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DECEMBER



In the Works...



Service Grants Awarded



AMA Pitches In



Election Time Again



Partnership Funds Make a Difference



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Serving the Community...

The AMA Foundation Professional Chapter Service Grants Awarded

By Laurie Anderson, Marketing Manager, AMA Foundation

Local outreach efforts have been a primary reason why many marketing professionals join and stay active in AMA. With that in mind, the AMA Foundation annually funds Professional and Collegiate Chapters with grants to defray the costs associated with community service projects. Nurturing this desire to give something back is consistent with our mission to benefit society through marketing knowledge and practices.

In addition to recognizing this year's awardees, we hope you are inspired by these efforts to implement your own community outreach programs. Note that both Professional and Collegiate Chapters are eligible to receive as much as \$500 to \$1000 from the Foundation.

- **Cincinnati** will partner with the Health Collaborative of Greater Cincinnati's Depression Task Force to help raise awareness of depression in the community at large, the employer community, and the medical (provider) community — ultimately improving the early detection and treatment of depression in the Greater Cincinnati Region.
- **Dallas Fort Worth** will sponsor its fifth annual "What's Your Favorite Ad & Why" campaign. This campaign, targeted to all 13,000 fifth grade students in the Dallas public schools, encourages creativity among children and discussions between students and teachers on the persuasive nature of advertising.
- **Knoxville** will sponsor two events for local, nonprofit organizations including: "Increasing the Impact of Special Events," which provides information on planning and executing successful fundraisers/special events; and "Best Practices of Highly Successful Nonprofit Organizations" which uses leaders from nonprofits to share their formulas for success.



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- **Las Vegas** will increase public awareness of homeless youth in Nevada and assist with fundraising efforts for the Nevada Partnership for Homeless Youth. The mission of the Partnership is to advocate for the rights of homeless youth and ensure they are provided with the same opportunities as the rest of the community.

- **Minnesota** will work with MAP (Management Assistance Program for Nonprofits) to identify nonprofit organizations in the Twin Cities that have a need in their marketing efforts.

- **Montreal** will assist small businesses through a one-day seminar on “Marketing 101.”

- **Pittsburgh** will integrate its professional members, local collegiate chapters and community partners through Project SHARE. This project is designed to secure scholarships for students to partner with a nonprofit during the summer.

If your Chapter is interested in submitting an application, visit the AMA Foundation’s website at www.themarketingfoundation.org. The next award entries will be due September 1, 2002. Professional Chapter Service Grant winners are notified in November.

Helping us select our worthy recipients

Our panel of judges included PCC members, Linda Lee, of Strategix Consulting Group in Vancouver, Mitch Hagstrom, Senior Vice President/Manager Client Services for Pacific Continental Bank in Eugene, Ore. and Sherri Thomas, of Intel in Chandler, Ariz. Each application was evaluated on the Chapter’s mission, action steps and implementation of the project, and measurable results the project will have on strengthening the community.