

WHAT

The San Diego Chapter of the American Marketing Association will award \$1,000 to a San Diego County college student who has demonstrated exemplary application of business and marketing practices to help a local, regional or national nonprofit organization that is a legally recognized, 501(c)(3) tax-exempt charitable organization. This act of service should be related to the 2016 conference theme, "Accelerating the Purpose Revolution." The scholarship will be presented at the annual San Diego AMA Cause Conference, to be held May 18-20, 2016.

WHY

The scholarship is named for Parker Pike, a cause and nonprofit marketing champion with a dedicated career in teaching marketing, developing community partnerships between companies and nonprofits, and supporting San Diego AMA.

The purpose of the scholarship is to:

- Increase awareness and use of effective marketing strategies in the nonprofit community.
- Provide an incentive for college students to apply acquired skills to the nonprofit sector.
- Demonstrate the power of community marketing partnerships that can help nonprofits achieve their social mission and develop sustainable relationships that can support their bottom line.

REQUIRED DOCUMENTS

1. Completed scholarship application form
2. One letter of recommendation from college/university instructor or from nonprofit leader or staff member who is familiar with applicant's work and contribution.

ELIGIBILITY/CRITERIA

The scholarship is available to all college students, undergraduate and graduate level, attending a San Diego County college, university or extension program, part-time or full time. The support of the nonprofit can come in the form of a job, internship or volunteer opportunity.

Applications will be evaluated based on the following criteria:

1. Leadership and creativity in the application of marketing strategies that achieve measurable success.
2. Resourcefulness in strengthening an existing marketing program or plan.
3. Problem solving skills by helping a nonprofit(s) meet a current need or future opportunity.

TO APPLY:

APPLICATION FOUND AT:

<http://sdama.org/scholarship>

Recommendation letter and any additional documents should be emailed in a single response to: info@sdama.org

Deadline is Friday, April 15, 2016, 5:00 PM

- The winner will be notified via phone by a selection committee member.
- The winner will be invited to attend and be recognized at the 2016 San Diego AMA Cause Conference.

Questions: (619) 402-7825