



Funded by the American Marketing Association Foundation (AMAF), grants of up to \$1,000 support the community service work of AMA Professional Chapters while helping to strengthen the marketing capacity of nonprofit organizations. In just nine years, the AMAF has given 60 community service grants to AMA Professional Chapters to help increase marketing capacity in nonprofits.

### **Eligibility and Deadline**

Professional Chapters are eligible to receive community service grants every year, which are awarded in early winter. A panel of judges selected by the Professional Chapters Council selects the winners. Judges are either members of the AMA Professional Chapters Council or have demonstrated expertise in using marketing knowledge and disciplines in a nonprofit context.

### **Selection Criteria**

Grants are awarded to Chapters that demonstrate that funding by the AMAF will help achieve the marketing goals of their proposed community service projects by:

- Strengthening the marketing program of one or more nonprofit organizations;
- Solving a problem or meeting a need by an innovative and/or creative approach to the use of marketing; and/or
- Making imaginative use of available marketing resources, avoiding duplicative efforts.

### **Grant Guidelines**

Chapters must work with legally recognized, 501 (c)(3) tax-exempt charitable organization(s) meeting the Internal Revenue Services requirements (particularly those operated for educational, literary, religious or scientific purposes) in order to receive funding. Projects that include participation by local nonprofit "umbrella" organizations such as the statewide association of nonprofits, the local United Way, the local Community Foundation, etc., are particularly encouraged.

Grants cannot be used for 1) direct financial contributions to nonprofits; 2) financial subsidies to Chapter volunteers for their services; 3) purchase of items to be sold (including by auction) by the Chapter or a nonprofit organization; or 4) non-marketing related services (including costs associated with event meals).

Chapters must have a current Officer Report Form, Chapter Plan and Budget on file with the AMA.

As a grant recipient you are required to submit a report of your project by **March 31, 2010** (if your project is not completed by this date, please submit an interim report on this date and a final report by **June 30, 2010**). Please email it to Jason Oleniczak ([joleniczak@ama.org](mailto:joleniczak@ama.org)), with a copy to Megan Backes ([mbackes@ama.org](mailto:mbackes@ama.org)).

Chapters are required to acknowledge the AMAF in all printed materials or publicity about their projects (including program and Web site materials) by including the following: "The American Marketing Association Foundation (AMAF) is pleased to provide support to the [Chapter name] [project name]. The AMAF's mission is to be an essential resource to nonprofits, helping them achieve greater success through effective marketing. As the nonprofit philanthropic arm of the American Marketing Association (AMA), the AMAF also champions and supports excellence in marketing and diversity in the marketing profession."

### **Grant Report Guidelines**

Grant reports should be written in Microsoft Word (12 pt. font, 1 inch margins). Please use the following headings as your grant report outline.

#### **Section I: General Information**

- **Chapter Contact Information**

Please provide your chapter's name, president's name, and chapter mailing address.

In addition, please provide the name, telephone number, and email of the chapter member who will be the primary contact for questions or follow-up related to the grant.

- **Nonprofit Contact Information**

Please provide the nonprofit's name, mailing address, phone number, and your contact at the nonprofit.

Please state the mission of the nonprofit.

- **Project Completion Date**

- **Project Description**

Please provide a two to three sentence description of your community service project. Please be as specific as possible in this brief description. Treat this as the elevator speech that may be used in AMAF marketing materials and press releases.

#### **Section 2: Goals & Impact**

Please answer the following questions with as much detail as possible.

- **Marketing Goals**

1.) **List the marketing goals** of your community service project. 2.) Under each goal, please provide a description of the **project activities** that allowed the marketing goal to be reached and the **metrics** used to measure success. If any one of the goals were not reached, please provide an explanation.

- **Project Impact**

1.) State the **impact** your project had on the nonprofit and the community. Please provide specific examples or testimonials. 2.) Will your chapter continue to provide marketing support to this nonprofit in the future? If not, why?

### **Section 3: Budget**

- **Budget**

Please provide a detailed project budget, as it relates to your AMAF grant. Provide any narrative that may be needed to clarify your expenditures.

### **Index: Marketing Materials**

1.) Please provide any marketing materials used to promote your project. Also, please list any media coverage that your chapter's project received.

2.) Please provide the names and contact information of chapter members, nonprofit partners, and community members willing to provide testimonials about the community service project.

3.) Please include any photos of your project ( a photo release will be provided). The AMAF reserves the right to use these photos in marketing materials related to the AMAF and its community service grant program. Please attach the photos as separate .jpps. and number them (1, 2, 3...). Then, type the number of the photo in the index and provide an appropriate description.