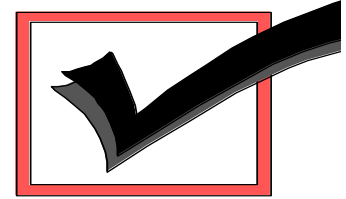




# AVA CHECKPOINT



The official voice of the American Volkssport Association  
*America's premier noncompetitive sports organization*

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### **NEC Meeting Information Deadlines**

Following are dates of importance concerning the next NEC meeting. The request for proposed meeting agenda items was announced in the October *Checkpoint*. The proposed agenda items were due to AVAHQ from Regional Directors Nov 26. These will be sent to the AVA President for review and approval and then by **December 11**, the approved agenda items will be sent to clubs. Also on **December 11**, officer reports and committee reports should arrive at AVAHQ. Then on **December 20**, NEC meeting information will be emailed to each board member for review. The NEC meeting is set for Friday and Saturday, **January 10-11, 2014**. Meeting begins Friday, 7 p.m., at the Hotel Tucson Windmill Suites, 475 N. Granada, Tucson, AZ 85701; phone 520-622-3000.

### **Acting Executive Director Letter**

[Click here](#) to read an important message and thank you letter from Candace Purcell.

### **Filing E-post card date versus sending proof of filing date**

This is written to clarify the current procedure used at AVAHQ in verifying that AVA clubs have filed the Form 990 with the IRS. HQ does not have a hot line to the IRS and they do not tell us which AVA club has filed the required non-profit 990. In most cases, this is the 990-N or e-postcard. The IRS also does not automatically post on their website that the club has filed, so HQ cannot pick up the date from here until the IRS posts the filing; sometimes they do this months after you have filed. The only sure way HQ has of knowing that a club has filed before the IRS stipulated deadline of November 15, is IF the club emails, faxes, or mails the confirmation to arrive and be received by HQ by November 15. This is the date it must be received at HQ, not sent to HQ. As soon as you receive the confirmation email from the IRS, you may immediately email a copy to HQ to either [avahq@ava.org](mailto:avahq@ava.org) or to Marie at [events@ava.org](mailto:events@ava.org). Since the club name and number are not indicated on the confirmation, please make the subject line read "proof of e-postcard filing club ABC, club #0000." Faxes will have receipt stamp date and mail must be postmarked no later than November 13, as mail takes more than one day or the same day to arrive. This will simplify the process.

### **AVA Awards**

Click here to view the awards processing chart [AVA Award Processing Chart 2012-2013 Comparison](#) and [AVA Award Processing Chart Ten Events Comparison](#)

### **AVA Club Recruiting Idea**

You might consider talking to some of your area running clubs when recruiting new walkers. Go to [ava.org news blog](#) to see how more and more runners may be incorporating walking into their workouts.

### **Incorrect Club Officer Information**

Please double check your club officer contact information in your club data base. AVAHQ is getting emails returned for wrong address reasons. Twelve emails to club officers were rejected during the November *Checkpoint* mail out.

### **Centurion Achievement Challenge**

Associate member volkssporters still have until December 31, 2013 to complete your remaining walks and qualify for the 2013 Challenge awards. The completed 2013 Challenge record books must be returned to AVAHQ no later than February 15, 2014. Event carryover from one calendar year to the next is not permitted. Registration is now open for the 2014 Challenge. You can start walking for record January 1, 2014. The annual participation fee is \$25. [2014 registration form, complete and submit by email](#)

### **Publicity Toolkit Available for Clubs**

Just a friendly reminder to everyone about the Publicity Toolkit that's just waiting for you on our AVA website at [Administrative/Clubs Only/Publicity Toolkit](#). It was created to make the job of promoting AVA and our clubs just a little easier. Some of the tools include fill-in-the-blank press releases, fact sheets, several speaker bureau presentations, public service announcements, social media tutorials and more. This is a living document that depends on your input. More information is needed on club success stories and how you used social media on member recruitment and retention; collaborations with local community organizations; fundraising initiatives; interesting website addresses and more. Send your items to [avawebmaster@ava.org](mailto:avawebmaster@ava.org) or use the [Contact Us](#) link on the official website. Please use "Resource Library" in the subject line of your email message. Selected items will be placed in the Toolkit Resource Library for everyone to read and hopefully use. Thanks in advance.

### **TAW Deadline**

Deadline for the February/March issue is December 25. All articles to include Tails on Trails and photographs should be submitted to [taw@ava.org](mailto:taw@ava.org). Please include the following information in your email: Subject Line should include "TAW, the region you're covering and the article title." Send information concerning advertisements in TAW, ad contracts and TAW contract revisions to Linda Rebmann, [linda@ava.org](mailto:linda@ava.org).

### **Deceased Volkssporters Information**

Please submit the full name of volkssporters who pass away to Karen Winkle, [karen@ava.org](mailto:karen@ava.org). She will add them to our necrology list. These individuals will be acknowledged at the 19<sup>th</sup> AVA Biennial Convention in 2015.

### **Tax Receipts for Donations Made at Club Level**

Volkssporters have been calling AVAHQ requesting a tax receipt for donations they made at club events. They should be told that their donations fund only the local clubs. Clubs must issue the tax receipt upon request of the individual donating, not AVAHQ.

### **AVA Branding and Copyrights**

Using the proper copyrighted AVA logos and taglines on club websites, in event brochures and newsletters is important for two reasons. We want to present a standard “look.” Many clubs are still using “The Spirit of Walking” or “A Whole Different Kind of Walk” taglines. We stopped using these many years ago. Go to [ava.org/AVA Graphics and Logos](http://ava.org/AVA_Graphics_and_Logos) to find accepted logos and taglines. Also, copyrights are strengthened the more they are used. This could aid AVA in possible future copyright infringement law suits. The current AVA tagline or slogan is Fun, Fitness and Friendship.

### **AVA Member Survey**

[Click here](#) to read what the survey says about AVA members. The study was conducted by Virginia Tech University as part of their partnership agreement with AVA.

### **Donations to AVA are Tax Deductible**

The closing days of 2013 present the perfect opportunity for volkssporters to make tax deductible donations to AVA, a 501(c)(3) corporation. Your generous support will enable us to offset our current limited revenue base. ([click here](#) for donation form) We're not asking you to give, but to give back for all the great times you have experienced with AVA. Thank you in advance for your donation in support of Volkssporting in America. Your donation to AVA is deductible the same year in which it is made. The contribution is considered paid when you put the check in the mail, or when it is charged to your credit card (not when you pay the credit card company). Make sure that your donation is made by December 31. Check IRS guidelines on contribution limits. We will provide a donation receipt that will allow you to claim your deduction for cash, check, or other monetary gift. [Click here](#) for further information on planned giving opportunities.

### **Items Due Report**

All financial payment items listed on this [report](#) are past due 90 to 120 days. A spreadsheet containing information on submissions of e-postcard filings, officer information and the two-page Financial Report and Worksheet was sent to Regional Directors.

### **Walk Together Patch Design Contest**

Clubs who are interested in hosting the 2014-2015 Walk Together Patch Contest please contact the AVA National Youth Coordinator, Deb Kruep, [avayouth@ava.org](mailto:avayouth@ava.org) by January 15. The volkssport club selected should contact their local Girl Scout Council for permission to have a contest. Contact them as early as possible to discuss how a contest for an AVA Participation Patch might be held within the council and the time lines involved. If the club doesn't know who to contact, contact the council Program Director. It is important that the club contact the council early, so that contest materials that go out to troops and girls can be coordinated with council mailings, if that is the method the council will use to contact troops and girls. The contest is for individual girls or troops/groups within the council, and should be council-wide rather than for one troop. When a particular patch is selected for the following year, the AVA will prepare a certificate with the patch, honoring the girl/troop/group's contribution. The certificate will be sent to your club in the fall and you may present that certificate to the girl or troop/group in a manner decided by the council and your club. The contest winning design must be sent to the youth chairman by April 1. This is a good way to get your local scouts involved. Everyone wants to come to an event where a local scout has designed the patch. For further information, contact Deb Kruep.

**Customers Using Discover Cards**

When using a Discover Card to purchase AVA merchandise or pay fees, please write the three-digit security code (located on the back of your Discover Card) on your order sheet when submitting to AVAHQ. Discover will not process the transaction without the number. Thanks for your cooperation.

# The American Volkssport Association

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## Partnerships

