



VOLUME 28, NUMBER 11



**AMERICA'S
WALKING CLUB**
— ESTABLISHED 1976 —

November 2019

www.ava.org

CHECKPOINT

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Fun, Fitness, and Friendship!

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Lazy U Ranch Walk—From left to right, Lynda Flournoy, Kathy Schwencke, Mike Schwencke, Michael Marke, Robert Theis, Sheri Logan, and Andy Thomas stroll along the walk trail to the start/finish. Photo Courtesy of Martin Callahan.



AVA National Office News

Executive Director's Update—Henry Rosales

AVA Marketing and Rebranding Rollout Process, Guidelines and Timelines for the New AVA Logo and Marketing Video.

The Process

The Publicity and Marketing committee has been working with our marketing firm, Mass Media, over the past seven months to reinvigorate the AVA brand and build awareness so walking with the AVA becomes part of the national conversation.

Over the next few months the AVA will be introducing new marketing collateral to clubs with guidelines on when, where, and how to use these new marketing tools. Updated information will be published monthly in the upcoming issues of the Checkpoint and on the AVA website.

Logo Brand Guidelines

Clubs are required to place the new logo on all AVA sanctioned events marketing collateral. The logo can be used in color or black and white but must not be altered in any way. Please review the



Click on Image to read guidelines

brand style guidelines prior to using the new logo to ensure content distinguishes our brand from our competitors and so branding is cohesive. This cohesion is important because it helps establish a strong brand voice that resonates with our audience, which is essential for building brand awareness and ultimately trust in who we are and what we do.

Club Required Uses of the AVA Logo

- Brochures, Flyers and all promotional materials for AVA sanctioned events
- AVA Special program books
- AVA awards certificates
- AVA Community Presentations
- AVA banners, posters and start boxes
- ALL AVA Social Media Platforms to include Facebook, Twitter, and GroupWorks
- Trail marking signage (if possible)

AVA business cards for board members, deputy directors, committee chairs and all national officers
National convention merchandise, program, event, and marketing collateral
Email Signatures for all AVA national officers, directors, committee chairs and other national officers
All AVA sanctioned event forms to include waivers, registration, log sheets, start cards and other forms
Club Websites and Social Media Platforms like Facebook, Twitter and Instagram (does not displace club logos)

Additional Recommended Uses of the AVA Logo

Club Newsletters, flyers and business cards
Marketing gadgets like pens, pencils, pins, patches, postcards, mugs and t-shirts

Brand Logo Design: Rationale

With the new logo, we were looking for something that would excite the next generation of walkers while also recognizing the legacy of the AVA. This logo, with its path around the mountains and energetic color, represents the future of America's Walking Club. The path also suggests the excitement of exploring new trails and paths--the joy of exploring new areas on foot.

The mountains stylize the letters AVA as a reference to our history. The reference to our founding date also acknowledges our organization's significant history in a modern way.



Finally, the prominent words on the logo--America's Walking Club--make our mission, encouraging fitness through walking, clear to those viewing the logo.

This logo checks all the boxes. It is respectful of our history and clearly representative of our future in a way that will resonate with the new walkers we want to inspire. Come walk with us. We are America's Walking Club.



Click the Image to see the Video

Marketing Video Guidelines

Mass Media created a professional marketing video for the AVA to use when marketing who we are and what we do. This video can be found on our YouTube Channel for Club use.

Recommended Uses of the AVA Video – The video is a nice tool to use anytime your club is presenting to community groups, city officials, potential sponsors, and other organizations that you might want to partner with for your events. We recommend you download the video to your club websites and social media pages. You may also want to show the video during new member orientations!

The Timeline - June 30, 2020

The employment of all marketing collateral will be phased in to allow clubs ample time to make changes and consume existing printed marketing collateral with the old logo so there are no additional expenses to club. The timeline we are targeting for all clubs to implement required uses of marketing collateral like the AVA logo and use of new brochures is June 30, 2019. The AVA will work with all clubs to ensure a smooth transition in a timely manner.

Finance Director—Erin Grosso

Change in Club's Accounting Period (Optional)

How do I change my accounting period, and how does it affect when my returns are due?

An organization may change its accounting period by filing a return for the short tax period that results from the change. A “short tax period” is an accounting period of less than 12 months. In the case of the AVA and our clubs, this “short tax period” will be July 1, 2019 through December 31, 2019.

By now, most clubs have filed both the Annual Financial Report (AFR) with the AVA as well as the 990 e-postcard with the IRS for the fiscal year ended June 30, 2019. If not, **these are due no later than November 15, 2019.**

If a club makes the choice to change their fiscal year end from June 30 to December 31, there are two simple steps that need to be taken.

1. Prepare an Annual Financial Report for the period July 1 – December 31, 2019 and submit a copy to the AVA no later than May 15, 2020.
2. File and **MAIL** a short tax period return for the period July 1 – December 31, 2019. However, you **may not file the 990 e-postcard**. The club must file a **Form 990-EZ** and must write **“Change in Accounting Period”** at the top of this short year return. This short year return must be filed and **mailed** to the IRS no later than May 15, 2020. A copy of this return must also be sent to the AVA National Office to Erin Grosso, erin@ava.org. Links to the IRS Form 990-EZ and instructions are provided below.

<https://www.irs.gov/pub/irs-pdf/f990ez.pdf>
<https://www.irs.gov/pub/irs-pdf/i990ez.pdf>

990 – EZ Form
 990 – EZ Instructions

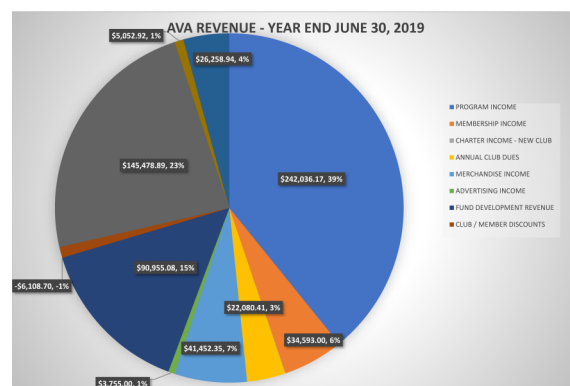
If you have any questions or concerns, please contact Erin Grosso, Finance Director, at 210-659-2112 or erin@ava.org. Thank you.

Finance (Unaudited Report 2018-2019)

Revenue as compared to the Budget

Participation Fees are down 7% - \$ 10,582
 Sanction Fees are down 8% - \$ 6,379
 National Program Fees are down 48% - \$ 2,584
 Membership is up 15.3% - \$ 4,593
 Annual dues are up 30% - \$ 5,130 Due to \$25 increase in annual dues
 Fund development exceeded goal by 1.6% - \$ 1,455 (Total raised = \$90,955)
 Convention Income exceeded goal by 22.4% - \$ 26,628

Overall Revenues were up 5.7% - \$ 32,763 over budget

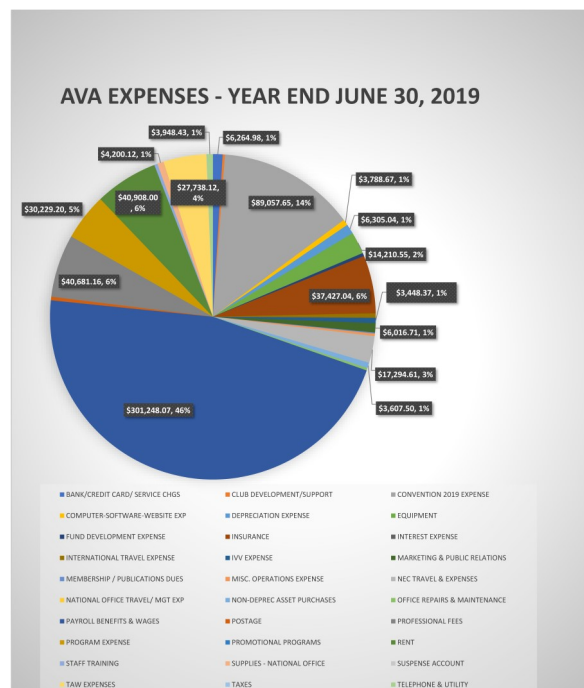


Click images to view larger.

Expenses as compared to the Budget

Overall expenses were down 2% - \$ 13,101
 Primarily due to controlling Convention Expenses and closely/monthly monitoring of actual expenses as compared to the budget

\$100,000 was moved from investments to cover the Net Loss of \$ 69,171.
 The AVA operations reduced the budgeted loss by 36.23% - \$39,294
 \$65,000 was moved from investments to cover the Mass Media Marketing Campaign
 The AVA investment account value as of October 25, 2019 is \$604,729
 To review a copy of the unaudited financial statements for year end 2018-2019 [click here](#).



Awards & Membership—Karen Winkle

Just a quick reminder for all “Bookies”

IVV ACHIEVEMENT AWARDS ARE GRANTED AT THE FOLLOWING LEVELS

Starts with New Walker Packet- First 10 Event Green Book

Additional books:

30 and 50 Events	Green Books – 20 events each
51 - 600 Events	Purple Books - 25 events each
601-1500 Events	Rose Book - 50 events each
1501 Events & up	Gold Book – 100 events each Large Certificates

Distance Books

First 500km Included in the New Walker Packet – Blue

Additional books: Blue Books – 500km for each level

501km – 8000km	Blue Book
8001km – 22000km	Orange Book – 1000km for each level
22001-25000km	Yellow Book - one time amount of 3000km
25001km and up	Yellow Book – 5000km for each level Large Certificates

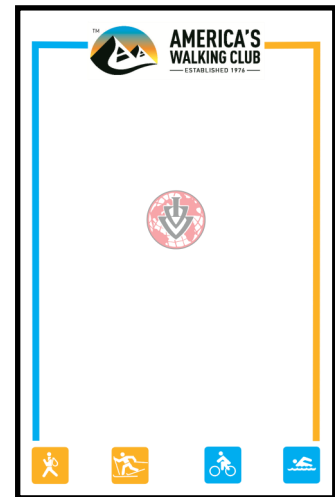


Image of new Events and Distance Certificates.

**** If you do not want the large certificates, or you don't want to wait to complete the 5000km, you may send in the yellow book at 1000km intervals for a small certificate. (no pin or patch)**

**** A book must be sent in for each level completed.
Insert cards may be used to help complete the book level.**

Communications— Samanta Sanchez

Insurance Requests for 2020

Clubs have begun to submit insurance request for 2020. Our insurance company will not be processing requests for 2020 until early December. Please keep this in mind when submitting a request for 2020.

Insurance requests should be submitted to the AVA 60 to 30 days prior to the event. This will allow our insurance company enough time to process your requests. Thank you.

Holiday Shopping with a Cause

With the Holidays right around the corner make sure you get the best deals by shopping with Goodshop and AmazonSmile. When you're shopping with Goodshop or AmazonSmile, you're not only saving money for yourself, but you are also raising crucial funds for the AVA.

goodshop

Our annual fundraiser, the Big Give, will be held March 26, 2020. Save the date!

Sign up for Goodshop by going to https://www.goodsearch.com/login?return_path=%2Finvite-friends. Your user profile will help keep track of the amount you've raised. Select American Volkssport Association-AVA from the participating organizations and begin shopping. At no cost to you, a portion of all eligible purchases will go to your chosen cause. 100% of the donation amount displayed on merchant's Goodshop page will go to the charity or school of your choice.



#1 holiday hack:

When you buy your gifts
at smile.amazon.com,
Amazon donates.

amazonsmile

Shop at <https://smile.amazon.com/ch/74-2164037> and 0.5% of your eligible amazonsmile purchase will be donated to AVA directly from Amazon! Simply sign in or create an account, select American Volkssport Association Inc – Universal City as your charity of choice and begin shopping. It's that simple!

Information and Technology Specialist—Hector Hernandez

2020 Events Stamp

I have printed and will be sending out stamps for 2020 Events. If you have not received them by December 1 or have if something has changed send an email to hector@ava.org to have stamps reprinted or look into why you have not recieved them.

#OptOutside

#OptOutside - November 29, 2019 (Year #4)

Don't forget to OptOutside on November 29,2019. Click on the image to find an event in your area. Photos were submitted as post.





We hope you're ready for adventure. Take on the Great Appalachian National Scenic Trail (from Georgia to Maine or Maine to Georgia) and get fit along the way! Originally conceived by forester Benton in 1922, this trail stretches 2,200 miles of forest and wildlands. Don't worry, we'll pass through a few towns along the way for breaks.

Registration opens December 1, 2019. Once you have paid, you will receive an email on how to register on Walker Tracker. Any steps logged prior to January 1, 2020, will not count toward the AT Challenge. Check the AVA website in December for more information and the registration payment link.

Support Our National and International Friends

National

November 25, 2019



Click on image for more information

Checkpoint Available Via Email to All Club Members Who Request It

To receive an electronic copy of the Checkpoint send your request to Hector at hector@ava.org. Please note on the subject line: Request for Checkpoint.

The American Volkssport Association

The Mission of AVA is to promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness, and friendship for all ages and abilities.

