



## Marketing for a Good Cause The American Marketing Association Foundation

### Overview

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“Nobody knows the power of marketing better than marketers. I've seen first-hand that marketing is critical to nonprofits' success, and this is one reason I support the AMA Foundation. The Foundation's work makes a difference for nonprofits, and for advancing excellence and diversity in the profession.”

– *AMAF Donor*

The American Marketing Association Foundation is a **catalyst for making a difference through marketing**. The philanthropic arm of the American Marketing Association, the Foundation **positively impacts communities** locally and globally by:

- **Helping nonprofits market more effectively;**
- **Promoting and recognizing excellence in marketing;**
- **Enhancing diversity in the marketing profession.**

### The American Marketing Association Foundation at Work

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Through their investments, our donors, partners and AMA's extensive network of chapters, help the AMAF achieve its mission in each of its **three** defined areas of focus.

#### Helping Nonprofits Market More Effectively

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Offering marketing capabilities, knowledge and resources, the Foundation helps make nonprofits more effective in their efforts to build awareness, impact and donor support. The Foundation is building a network of support services including referrals, dissemination of best practices, publications, education and training, peer exchanges, convening and mentoring.

- AMA Annual Nonprofit Marketing Conference – Bringing hundreds of nonprofit marketing professionals together to enhance their understanding and use of the marketing discipline (July 14 - 16, 2008; Mandarin Oriental, Washington, D.C.)
- AMA Collegiate and Professional Chapters Community Service Grants – Enabling AMA professional and collegiate chapters to support nonprofit marketing education and capacity building efforts in their local communities.
- Nonprofit Marketing Research Scholarships – Enabling nonprofit leaders to attend marketing conferences, seminars and workshops.

## **Promoting and Recognizing Excellence in Marketing**

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Honoring and communicating the achievements of marketing leaders.

- Awards – Recognizing innovation in marketing, outstanding career contributions and exceptional books, articles and dissertations.
- AMA-Sheth Foundation Doctoral Consortium Program – Helping launch careers of outstanding doctoral students as they enter their academic careers.
- Nonprofit Travel Grants – Enabling marketing Ph.D. students, with an interest in nonprofit marketing, to attend the annual AMA Nonprofit Marketing Conference.

## **Enhancing Diversity in the Marketing Profession**

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Awarding scholarships and grants to marketing students and educators from backgrounds and geographies that are currently underrepresented in the marketing profession.

- Journal Distribution Program – Providing AMA marketing publications to business school libraries in emerging economies.
- Valuing Diversity Scholarships – Providing financial assistance to underrepresented minority marketing students.

### **How You Can Make A Difference**

“The opportunity to network and learn from AMA members is an invaluable dream come true. Thank you to the AMA Foundation for making that possible.”

– Ric W. Sweeney, Marketing Program Director & Field Service Instructor, University of Cincinnati

Uniquely positioned within an industry that touches all others, the AMAF identifies opportunities to leverage excellence in marketing to reach a larger common good. Our work is funded by those who believe that solid business practices and innovative marketing strategies have the power to positively influence issues of importance.

Generous individuals, corporations and foundations support the Foundation’s annual fund campaign, special interest funds, planned giving program and sponsorship initiatives, including donations to the Leadership Circle (\$1000/year individual gifts) and the Corporate Circle (\$5000/year corporate and foundation gifts). We invite you to support the AMAF.

**Marketing for a good cause. Won’t you help us make a difference?**

**To make a contribution** and to learn more about the AMAF, please contact us online at [www.themarketingfoundation.org](http://www.themarketingfoundation.org), by mail at 311 S. Wacker Drive, Suite 5800, Chicago, IL 60606 or by calling Executive Director, Lisa Chernick at 312-542-9073 ([lchernick@ama.org](mailto:lchernick@ama.org)).