



2009 Nonprofit Travel Grants July 15-17 AMA Nonprofit Marketing Conference (Chicago, IL) Writing Process & Guidelines

Summary

At the July 15 - 17, 2009 AMA Nonprofit Marketing Conference, Ph.D. Travel Grant recipients will record the proceedings of the conference in real-time, focusing on the conference content and themes. A manuscript will develop from these records, which is owned by the American Marketing Association Foundation. **Once again, you are being asked to focus and write on the conference presentations—not to develop a literature review on nonprofit marketing.**

Writing Process & Guidelines

- **Step 1:** Ph.D. Nonprofit Travel Grant recipients will record the proceedings of the conference in real-time, focusing on the presentations made at the July 15-17 AMA Nonprofit Marketing Conference.
- **Step 2:** Travel Grant recipients will then work together to combine their notes into a clean, edited manuscript, isolating the main themes of the conference and providing the appropriate content and examples from the conference to support these themes.
 - Prepare the manuscript using Microsoft Word. This manuscript should be no longer than 20 pages in length (including references). Please use:
 - 12-point Times New Roman font
 - 1 inch margins
 - Double-spaced/unjustified paragraphs
 - Do not indent paragraphs
 - Use major and secondary headings where necessary (Major headings should be flush left in all capital letters and secondary headings should be flush left in title case.)
 - Start the manuscript with a title, centered in all capital letters. The title will be followed by a return and then the name of the author, university affiliation, and city (one author per line). Please do not rank the names of the authors.
 - Include an executive summary that is no longer than two pages (we often use this piece for marketing purposes, so please keep this in mind when writing the summary).
 - Write for a practitioner audience--not an academic audience.
 - A complete list of references is needed at the end of the manuscript. Use the *Journal of Marketing* reference style.
 - Carefully edit and proofread the manuscript.
 - Submit this manuscript electronically to Jason Oleniczak at joleniczak@ama.org by August 31, 2009.
 - Be prepared for additional edits.

Step 3: A final draft of the conference overview should be completed by September 30, 2009.

Contact information

If you have any questions, please contact Jason Oleniczak (joleniczak@ama.org; 312-542-9041), AMAF Programs Manager.