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## Key Document Vault

Document: BOD-SUPPORT-AFFILIATE SCHOOL

2015.01

# Affiliate School Handbook



## A Professional Photographers of America Key Document

### Affiliate School Handbook

## PPA Affiliate School Handbook



### **Logo:**

The Affiliate School logo should appear on all advertising material distributed by your school. A copy can be downloaded from PPA.com or on the Loop's Affiliate School Leaders Community homepage.

(Path: PPA.com/ About PPA/ Affiliate Resources)

### **Code of Conduct:**

Instructors, students, staff and volunteers are expected to follow the Code of Conduct of PPA Affiliate Schools. Please refer to page 3.

### **PPA Membership Promotion:**

Promoting PPA membership should be included in each Affiliate School session. This includes using PPA marketing materials which can be requested at PPA.com/request or by emailing [affiliates@ppa.com](mailto:affiliates@ppa.com).

### **Booth Space at Imaging USA:**

Complimentary booth space is provided at Imaging USA for use by the Affiliated School Network (this is a value of over \$5,000). Affiliate Schools are asked to bring advertising material to handout at the tradeshow booth, images to be on display depicting activities at the school and to have at least one volunteer represent their school during the tradeshow hours.

### **Calendar of Events:**

Schools will have the option to display their dates in *Professional Photographer* magazine and on the PPA.com website. Please include your upcoming school dates on the return form in this renewal package. This will ensure you will be listed in both locations.

### **Mailing Labels:**

One of the benefits of being a PPA Affiliate School is the ability to access the PPA member list. This list can help increase your event attendance or share important information with photographers in your area.

Because PPA members value their privacy (and to help you comply with changing federal and state regulations, especially regarding e-mail), PPA provides this address information through a list management company.

Purchasing a PPA Member List:

The cost for a PPA member physical address mailing list is \$15 per thousand names, plus a \$25 fee to send you the file for mailing. The PPA member e-mail list is \$25 per thousand names plus a \$60 e-mail transmission fee. If less than a thousand names are generated for your mailing, a flat fee of \$100 is charged. The payment is made directly to the list management company, not to, or through, PPA.

In addition, please be aware of the following:

- A PPA mailing or e-mail list may be used once, unless multiple uses are discussed when the initial request is made. There may be additional charges for multiple uses.
- PPA has the discretion to decline or modify a request.
- A list may not be shared, given, or sold to any third party in whole or in part.
- PPA mailing and e-mail lists are for affiliate use only, not for personal use by an affiliate member for any reason.
- Blast e-mails are done by the list management company.

To request a PPA mailing or e-mail list, e-mail [affiliates@ppa.com](mailto:affiliates@ppa.com).

### **New Member Lists**

As an affiliated school you have immediate access to new PPA members. This list is updated quarterly and provided in an excel format. Download the New Member Reports .zip file, available online at [PPA.com>Affiliate Resources](http://PPA.com>Affiliate Resources).

### **PPA Merits:**

PPA merits are mailed to the school for all PPA members that attend. A list of all students, including their contact information and PPA number (if applicable) should be submitted to [merits@ppa.com](mailto:merits@ppa.com) approximately 2 weeks prior to your school session. All students attending 4 full days of education (minimum of 26 hours) will receive 2 service merits. Students attending shorter programs (2 days) will receive 1 service merit.

### **Recruitment Program:**

The Affiliate School Member Recruitment program is set up to reward you for each *new* Professional Active Member and Aspiring Member that the school signs up while in session. The forms are included in this packet and should be returned with the application and payment to:

Professional Photographers of America  
Attn: Membership  
229 Peachtree Street, NE  
Suite 2200  
Atlanta, GA 30303

A check for \$50 per Professional Active member and \$25 per Aspiring member will be sent to the school from PPA at the beginning of each year after renewal is complete.

### **Scholarship Program**

The PPA school scholarship program was created to help new photographers get needed education and to support PPA affiliated schools bring quality education to more photographers. Please refer to page 7 for more information about the recipient criteria and page 8 for a copy of the scholarship application.

**IMPORTANT REMINDER:**

Once a completed renewal package has been received, your school date (if provided) will be added to PPA.com and to the Affiliate School page in *Professional Photographer* magazine. Please keep in mind that the magazine is produced several months in advance. In order to make the January issue, your renewal must be complete by November 1. The February issue deadline is December 1.

**CODE OF CONDUCT  
FOR  
INSTRUCTORS AND STUDENTS  
OF  
PPA AFFILIATE SCHOOLS**

Instructors and students participating in classes sponsored by PPA and their affiliated schools are expected to conduct themselves as responsible, mature adults when teaching or attending a class or other function sponsored by or affiliated with any of the PPA Affiliate Schools.

If alcoholic beverages are consumed at affiliate school functions it must be done in a responsible manner. Illegal drugs are strictly forbidden. Comments, innuendoes, jokes, pictures and graffiti of a sexual nature are inappropriate at affiliate schools, classes or functions.

## **Affiliate School Recruiting Program**

PPA would like to say thank you for recruiting new Professional Active and Aspiring members at your event. You can use the money towards equipment, scholarships, speaking budgets, etc. Best of luck!

<b>Membership Category</b>	<b>Reward</b>
Professional Active	\$50
Aspiring Membership	\$25

- To receive this reward the student must be *new to* PPA and the coded application must come from an Affiliate School.
- PPA will track the number of *new* members recruited by your school.
- An annual account of earnings summary will be supplied to each Affiliate School and a check will be mailed to your school.

**To receive credit for recruiting *new* PPA members, this form MUST accompany the PPA application or the application MUST contain your school code.**

Send this form, along with coded application to: PPA Membership,  
229 Peachtree Street NE, Suite 2200, Atlanta, GA 30303.

Please type or print

Affiliate School: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Day Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

This form is for the following *new* members:

\_\_\_\_\_

\_\_\_\_\_

## **Affiliate School Scholarship Program**

The PPA affiliated school scholarship program (a joint effort by PPA and the Affiliate School Network) was created to help new photographers get needed education and to support and help PPA affiliated schools bring quality education to more photographers.

This scholarship is available to the affiliate schools for two \$500 scholarships (\$250 to be provided by PPA, \$250 from the participating school) per year.

Recipients must be PPA members for three years or less. Participation is voluntary and open to all PPA affiliate schools.

## Affiliate School Scholarship Request Form

**Affiliate School** \_\_\_\_\_

### Scholarship Recipient\*

Name \_\_\_\_\_ PPA # \_\_\_\_\_

Address \_\_\_\_\_

City, State, & Zip \_\_\_\_\_

Name \_\_\_\_\_ PPA # \_\_\_\_\_

Address \_\_\_\_\_

City, State, & Zip \_\_\_\_\_

***\*Recipients must be a PPA member for 3 years or less.***

Please return this form to PPA by email at [affiliates@ppa.com](mailto:affiliates@ppa.com), fax to 404-614-6400,

Or by mail to:

PPA, Attention: Affiliate Schools

229 Peachtree Street, NE

Suite 2200

Atlanta, GA 30303

Affiliate School Name: \_\_\_\_\_

Organizing PPA Affiliate Name: \_\_\_\_\_

PPA Affiliate Schools must hold a minimum of 26 hours class time annually to remain an active affiliated school. This education can be one or more classes each of which lasts four education days. All classes must be organized by an affiliate.

Please complete all requested information. All other information must be returned via mail or email with the return of this form. Failure to provide any of the listed information will result in the return of this entire application. Please direct all questions to: [affiliates@ppa.com](mailto:affiliates@ppa.com).

The total amount of **\$470** must accompany this application. Please enclose a check or complete the credit card information below.

**\$150 Application Fee**

**\$320 Annual Affiliate School Fee**

**VISA**     **MASTER CARD**     **AMERICAN EXPRESS**

Name on card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Principles of Affiliation:** Please include a ratified, signed copy of the PPA Principles of Affiliation.

**Tax Documentation:** Affiliate Schools must file an annual 990 return with the IRS. You must provide a copy of the most current fiscal year's 990 tax return or 990N tax post card. Sponsoring affiliates tax documents will be accepted.

**Affiliate School Information:** Please complete the following information if applicable.

**AFFILIATE** \_\_\_\_\_

School Web Address \_\_\_\_\_

Upcoming school dates and location \_\_\_\_\_

**Affiliate School Contact Information:** Please designate one official contact person who is responsible for receiving and responding to PPA correspondence. Your official contact will receive all PPA mailings, the annual PPA Affiliate Renewal invoice and be listed in the PPA membership directory as the Affiliate contact person.