

AVA SPECIAL PROGRAMS/CLUB CHALLENGES

I. GENERAL

The AVA CEO and the AVA Special Programs Chair supervise all Special Program financial and operational activities. AVA Special Program POCs prepare all financial reports and administer all operational activities related to the approved programs.

AVA Special Program POCs constitute the AVA Special Programs Committee. When contacted by the AVA Special Programs Chair, the members of the Committee serve in an advisory role to the AVA Special Programs Chair concerning policy and other matters. When there are potential policy changes slated for consideration, the AVA Special Programs Chair contacts Committee members for input prior to the Board's first meeting of the year for annual review of the Special Programs Policy. When (if) changes to the Policy are enacted, the Special Programs Chair is responsible for updating the AVA Special Programs Management Administrative Policy.

II. PURPOSE

The dual purpose of AVA Special Programs is to raise funds for the AVA General Fund, which assists in the promotion of Volkssporting, and to raise funds for the supporting club. In order to create public interest in Volkssporting, AVA Special Programs should be designed with an emphasis on Fun, Fitness and Friendship; and look to collaborative marketing relationships with allied organizations or businesses associated with the theme of the program. Through AVA Special Programs challenges, participants complete a pre-determined number of qualifying events to earn awards that recognize their accomplishments. Each Special Program includes a specific book used for entering IVV Certification Stamps for events that meet the parameters of the Special Program. When the completed book is submitted to the POC, the participant receives a recognition award.

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 name) 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. The following guidelines are in effect:

1. The number of Special Programs active each year should be at or below the desired goal of no more than 12 (twelve).

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

a) The Special Program must have been inactive for at least 5 years

b) When the Special Program was active, it must have had sufficient participants to generate a profit for the sponsoring club.

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.

d) If there was a co-sponsoring marketing organization, it should be agreeable to participating in the new program. If there was no previous co-sponsor organization, one should be found.

3. The National Office 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?

g) Is there a potential marketing alliance available which will provide additional publicity for AVA activities and this special program?

B. The Chair of the Special Program Committee is responsible for having all new programs in place prior to renewal season in July of the year prior to beginning. This includes all information is available for website and ESR programming and promotions.

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 should be 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.) Hosting clubs must acknowledge that they have sole responsibility for all administration and all costs involved in hosting this activity.

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 (4.25" W by 5.5" H). The following information is required on all books:

1. On the front cover:
 - a) The title of the Special Program and the words "AVA: America's Walking Club 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.
 - g) AVA and co-sponsoring organization logos
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.
 - f) The following statement: "Book sales continue until December 31, 2xxx . Participation stamping and redemption of this book will end December 31, 2xxx (12 months after the sale of the book ends).

E. The sponsoring AVA Club will pay a one-time fee to the National Office for IT and other services. This fee will be the sole revenue for the National Office for the special program. Refer to Appendix B – Fee Structure, for current fee.

F. 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 Special Program Committee upon the popularity of the program and other circumstances.

1. Start Date: after a new Special Program has been approved by the National Office, the sponsoring club/ POC or the Special Program Committee will 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 CEO, 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.

c) 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.

IV. SPECIAL PROGRAMS/CHALLENGES BY CLUBS, STATE ASSOCIATIONS AND REGIONS.

A. All AVA clubs, state associations, and regions in good standing are encouraged to create and market unique popular sport programs for local clientele or other AVA members that encourage fitness, fun and friendship while using the wide variety of products available through the AVA such as IVV awards or ACE events.

B. Policy

1. All program themes must be appropriate for all ages including children. Themes that do not fit with AVA mission are strictly prohibited. This does not prohibit the creation of walking or sport programs for organizations or clients that are intended for only adults, only the theme (i.e. promotion of unhealthy "practices" like smoking) is restricted.

2. Any program that will use the IVV stamp must create a logbook that conforms to the same requirements of a national Special Program described above. These programs cannot duplicate or compete with any active national Special Program.

3. There are no services rendered by the National Office for these programs

and there is no fee required to be paid to the National Office.

4. The local regional director and/or CEO may cancel any special program for cause if it does not meet the requirements and mission of fitness, fun, and friendship.