



For Immediate Release

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2008 AMA Professional Chapter Community Service Grant Recipients

CHICAGO, IL – January 3, 2008 — “Marketing for a good cause” is the phrase the American Marketing Association Foundation (AMAF) uses to capture the spirit of its work. The “cause” often varies, particularly when the AMA Professional Chapters partner with the AMAF and various nonprofit organizations to engage in community service work.

AMA Professional Chapter Community Service Grants are the means by which these partnerships take place. The AMAF awards grants of up to \$1,000 to AMA Professional Chapters to support the efforts of the chapters to assist in strengthening the marketing program of one or more nonprofit organizations. Over the past eight years, the AMAF has awarded over 55 community service grants to AMA Professional Chapters to provide support and education that builds marketing capacity in nonprofit organizations.

This year, the AMAF awarded five grants to professional chapters to support nonprofit organizations and their respective causes through marketing. The recipients of this year’s grants are Akron/Canton AMA, Austin AMA, Charlotte AMA, Lincoln AMA and Pittsburgh AMA.

Akron/Canton AMA (OH) is working with the Center for Nonprofit Excellence to develop marketing education events for Akron and Canton area nonprofit organizations. The outcome of this partnership will be a “Marketing 101” event for nonprofit marketing professionals that will address topics such as media relations, branding and sponsorships in Spring 2008. This offering will be followed by a Fall 2008 event addressing higher level marketing topics for more experienced nonprofit marketers.

Austin AMA (TX) is “marketing for a good cause” by developing a pro bono services project, which is modeled after the “AMA Atlanta Pro Bono Project,” a past community service grant recipient. The goal is to develop a reproducible program of high-impact, time-bound marketing projects for local nonprofits that require eight to 15 member volunteers and can be accomplished in a period of eight to 10 weeks. Additionally, the Austin AMA hopes to create a volunteer match program that assists local nonprofits in creating marketing-oriented volunteer opportunities to connect with interested Austin AMA members.

Charlotte AMA (NC) is partnering with the Ronald McDonald House and Red Moon Marketing to create a marketing plan that compliments the strategic plan of the soon to be built Ronald McDonald House of Charlotte, NC. This three phase project will focus on generating awareness, establishing funds and recruiting volunteers for the Ronald McDonald House, which is called the 5/5/5 Campaign. Charlotte AMA plans to offer over 100 hours of volunteer marketing support for this project.

Lincoln AMA (NE) wants to aid nonprofit professionals in discovering the most effective, time-conscious marketing tactics through their Brand Camp 2008 event for nonprofits. Brand Camp

2008 will allow nonprofit professionals to set aside multi-tasking for a half day and focus on marketing best practices. The content of the event will be innovative and practical, with techniques nonprofit organizations can put into practice the moment they return to business as usual.

Pittsburgh AMA (PA) plans to help arts and cultural organizations in the Pittsburgh region improve their marketing skills to profitably build their business. Through the Greater Pittsburgh Arts Council's Business Volunteers for the Arts program, the Pittsburgh AMA will become the first Association to help the Council's members build their business and improve the quality of life in the community through the arts. As a part of this relationship, Pittsburgh AMA will list consulting opportunities on their new Career Center to match AMA members with arts and cultural organizations in need of marketing assistance and planning.

The AMAF would like to congratulate these AMA Professional Chapters for "marketing for a good cause."

If you have any questions about AMA Professional Chapter Community Service Grants and would like to talk to a member of the AMAF staff, please contact Jason Oleniczak, AMAF Program Manager, at 312-542-9041 or joleniczak@ama.org. You may also visit the AMAF Web site for information about community service grants:
http://www.themarketingfoundation.org/professional_community_service.html.