

# 2020 Outstanding Young Agents Committee Awards Application

The Big “I” National Young Agents Committee commends you on your hard work and congratulates you on the success of your state young agents program! Guidelines for submissions are on the last page of this application form. If you have any questions, please contact us at [youngagents@iiba.net](mailto:youngagents@iiba.net).

**Deadline:**  
**June 15, 2020**

## STEP 1 of 7

### STATE INFORMATION

- Your state: \_\_\_\_\_
- Please define for us what a “Young Agent” is in your state:  
*For example, those 40 years old or younger or less than 5 years of insurance experience*  
\_\_\_\_\_  
\_\_\_\_\_
- Committee Chair: \_\_\_\_\_
- Staff Liaison: \_\_\_\_\_
- Who should we contact if we have questions about your application?  
Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_
- [Click here](#) for copy of our [Young Agents Program Revitalization Guide](#).

### AWARDS CATEGORIES

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

- Political Involvement
- InVEST Supporter
- Membership Development
- Community Service  
*Formerly known as State Committee Project*
- Young Agents Meeting
- Outstanding YAC of the Year
  - To be considered for YAC of the Year, you must submit an application in at least one category award.
  - The Breakthrough Award will be presented at the discretion of the Young Agents Committee.

## STEP 2 of 7

### POLITICAL INVOLVEMENT AWARD

For outstanding achievement in promoting Young Agent involvement in the legislative process

(NOTE: To be considered for the Political Involvement Award, your state is required to have met its previous year's Young Agent InsurPac fundraising goal. Contact the Big "I" Capitol Hill office at (202) 863-7000 for details regarding this amount.)

#### SECTION A

- Your state: \_\_\_\_\_
- Please select ONE of the following:
  - Our state is NOT applying in the Political Involvement category.  
*If your state is not submitting an award in this category, move on to Step 3 of 7.*
  - Our state is IS applying in the Political Involvement category.  
*If your state is submitting an award in this category, move on to Section B – Best Practices of Political Involvement.*

#### SECTION B – Best Practices of Political Involvement

20 points available

- How did you build awareness of the importance of Young Agent involvement in political affairs?  
*Please check all that apply.*

##### STATEWIDE

- Increased young agent participation at state legislative day
- Offered a young agent event at state legislative day
- Participated in state lobbying efforts
- Had young agent representation on state government affairs committee
- Conducted a political awareness seminar/webinar for young agents
- Sent political communications or action alerts to young agents
- Tracked at least one bill and garnered young agent involvement
- Ran an awareness piece in your state or young agent publication
- Had young agents involved in local or regional legislative efforts

##### NATIONALLY

- Sent young agents to the Big "I" Legislative Conference who were NOT first-timers
- Sent young agents to the Big "I" Legislative Conference who WERE first-timers

##### INSURPAC

- Met or exceeded your state's young agent InsurPac fundraising goals
- Increased the number of new InsurPac donors
- Increased or maintained recurring InsurPac donors
- Recognized InsurPac donors at your state conference
- Had a young agent PAC chair in place
- Hosted an InsurPac fundraising event/activity
- Created an InsurPac fundraising communication piece
- Conducted a first-time lobbying seminar (briefing)
- Other: \_\_\_\_\_

#### SECTION C – Political Involvement Narrative

20 points available

- On the next page, please tell us your story! In 500 words or less, tell us why you think your state YAC should receive the Political Involvement award. Share your goals including specifics on how you measured and achieved success. Let us know who was involved and how the project was supported.

POLITICAL INVOLVEMENT AWARD

SECTION C – Narrative

## STEP 3 of 7

### InVEST SUPPORTER AWARD

For outstanding achievement in promoting Young Agent involvement in InVEST

#### SECTION A

- Your state: \_\_\_\_\_
- Please select ONE of the following:
  - Our state is NOT applying in the InVEST Supporter category.  
*If your state is not submitting an award in this category, move on to Step 4 of 7.*
  - Our state IS applying in the InVEST Supporter category.  
*If your state is submitting an award in this category, move on to Section B – Best Practices of InVEST.*

#### SECTION B – Best Practices of InVEST

20 points available

- What InVEST initiatives was your Young Agents committee involved in and what did you accomplish?  
*Please check all that apply.*

##### CLASSROOM EXPERIENCE

- Helped start a new InVEST program at an area school
- Worked with InVEST staff liaison to develop or serve on an InVEST committee
- 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 one job shadow event or field trip to an independent agency
- Hosted one job shadow event or field trip to a carrier's office
- Hosted one job shadow event or field trip to your state association headquarters office
- Invited InVEST students to a YAC conference or other educational opportunity/event
- Encouraged InVEST students to participate in an industry internship
- Encouraged companies and agencies to post internships on the Big "I" Insurance Career Center

##### FUNDRAISING & SCHOLARSHIP AWARENESS

- Educated students about InVEST Scholarship opportunities
- Donated an item to the InVEST Silent Auction
- Sponsored the national YAC Gives Back: A Benefit for InVEST Scholarships
- Promoted InVEST with ads and articles in Young Agent publications
- Promoted InVEST by placing ads or articles in state association or other industry publications
- Hosted a fundraiser for InVEST
- Other: \_\_\_\_\_

#### SECTION C – InVEST Supporter Narrative

20 points available

- On the next page, please tell us your story! In 500 words or less, tell us why you think your state YAC should receive the InVEST Supporter award. Share your goals including specifics on how you measured and achieved success. Let us know who was involved and how the project was supported.

# InVEST SUPPORTER AWARD

## SECTION C – Narrative

## STEP 4 of 7

### MEMBERSHIP DEVELOPMENT AWARD

For excellent achievement in recruiting and maintaining Young Agent participation in association activities

#### SECTION A

- Your state: \_\_\_\_\_
- Please select ONE of the following:
  - Our state is NOT applying in the Membership Development category.  
*If your state is not submitting an award in this category, move on to Step 5 of 7.*
  - Our state IS applying in the Membership Development category.  
*If your state is submitting an award in this category, move on to Section B - Best Practices of Membership Development.*

#### SECTION B – Best Practices of Membership Development

20 points available

- What membership recruitment, retention, and welcome activities did your committee conduct?  
*Please check all that apply.*

##### RECRUITING

- Visited at least one agency to recruit young agents (visits by state staff, volunteers, or company partners)
- Used testimonials from current 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 (association, fraternity, college, etc.)
- Used the association website for young agent promotion
- Promoted association membership/young agent involvement to newly licensed agents
- Created targeted messaging for agency principals regarding the value of young agent activities
- Worked with carrier reps to promote young agent activities and involvement

##### ENGAGEMENT

- Held a new member welcome or orientation 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
- 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
- Other: \_\_\_\_\_

#### SECTION C – Membership Development Narrative

20 points available

- On the next page, please tell us your story! In 500 words or less, tell us why you think your state YAC should receive the Membership Development award. Share your goals including specifics on how you measured and achieved success. Let us know who was involved and how the project was supported.

# MEMBERSHIP DEVELOPMENT AWARD

## SECTION C – Narrative

## STEP 5 of 7

### COMMUNITY SERVICE AWARD

For outstanding achievement in a service project that benefits the community, the insurance industry, and/or the independent agency system

#### SECTION A

- Your state: \_\_\_\_\_
- Please select ONE of the following:
  - Our state is NOT applying in the Community Service category.  
*If your state is not submitting an award in this category, move on to Step 6 of 7.*
  - Our state IS applying in the Community Service category.  
*If your state is submitting an award in this category, move on to Section B - Best Practices of Community Service.*

#### SECTION B – Best Practices of Community Service

20 points available

- What community service project activities did your committee conduct?  
*Please check all that apply.*

##### DETERMINING NEED & FINDING CHAMPIONS

- Created a taskforce that included both committee members and other young agents
- Met with members of the community to determine need
- Determined and publicized project selection and goal
- Determined the desired outcome (i.e. number of attendees at an event, amount to be raised for a fundraiser)
- Created a strategy to manage the project from pre-project planning to post-project wrap-up

##### ENGAGEMENT

- Invited/involved young agents to participate in the project
- Invited/involved carriers to participate in the project
- Invited/involved state association leaders and staff to participate in the project
- Created awareness within the community about the project
- Garnered state leader, association member, and association staff support for the project
- Partnered with other organizations to achieve the goals of the project

##### SUCCESS FACTORS & FUTURE

- Achieved or exceeded attendance goals
- Achieved or exceeded fundraising goals
- Created awareness of Trusted Choice® independent agents within the community
- Determined a continued need and plan to continue the project
- Achieved success with this project and will decide on a new community service project for next year
- Created a lasting relationship with the recipient organization
- Other: \_\_\_\_\_

#### SECTION C – Community Service Narrative

20 points available

- On the next page, please tell us your story! In 500 words or less, tell us why you think your state YAC should receive the Community Service award. Share the goals of the project and how it was selected. Include specifics on how you measured and achieved success. Let us know who was involved and how the project was supported.



# COMMUNITY SERVICE AWARD

## SECTION C – Narrative

## STEP 6 of 7

### YOUNG AGENTS MEETING AWARD

For excellence in providing and promoting an annual Young Agents meeting

#### SECTION A

- Your state: \_\_\_\_\_
- Please select ONE of the following:
  - Our state is NOT applying in the Young Agents Meeting category.  
*If your state is not submitting an award in this category, move on to Step 7 of 7.*
  - Our state IS applying in the Young Agents Meeting category.  
*If your state is submitting an award in this category, move on to Section B - Best Practices of Young Agents Meetings.*

#### SECTION B – Best Practices of Young Agents Meetings

20 points available

- How did you achieve your event goals?  
*Please check all that apply.*

##### EVENT DEVELOPMENT

- Created a standalone meeting/conference for young agents
- Hosted a young agents event in conjunction with a state conference
- Raised funds for the event via company and/or vendor support
- Invited state leaders to participate in/speak at the event
- Planned at least one networking event/mixer with members, young agents, and sponsors
- Developed a schedule that offered valuable takeaways for agents to implement in their agencies

##### MARKETING

- Developed an attendee prospect list
- Created custom marketing messages for young agents, sponsors, and agency principals
- Targeted marketing to agency principals
- Offered scholarships or a reduced rate strategy to secure registrants
- Utilized state association outlets (social media, newsletters, blogs, video channels, etc.) to promote the event
- Called prospects and agency principals to promote the event
- Provided sponsor and state association staff with field rep materials to help market the session
- Utilized presenter content/blogs/webinars to promote the event

##### SUCCESS MEASURES

- Met/exceeded fundraising goals
- Met/exceeded attendance goals
- Mentored first-time attendees
- Adhered to the event budget
- Recognized sponsors/state leadership where appropriate and communicated ROI to sponsors
- Provided meaningful post-event deliverables/takeaways
- Other: \_\_\_\_\_

#### SECTION C – Young Agents Meeting Narrative

20 points available

- On the next page, please tell us your story! In 500 words or less, tell us why you think your state YAC should receive the Young Agents Meeting award. Share the goals of the event and how it was planned. Include specifics on how you measured and achieved success. Let us know who was involved and how the project was supported.

# YOUNG AGENTS MEETING AWARD

## SECTION C – Narrative

## STEP 7 of 7

# YOUNG AGENTS COMMITTEE OF THE YEAR AWARD

In recognition of the outstanding efforts of the state Young Agents Committee to foster association growth and secure the future of the independent agency system

### SECTION A

- Your state: \_\_\_\_\_
- To be eligible for the Outstanding Young Agents Committee of the Year Award, your state YAC must submit an application in at least one other category award as listed below.
- Scoring for this award is comprised of your state’s overall average score from all categories submitted and the score of the YAC of the Year narrative.
- Once judging is complete and the recipient of the Young Agents Committee of the Year award is selected, that state YAC is deemed ineligible to receive an award in any other category.
- Please select ONE of the following:
  - Our state is NOT applying in the Young Agents Committee of the Year category.  
*If your state is not submitting an award in this category, congratulations! Your application is complete. Please email your completed application packet to [youngagents@iaba.net](mailto:youngagents@iaba.net).*
  - Our state IS applying in the Young Agents Committee of the Year category.  
*If your state is submitting an award in this category, please complete Section B – Young Agents Committee of the Year Narrative and Section C – Awards Categories. Once you have completed these last two sections, congratulations! Your application is complete. Please email your completed application packet to [youngagents@iaba.net](mailto:youngagents@iaba.net).*

### SECTION B – Young Agents Committee of the Year Narrative

*50 points available*

- On the next page, please tell us why your state’s Young Agents Committee should be considered the best in the nation. In 500 words or less, tell us the story of your outstanding year. Provide for us a glimpse into what makes your YAC unique. Let us know about the planning and execution of your committee’s activities, and highlight your committee’s successes and challenges.

### SECTION C – Awards Categories

- Please check the box beside each category for which your state is applying.  
*Points will be entered by the judges.*

	Best Practices score		Essay score		Total score
<input type="checkbox"/> Political Involvement	_____	+	_____	=	_____
<input type="checkbox"/> InVEST Supporter	_____	+	_____	=	_____
<input type="checkbox"/> Membership Development	_____	+	_____	=	_____
<input type="checkbox"/> Community Service <i>Formerly known as State Committee Project</i>	_____	+	_____	=	_____
<input type="checkbox"/> Young Agents Meeting	_____	+	_____	=	_____
	Total category points			=	_____
	# of categories submitted			÷	_____
	Average category score			=	_____
	YAC of the Year narrative score			+	_____
	Total YAC of the Year score			=	_____

# YOUNG AGENTS COMMITTEE OF THE YEAR AWARD

## SECTION B – Narrative

# YOUNG AGENTS COMMITTEE AWARDS GUIDELINES

## Submission Deadline & Details

- Deadline for submissions is **June 15, 2020.**
- Email your completed application to [youngagents@iiba.net](mailto:youngagents@iiba.net) with the subject line: YAC Awards Submission
- Activities included in your submission should have been conducted between June 1, 2019, and May 31, 2020.
- Each committee **MUST** submit the entire **2020 Outstanding Young Agent Committee Awards Application** packet to be considered for these awards.
- Narratives must be 500 words or less.
- Links to supporting information such as websites, brochures, photos, etc. can be provided in the narrative portion of each category or included with the email when you send your submission.

## The Evaluation Process

- Judges include Big “I” staff and Platinum Level Big “I” Young Agent sponsors should they choose to participate.
- Each judge is responsible for evaluating all entries received in one award category.
- The Outstanding Young Agents Committee (YAC) Award selection is two-fold.
  - The total of their Outstanding YAC essay (a total of 50 points are available) and the average of their other awards categories in which they’ve submitted. Once the Outstanding YAC of the Year is selected, they are ineligible to win any other awards.
- Once judging is completed, the YAC of the Year recipient is deemed ineligible to receive an award in any other category.
- Excluding Outstanding YAC of the Year, a state may win more than one category award.
- The YAC may present more than one award per category based on the judging criteria.
- Awards will be presented at a reception during the 2020 Big “I” Young Agents Leadership Institute.

## The Hall of Achievement Award

- The Hall of Achievement Award recognizes Young Agents Committees for their commitment to the industry, the association, and the awards process.
- It is given to state YACs that have earned all five (5) category awards **excluding** Outstanding Young Agents Committee of the Year, therefore no additional paperwork is required for this award.
- When a state YAC has won each of the following five (5) awards categories at least once – Political Involvement, InVEST Supporter, Membership Development, Community Service, and Young Agents Meeting – they have earned the Hall of Achievement Award.
- The accumulation of winnings need not be in any specific order nor in consecutive years.
- Tracking the accumulation of awards begins in 2004.
- When a state earns the Hall of Achievement Award, they are presented a plaque during the awards reception at the Big “I” Young Agents Leadership Institute.
- 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, if a state earned the Hall of Achievement Award in 2015 and goes on to win an award in each of the five (5) categories – Political Involvement, InVEST Supporter, Membership Development, Community Service, and Young Agents Meeting – over the course of the next five years, they will, once again, win the Hall of Achievement Award in 2020.