



6th Annual Parker Pike Nonprofit Marketing Scholarship
In partnership with the American Marketing Association, San Diego

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. The scholarship will be presented at the 13th Annual Cause Marketing Conference, to be held at USD on March 16, 2011.

Why

The Scholarship is named for Parker Pike, a leading business and marketing expert -- in honor of his long and dedicated career to the teaching and application of innovative marketing techniques, developing community partnerships between companies and nonprofits, and for his support for the American Marketing Association, San Diego Chapter.

The purpose of the scholarship is to:

- Increase awareness and use 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 reach their social mission and develop sustainable relationships that can support their bottom line.

Eligibility and Criteria

The Scholarship is available to all college students, undergraduate and graduate level, attending any San Diego County college, university or extension program, part-time or full time.

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.
4. Developing partnerships that leverage existing or newly established resources.

Application Process

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

Return to:

San Diego AMA,
C/o Parker Pike Nonprofit Marketing Scholarship,
5694 Mission Center Road, Suite 602,
PO Box #320
San Diego, CA 92108

Also, email a copy of your application to: infoamasd@gmail.com

Deadline is Friday, February 25, 2011 at 5 p.m. . Applications must be postmarked and emailed by this date to be eligible. Winner will be notified via personal phone call from selection committee member by March 6th, 2011. Winner will be invited to attend and be recognized at the 13th Annual Cause Marketing Conference at USD on March 16th, 2011.



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SCHOLARSHIP APPLICATION Deadline:
Friday, February 25, 2011 at 5 p.m

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|---|--------------|--|-------------------------------------|
| NAME | | | |
| ADDRESS | | | |
| CITY / ZIP | | | |
| DAYTIME PHONE | | | |
| EVENING PHONE | | | |
| EMAIL | | | |
| NAME OF COLLEGE/UNIVERSITY | | | |
| LEVEL OF COMPLETION | (circle one) | Certificate(s) Undergraduate degree | Associate degree Graduate degree |
| <p>DESCRIPTION OF COURSEWORK: Please list all coursework related to business, marketing, public relations, advertising, business development, fundraising or non-profit management that you have completed. (If you have a degree in one of the above areas, just list the degree title and area of specialty, and not all your courses. If applicable, then list any other special training, classes or certificates you have taken or currently enrolled.)</p> | | | |
| Course | Instructor | Date Completed | Grade |
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NARRATIVE – attach additional pages if necessary; limit to 2 pages for all questions (12 point font, 1 inch margins, double spacing).

1. Describe how you have helped a non-profit achieve its goals by applying sound marketing and/or business practices. What were the results of your involvement?

2. Briefly describe your future career goals.

3. How do you intend to use the scholarship funds?

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Note: So we can forward applications to selection committee, please email all application information, even if you are mailing the package to above address.

Deadline is Friday,

February 25, 2011 at 5 p.m.

Must be postmarked and emailed by above date.