement and has significant participation from members (including number of attendees or percentage of members in attendance is helpful).
- Organizes a successful membership drive to introduce new students to ASDA.
• Recruits and engages advanced standing/IDP or non-traditional students at your school.

• Organizes events with the local and/or state dental society such as Signing Day to help 4th year students transition to the ADA.

• Uses the following communication vehicles: class announcements, bulletin boards, e-mail, website, social media, etc.

• Publishes a chapter newsletter at least three times per school year.

• Successfully implements chapter leadership transitions through use of how-to guides, reports and retreats.

• Creatively distributes content from district and national meetings to local membership.

• Uses ASDA branding (including ASDA signage, banner and ASDA flyers, and communicates national ASDA initiatives and events to its members).

**Outstanding Advocacy Initiatives**

• Holds legislative lunch and learns and other legislative events to inform members of ASDA's policies on issues such as licensure reform, student debt, barriers to care and mid-level providers.

• Attends state or national lobby days or organizes state lobby day.

• Involved with state and/or local dental society.

• Voting representation in the state dental society House of Delegates and representation on councils.

• Contributes legislative articles to local or national ASDA publications or other state society publications.

• Conducts successful ADPAC drives.

**Outstanding Activities**

• Offers professional or educational programs that encourage interaction between students and faculty, staff and state/local dental societies.

• Develops mentorship programs for members.

• Organizes vendor fairs and lunch and learns frequently.

• Provides social activities.

• Organizes events/programs that promote leadership development and professional training.

• Holds events with other ASDA chapters in district, if possible.

• Participates in community service or outreach activities.

• Conducts health and wellness activities.

• Offers events targeted at different groups, including advanced standing/IDP students, non–traditional students, etc.

• Organizes activities that are unique and original.
**Outstanding 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 both the current year and previous year for comparison. 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. **Note: you may send this information separate from your application if it’s proprietary.**

**Outstanding Predental Involvement**
- Recruits predental members for national ASDA membership.
- Introduces predentals to dental school and organized dentistry (ASDA and ADA).
- Provides leadership opportunities for predentals.
- Organizes a Predental Day or workshops for predentals on getting into dental school and hands-on activities.
- Offers networking, social and community service events for predentals.
- Serves as mentors to predentals.
- Promotes national ASDA Predental Month and DAT Week.

**Outstanding Application Design**
- Hard copy of application must be received to be eligible for this category.
- Application followed all guidelines and is properly formatted.
- Layout is simple, clean, well-organized and easy to read.
- Design is visually pleasing with good use of fonts, graphics and photos.

**Most Creative Application**
- Hard copy of application must be received to be eligible for this category.
- Application followed all guidelines and is properly formatted.
- Format and design are unique and creative.

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**Ready to submit? Visit** [https://www.surveymonkey.com/r/GCchapter18](https://www.surveymonkey.com/r/GCchapter18). Complete the online submission form before you upload your final application.