

# Outstanding Young Agents Committee Awards Application

## DEADLINES & DETAILS

- Deadline for submissions is **June 15, 2023**
- All activities should have been conducted between May 1, 2022 and April 30, 2023.
- Please include links to supporting information (if any) with your essay. This includes websites, brochures, photos, etc.
- Email your completed application with the subject line *YAC Awards Submission* to [youngagents@iiba.net](mailto:youngagents@iiba.net)

## THE EVALUATION PROCESS

- Judges are members of the Big “I” National Staff.
- Each judge is responsible for evaluating all entries received in one award category.
- Platinum level Young Agents sponsors are invited to judge the Outstanding YAC of the Year Award.
- The Outstanding YAC of the Year recipient is ineligible to win any other awards.
- Excluding the Outstanding YAC of the Year winner, a state may win more than one category award.
- The National YAC may present more than one award per category based on the judging criteria.
- Award winners will be announced during a reception at the annual Big “I” Young Agents Leadership Institute (YALI) in September in Grand Rapids, Michigan.

## STEP 1 of 3: CONTACT INFORMATION & CATEGORY SELECTION

### STATE INFORMATION

- Your state: \_\_\_\_\_
- YAC Chair: \_\_\_\_\_  
Email: \_\_\_\_\_
- Incoming YAC Chair (if known): \_\_\_\_\_  
Email: \_\_\_\_\_
- State Association Staff Liaison: \_\_\_\_\_  
Email: \_\_\_\_\_

### AWARD CATEGORIES

Please check the box beside each category for which your state is applying.

- Political Involvement
- Invest Supporter
- Membership Development
- Community Service
- Young Agents Meeting
- Outstanding YAC of the Year\*

\* The Outstanding YAC of the Year recipient is ineligible to win any other awards.

At the discretion of the National YAC, Breakthrough YAC of the Year Awards may be presented. They will continue to recognize state committees who are developing new ideas and methods for building and strengthening their Young Agents channels with YAC Innovator Awards.

## STEP 2 of 3: YOUNG AGENTS COMMITTEE BEST PRACTICES ACTIVITIES

For each category award you are submitting, please check all that apply.

### POLITICAL INVOLVEMENT



#### Statewide

- Introduced/increased Young Agent participation at our state legislative day
- Hosted a Young Agent specific event at our state legislative day
- Participated in state lobbying efforts
- Initiated/increased Young Agents involvement in local and/or regional legislative efforts
- Had Young Agents represented on our state government affairs committee
- Conducted a political awareness seminar/webinar specifically for Young Agents
- Sent political communications or action alerts to Young Agents
- Tracked at least one bill and garnered Young Agents involvement

#### Nationally

- Sent first time Young Agent attendees to the Big 'I' Legislative Conference
- Sent Young Agents to the Big 'I' Legislative Conference who WERE NOT first time attendees

#### InsurPac

- Met or exceeded our state's Young Agents InsurPac fundraising goal
- Increased the number of new InsurPac donors in our state
- Maintained or increased recurring InsurPac donors
- Recognized InsurPac donors at our state conference
- Had a Young Agent InsurPac chair in place
- Hosted an InsurPac fundraising event/activity
- Created an InsurPac fundraising communication piece
- Conducted a first-timers lobbying seminar/briefing

### INVEST SUPPORTER

#### Classroom Involvement

- Helped launch a new Invest program at an area school
- Worked with our state Invest staff liaison to support existing programs
- Participated in at least one high school or college career day
- Had at least five volunteers/guest speakers visit Invest classrooms
- Used an Invest presentation in the classroom

#### Student Exposure to the Industry

- Hosted at least one job shadow event or field trip to an independent agency
- Hosted at least one job shadow event or field trip to a carrier office
- Hosted at least one job shadow event or field trip to a state association headquarters office
- Hosted Invest students at a YAC conference or other educational event
- Assisted Invest students in securing an internship in the industry

#### Fundraising & Scholarship Awareness

- Educated students about Invest scholarship opportunities
- Promoted Invest with ads and articles in Young Agent publications
- Promoted Invest with ads or articles in our state association and/or other industry publications
- Hosted a fundraiser for Invest scholarships

## MEMBERSHIP DEVELOPMENT

### Recruitment

- State staff, volunteers, and/or carrier partners visited at least one agency to recruit Young Agents
- Used testimonials from young agents supporting involvement in association activities
- Utilized online videos and/or social media to help in the recruitment process
- Conducted one joint event with another organization (local Big 'I' association, sorority/fraternity, college, etc.)
- Used the association website to promote young agent activities/involvement
- Promoted Young Agent involvement to newly licensed agents
- Promoted Young Agent activities to new agency members of the association
- Created targeted messaging for agency principals about the value of Young Agent activities

### Engagement

- Held a new member welcome event
- Sent a new member welcome email/snail mail packet
- Had committee members/state YAC liaisons make phone calls welcoming Young Agents
- Had committee members/state YAC liaisons make phone calls inviting new Young Agents to events
- Hosted recurring calls/webinars/virtual education to keep young agents in the loop on activities
- Recognized new Young Agents via a listing on your state website, in an article, at an event, etc.

### Retention

- Featured Young Agent profiles in a state or industry magazine
- Presented a Young Agent of the Year award
- Had a young agent booth or hosted an event in conjunction with a state association event
- Offered a mentorship program to new Young Agents
- Asked new Young Agents to volunteer in committee and/or association activities

## COMMUNITY SERVICE

### Determining Need

- Met with members of the community to determine need
- Created a taskforce of committee members and others to manage our community service efforts
- Developed the scope of the project and publicized our goals
- Determined the desired outcome (i.e. number of attendees, amount to be raised)
- Developed and documented a strategy to manage the project from planning to wrap-up

### Engagement

- Invited Young Agents to participate in the project
- Invited carriers to participate in the project
- Invited state association staff and leadership to participate in the project
- Created/launched a community awareness campaign about the project
- Garnered state leadership, association member, and association staff support for the project
- Partnered with other organizations to help us achieve the goals of the project

### Success Factors & Future Planning

- Achieved or exceeded attendance and/or fundraising goals
- Created an awareness of Trusted Choice® independent agents within the community

## COMMUNITY SERVICE (continued)

- Determined a continuing need for the project and plan to continue our efforts
- Achieved our goals with the project and will pursue a new community service project next year
- Created a lasting relationship/partnership with our young agents and the recipient organization

## YOUNG AGENTS MEETING

### Planning

- Created a standalone meeting/seminar/conference specifically for Young Agents
- Hosted Young Agent specific activities in conjunction with a state conference
- Raised funds for the event via company and/or vendor sponsorships
- Invited state leaders to participate in and/or speak at your event
- Planned at least one networking event/mixer for Young Agents and sponsors
- Developed a schedule with valuable takeaways that Young Agents can implement in their agencies

### Marketing

- Developed an attendee prospect list
- Created custom marketing messages specific to Young Agents, sponsors, and agency principals
- Marketed directly to agency principals on the value of allowing their Young Agents to attend
- Offered scholarships or a reduced Young Agent rate to help defray the cost of attending
- Utilized your state association's marketing outlets (social media, newsletters, etc.) to promote the event
- Made personal calls/sent personal emails to prospects and agency principals to promote the event
- Utilized presenter content/blogs/webinars to promote the event

### Success Metrics

- Met/exceeded our fundraising goals
- Met/exceeded our attendance goals
- Mentored first-time attendees before, during, and after the event
- Adhered to the event budget
- Recognized sponsors/state leadership where appropriate and communicated ROI to sponsors
- Provided meaningful post-event deliverables/takeaways

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## STEP 3 of 3 - ESSAY

Tell us why your committee should be considered for an Outstanding Young Agents Committee Award. This **ONE ESSAY** serves for **ALL** category awards for which you are applying *as well as* your Young Agents Committee of the Year submission (if applicable) so please **BE SPECIFIC**. Please [submit your essay as a separate document](#) (Word, PDF).

- Give us SPECIFIC details about your goals: What they were, how you set them, and how you achieved them.
- Be detailed and share measurable metrics for EACH category as well as your overall success.
- Tell us what went into the planning and execution of your committee's activities, highlight your challenges and successes, and tell us the story of what makes your state YAC outstanding!
- Provide us with a behind the scenes glimpse into what made your YAC so successful.

# Young Agents Committee Hall of Achievement Award

## DESCRIPTION & DETAILS

The Hall of Achievement Award recognizes state Young Agents Committees for their commitment to the industry, the association, and the national awards process. This award is presented when a state YAC has earned all five (5) category awards – excluding Outstanding YAC of the Year – at least once; **no additional paperwork is required**.

- A state earns the Hall of Achievement award when they have won each of the following five (5) category awards at least once:
  - Political Involvement
  - Invest Supporter
  - Membership Development
  - Community Service
  - Young Agents Meeting
- Tracking the accumulation of these category awards begins with year 2004.
- After receiving the Hall of Achievement Award, the state starts the process over and must once again earn each of the five (5) category awards if they wish to receive another Hall of Achievement Award. For example:
  - Your state earns the Hall of Achievement Award in 2015.
  - Your state goes on to win each of the five (5) category awards at least once over the next five years.
  - The state wins a second the Hall of Achievement Award in 2020.
- The Hall of Achievement award is presented along with our Outstanding Young Agents Committee awards during a reception at the annual Big 'I' Young Agents Leadership Institute.

## PREVIOUS HALL OF ACHIEVEMENT RECIPIENTS

- Georgia (2016)
- Florida (2021)
- Illinois (2017)
- Michigan (2021)