

Chapter Challenge Coin

By Doug Brown – Chairman Minneapolis FBI Citizens Academy Alumni Association

The Minneapolis chapter wanted a challenge coin representing their chapter. The purpose of this coin is to provide an incentive for people to serve the chapter, to reward large contributors, or to award outside event presenters.

The front of the coin is a modified FBINCAA logo with the text “FBI [CHAPTER NAME] CITIZENS ACADEMY ALUMNI ASSOCIATION” around the circumference.



(Approved by CRU on 10/26/2011)

ILLUSTRATION OF MINNEAPOLIS COIN

The back of the coin is the FBI official logo: “PROVIDING RESOURCES AND TRAINING – SERVING THE FBI AND COMMUNITY” the goals of the Citizens’ Academy.

The final design required approvals from the national board and then from Community

Relations Unit (CRU) of the FBI. One of the design requirements was to develop a coin that could be used for other chapters with minimal change.



The CRU approval stipulated that chapters desiring a coin of their own follow the illustrated coin format; the CRU did not want each chapter submitting its own separate artwork and request. Chapters should submit their request directly to national by using the (FBINCAA Action Item Request Form). National will process the request and order the coins. Chapters will be billed by national and the coins will be shipped directly to the chapter.

The approval process took some time to ensure all the guidelines for logo use were validated. From design to final approval, the process required several iterations. The national board was instrumental in clearing the design through the appropriate agencies.