

2024-2025 ANNUAL REPORT



Advocate • Mentor • Advance

**FLORIDA ATLANTIC
UNIVERSITY**

**BOCA RATON,
FLORIDA**

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OVERVIEW



A Message from the Co-Presidents

Dear AMA Family,

As I reflect on my final year at FAU and as President of AMA, I can honestly say this experience has been eye-opening. When I first stepped into this role, my goal wasn't just to lead—I wanted to evolve FAU AMA into something greater than just an academic club. Marketing isn't just for business students; it's a skill that translates into every industry, and I wanted to introduce students from all majors to the opportunities AMA has to offer.

This year, I've seen firsthand how powerful our community can be. From networking events with industry professionals to hands-on workshops and competitions, we've created a space where students can learn, grow, and connect in ways that go beyond the classroom. More than anything, I wanted AMA to be a place where people felt supported, challenged, and inspired—not just as students, but as future professionals.

None of this would have been possible without our amazing executive board, dedicated members, and the professionals who have shared their time and expertise with us. You have all played a role in shaping this organization, and I know that FAU AMA will continue to thrive and evolve long after I graduate.

Thank you for being part of this journey. Leading this organization has been an honor, and I can't wait to see how AMA continues to grow in the years ahead.



Co President, Olivia Sllamba

-OSllamba

This school year we pushed AMA's limits. My first experience at ICC, just before I became president, revealed to me the immense potential FAU AMA had. Stepping up to lead AMA into a new direction full of vision was thrilling but demanding. Preparation began early and was intense from day one. We faced many challenges as we tried to turn a big ship without losing momentum. But what I can confidently say is that every ounce of potential we saw for AMA has been fulfilled and even exceeded our expectations. The energy that exerts from a room full of students eager to learn about the marketing world was motivation enough, but only intensified as we experienced invaluable support from our advisors and sponsors. It's such a gift to be in a place of leadership where we get to not only witness the impact we're making relationally but also shape students' careers. My hope for AMA is that we continue to connect business students, to one another and to new opportunities. In less than a year I've seen FAU's AMA evolve into a powerhouse, doubling both in size and energy. Their passion that I truly believe we helped bring out of students by creating opportunities for them to establish genuine connections, sharpen their marketing skills, and step confidently into their careers. Together, we've truly made this unforgettable year.

Co President, Zoey Clarke

-ZClarke

OVERVIEW



OUR MISSION

AMA X Evolve

Amplify a passion and desire for marketing by fostering a supportive community that encourages collaboration, creativity, and continuous learning within FAU's AMA family.

Mentor members by connecting them with established professionals and provide networking opportunities to pave a successful path in the marketing field.

Advocate for the members in AMA by encouraging professional development. We want to encourage continuous growth, aiming for every chapter participant to feel they are steadily *evolving* into the marketer they aspire to become.

EVOLVE

At FAU AMA, we want students to evolve and develop into successful business people who will be equipped to thrive in any marketing landscape they are in.

KEY ACHIEVEMENTS

22

GENERAL BODY
MEETINGS

27

RECRUITMENT
EVENTS

13

SPEAKERS

4+

PHILANTHROPIC
INITIATIVES

88

ACTIVE
MEMBERS

100+

% INCREASE IN
ATTENDANCE

4+

SPONSORSHIPS

20

% INCREASE IN
MEMBERSHIP

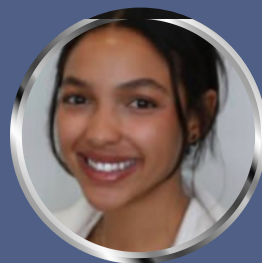


CHAPTER OPERATIONS

CHAIN OF COMMAND



Co presidents



Director of Philanthropy
& Events



Director of
Communication
& Treasury



Director of
Recruitment



Creative Team

STRENGTHS

- A committed and proactive executive board
- An experienced advisor who helps us navigate the ins & outs
- A significant alumni network with a strong culture of support

WEAKNESSES

- Membership fees are higher compared to other clubs on campus
- Ensuring adequate space to accommodate the growing number of students

OPPORTUNITIES

- A diverse array of prestigious local businesses available in the region
- The largest freshman class to date
- Guest speakers representing local, regional and national businesses

THREATS

- Clubs whose meeting times overlap with ours
- A significant number of business clubs available on campus

External

INSTAGRAM

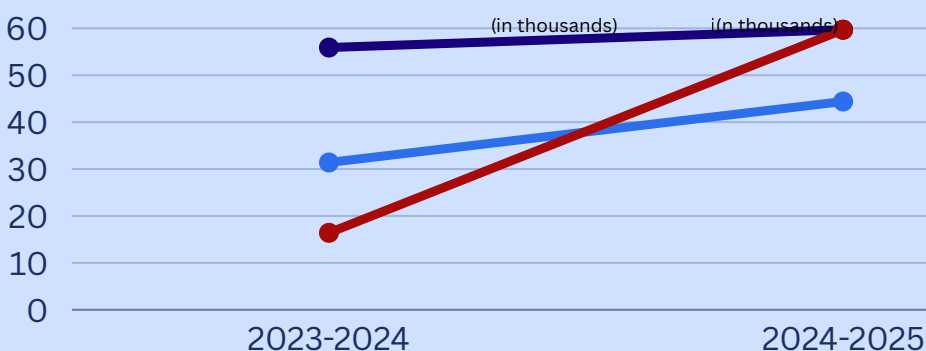
@FAU_AMA

GOAL: Boost traffic to the FAU AMA Instagram by 25%, focusing on students interested in marketing and extracurricular activities. **RESULTS:** Traffic to the FAU AMA Instagram increased by 12.5% in reach from Semester 1 to Semester 2. While profile visits and external link taps declined by 34.1%, post engagement remained strong, with top-performing posts exceeding 4,500 views. Reach initially dropped but rebounded to 8,810 accounts, showing signs of recovery. **EVALUATION:** Although the full 25% goal has not yet been met, engagement is improving in Semester 2, driven by event promotions and interactive content. To further increase traffic, we should enhance call-to-actions and leverage reels and collaborations to drive sustained growth.

GOAL: Achieve and maintain an overall Instagram engagement rate of 17.57% using story features, reels, and informative posts. **RESULTS:** Most recently, AMA FAU's Instagram has recorded 989 interactions and 338 engaged accounts, resulting in a 59.19% engagement rate, far exceeding the 17.57% goal. Posts drove the most engagement (55.4%), followed by reels (24.1%) and stories (20.5%). **EVALUATION:** Engagement is strong, with posts leading interactions, reels, and stories effectively reaching non-followers (14.8%). To maintain growth, AMA FAU should continue using interactive stories, high-quality reels, and optimized posting times to maximize engagement.

Goal: Increase reach, views, and engagement by 50% through consistent, engaging content. **Results:** **Reach:** Increased by 41.30% (31,438 → 44,422) since the 2023-2024 academic year | **Views:** Increased by 6.82% (55,855 → 59,664) since 23-24 academic year | **Engagement Rate:** Increased by 261.58% (16.37% → 59.19%) since the 23-24 academic year | **Evaluation:** The goal was surpassed for engagement rate but not fully met for reach and views. While reach nearly hit the 50% target (+41.30%), views saw moderate growth (+6.82%), and engagement skyrocketed (+261.58%), indicating strong audience interaction. To sustain this momentum, we will expand reach through collaborations and optimize posting strategies to enhance visibility and engagement further.

● Reach ● Views ● Engagement Rate



External

Our Instagram Feed



LinkedIn Post



Story Event Promotion



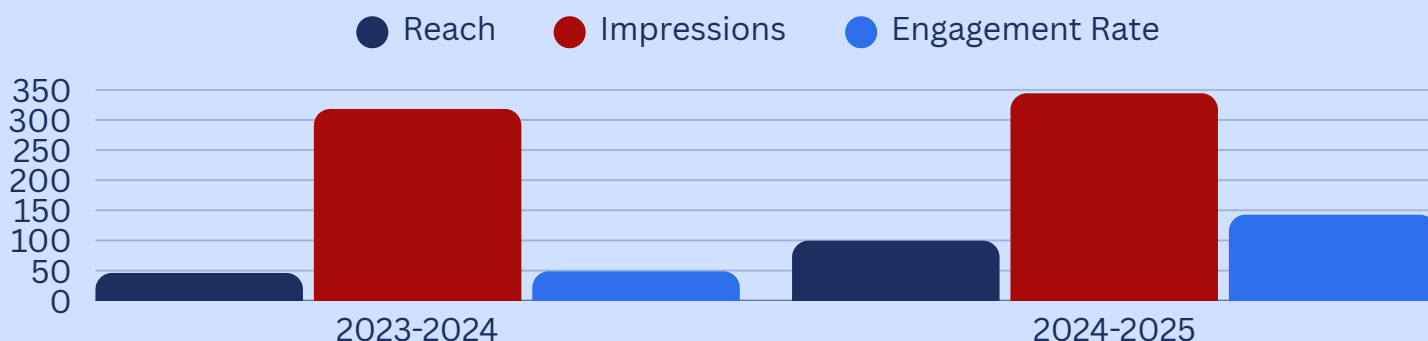
LINKEDIN



@FAU American Marketing Association

Goal: Achieve an average LinkedIn engagement rate of 17.57% using informative posts and interactive features. **Results:** The 2024-2025 average engagement rate is 28.92%, exceeding the 17.57% goal while also increasing 100.12% (14.45% → 28.92%) since the 2023-2024 academic year. High-performing posts, like the Semester Launch (79.58%) and Marketing Week Recap (20.96%), drove strong engagement. **Evaluation:** The goal was met, with engagement more than doubling from 14.45% to 28.92%. To sustain growth, LinkedIn content should focus on high-impact event recaps, polls, and engaging visuals to enhance lower-performing posts.

Goal: Increase reach, views, and engagement by 50% on LinkedIn through consistent and engaging content. **Results:** Impressions: +8.18% (318.25 → 344.29) | **Engagement Count:** +192.75% (48.75 → 142.71) | **Estimated Reach:** +116.50% (45.99 → 99.58). **Evaluation:** The goal was exceeded in engagement and reach, but impressions grew only 8.18%. To improve visibility, LinkedIn should incorporate more frequent posts, interactive content like polls, and cross-promotion with Instagram to expand audience reach.



COMMUNICATION



Internal

Setting communication goals to measure our reach within our AMA community was pivotal to understanding how to effectively use our resources to promote AMA events and general information.

GOAL: Grow club attendance by 20% **RESULTS:** attendance improved by 42% **EVALUATION:** communicated with students on events and opportunities via email blasts and GroupMe messages was continuous and effective. Coordinating communication within the board ensured proper communication flow.

GOAL: Ensure information about AMA is easily accessible and organized. **RESULTS:** Learned we could split the GroupMe chat into different folders such as announcements, job/internship opportunities, LinkedIn Connections. **EVALUATION:** This metric increased efficiency in sharing opportunities and resources, new members simply can see the pinned messages in the respective folders and find all they need to know about AMA.

GOAL: Increase number of individuals in the GroupMe chat by 50 people. **RESULTS:** amount of GroupMe members grew from 393 to 465, an increase of over 18% with 104 members joining. **EVALUATION:** We put our GroupMe QR code at the beginning of our AMA presentations so that students can easily scan the code to join. We also have our QR code at every recruitment & tabling opportunity so that those who visit the table can readily access the group chat.

PLATFORMS



Owl Central



Outlook



LinkedIn



Instagram



PROFESSIONAL DEVELOPMENT

MARKETING WEEK

Marketing Week held much in store but was quickly met with unexpected conflict when Hurricane Milton sent our university into a state of emergency the day of kickoff. Though our school was spared from severe damages, it affected our attendance and involvement, so we quickly made rearrangements to make up for the two days lost. This experience taught us to pivot; we rescheduled events promptly and persevered despite the two hurricanes that tried to ruin our plans. We kept constant communication with our members, updating our socials and GroupMe every day to give clarity and reassurance to members. Though our events were not consecutive, they proved to develop students professionally based on feedback and noticeable connections fostered within the time period of these events.

Marketing Movie Night

Goal: 20 students | **Results:** 7 students |

Evaluation: Attendance was impacted by the hurricane, however those in attendance were able to learn about what it means to truly build a brand as they watched the film, *Air* featuring Michael Jordan's impact on Nike's marketing success. Students even stayed back to talk about how they plan to use strategies from the movie in their real-life internships and jobs.

Sip & Socialize Mixer ft. VI Coffee

Goal: 20 students | **Results:** 22 students |

Evaluation: This Member-Exclusive event produced meaningful connections as students enjoyed refreshments from our valued local sponsor, VI Coffee. Jason Hazlewood from ISG, a leading digital marketing platform, shared industry strategies, sparking discussions and inspiring students, leaving them more connected to their peers and the marketing world.

Alumni Panel

Goal: 25 students | **Results:** 42 students |

Evaluation: Panelists who were just in our shoes a few years ago returned to share their respective journeys. There were several questions from AMA's student body, and the panelists shared honestly and openly about their hardships and triumphs. Students left with valuable pieces of advice that will aid them throughout their career, as well as with a few LinkedIn connections which never hurt.

Resume Roast

Goal: 25 students | **Results:** 34 students | **Evaluation:**

Desiree George from the Career Center shared insights on what employers look for in a resume, including tips to stand out in AI-scanned batches. She emphasized how small adjustments can elevate a resume and highlighted key 'Do's and Don'ts' for submissions. To reinforce her advice, she reviewed student resumes, offering feedback. Her keen eye for strong resumes provided students with strategies to enhance their applications and increase their chances of success.

CASE COMPETITION

A select group of FAU AMA students enrolled in a problem-based marketing planning course. Together, the team conducted extensive research (surveys, focus groups, and interviews) and worked as a team to create a marketing plan for a sponsored company, Adobe Express. After extensive planning, students created a marketing plan that included a budget, timeline, and social media approach for Adobe Express. After Florida Atlantic's paper was submitted, they were ranked in the top 15 schools out of 76-Semi-finalists. The team received recognition for their efforts in our general body meeting so that others could acknowledge their hard work and consider joining the team in the future, led in a class with our advisor, Eileen Acello, to tackle the art of project management.





PROFESSIONAL DEVELOPMENT

We aspire to mold students into skilled marketing professionals who are not only equipped with basic knowledge of the industry but who are also prepared to thrive in the real business world. Our events give them key insights that will prepare them to effectively adapt and impact their future professional environments. Core parts of their development within AMA include workshops, networking opportunities, and activities that will get them to think like professional marketers. Our goal is to provide opportunities that will increase students' marketing knowledge and skills.

WORKSHOPS

Brew A Brand

Goal: 40 students | **Results:** 78 members | **Evaluation:** Our first general body meeting of fall was hosted by our Co-Presidents in partnership with VI Coffee. The owner, an FAU AMA alum, guided students in creating a marketing plan for her coffee shop's featured fall drink. Students worked in teams to curate a product present strategies sharpening their skills in social media strategy, content creation, and influencer outreach. This hands-on experience equipped them with practical tools to execute effective marketing campaigns for real-world businesses.

Resume Bowl

Goal: 40 students | **Results:** 78 members | **Evaluation:** Our first general body meeting of fall was hosted by our Co-Presidents in partnership with one of our sponsors, VI Coffee. The owner of VI Coffee is an alumni of FAU's AMA. She guided students on how to create a marketing plan for her coffee shop's featured fall drink. Students worked in teams to curate a product (the drink) and present marketing strategies.

NETWORKING

VI Coffee Mixer

Goal: 15 members
Results: 18 members
Evaluation: Our first Member-Exclusive event prompted students to foster connections while enjoying the goods of one of our valued local sponsors, VI Coffee. Students received valuable insights by advertising guru Jason Hazlewood from ISG, a top-tier digital marketing platform.





PROFESSIONAL DEVELOPMENT

CALENDAR OF EVENTS

03 - "Brew a Brand" Challenge
with VI Coffee
17 - BR Consulting with
Bryan Rammel

OCTOBER

01 - Trivia Tuesday
04 - 4Ocean's Beach
Cleanup
07 - Marketing Movie Night
08 - Resume Development
with Desiree George
09 - Coffee Talk with VI Coffee
10 - Internship Fair & Alumni Panel
11 - Breezeway Tabling
22 - Celsius

NOVEMBER

05 - Perfect Pitch Comp.
21 - FAU Athletics
with Lisa Ann Higgins

FEBUARY

04 - Rielli Swimwear with
Ariella Baril
18 - Gymshark

MARCH

11 - Case Competition
25 - Miami Heat

APRIL

02 -06 - International
Collegiate Conference
15 - FAU Sports Marketing with Daniel Cornley

INTERNATIONAL COLLEGIATE CONFERENCE

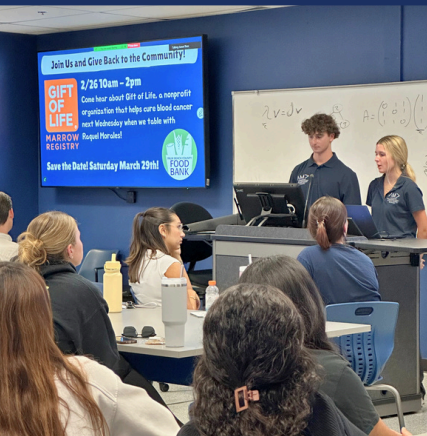
GOAL: Send 12-14 representatives of FAU's AMA chapter. **RESULTS:** We plan to send 8 members to ICC. **EVALUATION:** Our Case Competition team placed 15th in the ranking, just outside the top 10, and will not be advancing. Without that team of 4, we plan to travel with executive board members and our top two most active members of our chapter will be traveling to ICC in April. Our time at ICC will be dedicated to competitions, as well as gathering insights and ideas to drive the growth and **evolution** of our chapter, especially since most of our representatives will be stepping into officers roles for the upcoming school year.



ICC PREPARATION

Goal: 30 students Results: 18 students Evaluation: Amy Rosen, a highly-experienced Chief Marketing Officer at People's Trust Company shared her expertise in sales pitching. She broke down the fundamentals of sales, first communicating a need for a product or service, then conveying its value. Students collaborated to craft and present their own impactful pitches, learning to capture the attention of an audience and convey key messages quickly and clearly.

The skills developed through this exercise-- Critical thinking, effective communication, and teamwork--- are skills that will be directly translated to ICC competitions. Crafting a pitch under pressure sharpened our ability to think on our feet while working in teams. We especially mastered the art of concise, persuasive language, leaving us well-equipped to present with clarity and succeed in the face of pressure and fierce competition.



RECRUITMENT



FUN FACT:

We've found that by doubling recruitment efforts from Semester 1 to Semester 2, meeting attendance increased by over 100%



TABLING

A key method for boosting brand awareness on campus is weekly tabling in the Breezeway and the College of Business, allowing face-to-face engagement with students about our mission. This initiative reminds students to follow our social media and attend meetings while also widening our reach on campus. We've found that reducing tabling frequency leads to about a 10% drop in meeting attendance.

CAREER FAIRS

FAU holds at least two Career Fairs each semester, bringing together recruiters and local companies to help students transition into the workforce. FAU AMA volunteers at these events, managing the headshot station and t-shirt booth. This allows us to connect with diverse students from various majors, increasing our brand awareness on campus and expanding our network.

CLASSROOM PITCH

Collaborating with the COB faculty, the FAU AMA e-board conducted brief classroom presentations to deliver a five-minute pitch outlining AMA and its benefits for students.

These presentations successfully target College of Business students, including those who may not typically engage with the organization, thereby enhancing brand awareness and furthering the mission of the AMA.

EVENTS

August

- 17 - Owl Involved Welcome Event
- 30 - Tabling on FAU Breezeway

September

- 12 - College of Business Career Fair
- 16 - Tabling on FAU Breezeway

October

- 06 - Classroom Pitch
- 10 - Internship Fair
- 11 - Meet Us on The Breezeway
- 16 - COB Clubs & Organizations Fair

November

- 07 - Tabling on FAU Breezeway
- 11 - Tabling on FAU Breezeway

January

- 15 - Owl Involved Welcome Event
- 20 - Tabling on FAU Breezeway
- 27 - Tabling on FAU Breezeway
- 28 - Classroom Pitch
- 29 - Classroom Pitch

February

- 03 - Donuts & Discuss on FAU Breezeway
- 06 - FAU Career Fair
- 14 - Candy Grams Booth on FAU Breezeway
- 20 - COB Internship Fair
- 24 - Choose FAU Day
- 26 - Gift of Life on FAU Breezeway

March

- 10 - Tabling on FAU Breezeway
- 17 - Tabling in FAU COB
- 24 - Food Bank Event Awareness
- 31 - Tabling in FAU Breezeway

April

- 07 - Tabling on FAU Breezeway
- 14 - Tabling on FAU Breezeway



RECRUITMENT

GOAL: Execute at least 7 recruitment booths per semester to generate interest and promote brand awareness on campus. **RESULTS:** Both semesters exceeded the goal by 35% in Semester 1 and over 100% in Semester 2. **EVALUATION:** After the hurricane interruption during the first semester, our recruitment efforts declined significantly, resulting in a rapid decline in meeting attendance. This observation led us to implement weekly tabling/booth events to ensure meeting attendance remains consistent while also using consistency to increase brand familiarity and campus presence.

GOAL: Increase GroupMe traffic by 10% through strategic outreach. **RESULTS:** We exceeded our goal, achieving a 31.63% total increase in GroupMe members, growing from 354 members on August 8, 2024, to 466 members as of February 2025. The most significant growth occurred in August 2024, when 104 new members joined. Additionally, recruitment events played a key role, accounting for 34.82% of all new GroupMe members, with individual recruitment days bringing in up to 10 new members. **EVALUATION:** The growth indicates the success of recruitment efforts, tabling events, and digital outreach, particularly at the semester's start. Future strategies will focus on impactful recruitment events and targeted marketing to sustain and further grow AMA FAU's community.



Booth at the Career Fair

GOAL: Improve meeting attendance by 20% through proactive and consistent recruitment strategies. **RESULTS:** The average meeting attendance increased by 117.39% from Fall 2024 to Spring 2025, far surpassing the initial goal. Events such as Liquid Death (95 attendees) and AMA Canva Tips (80 attendees) played a key role in this growth. **EVALUATION:** The significant rise in attendance reflects the success of strategic recruitment efforts, consistent campus presence, and strong event promotion. By leveraging engaging event formats and partnerships and increasing the frequency and number of recruitment events to weekly, we exceeded expectations. Maintaining high-impact marketing strategies and member engagement initiatives will be essential in sustaining this growth and further strengthening AMA FAU's presence.

RECRUITMENT EVENT BREAKDOWN

Special AMA Booths
18.5%

Breezeway / COB Tabling
40.7%

FAU Events
11.1%

Classroom Pitch
11.1%

Career Fair
18.5%

IMPACT OF RECRUITMENT EVENTS ON GROUPME GROWTH

Recruitment Events
34.8%

Other Sources
65.2%

● % Increase in Meeting Attendance



RECRUITMENT COMMITTEE

The Recruitment Committee, consisting of 20 AMA FAU members, focuses on enhancing the chapter's campus presence and engaging potential recruits. Members can earn volunteer hours and points at tabling events, with early access to sign-up sheets for committee members. They gain experience in pitching and communication, understand executive board operations, and develop leadership skills, allowing us to mentor future AMA leaders. Their proactive outreach and engagement are crucial for building a strong AMA FAU community.

MEMBERSHIP



One of FAU AMA's broad goals was to grow from a medium chapter size to a large one. We achieved this goal by constantly conveying the value of being an AMA member.

WHY SHOULD I BECOME AN AMA MEMBER?

NON-MEMBER

- ✓ Attend general body meetings
- ✓ Attend general FAU AMA events

MEMBER

- ✓ Two members exclusive meetings
- ✓ Free one year membership for graduating seniors
- ✓ Discounts on training and conferences
- ✓ Opportunity to become member of the month
- ✓ First priority access to merchandise from sponsors
- ✓ Members only webinar

The most effective approach that turned attendees into members is by highlighting the attractive national and local benefits that come with joining the AMA. We presented the benefits in each general body meeting so that those who were new to our meetings could understand the value of being a member.

GOAL: Keep high engagement among members throughout the school year by using a point and reward system.

RESULTS: Students attended various tabling events and our retention rate for general body meetings averaged 17%.

EVALUATION: Our treasurer tracked each member's participation. Based on the key, students received points for attendance, volunteer opportunities, and activity within AMA.

Key: (For Dues)	
Expired	(0 Points)
Paid Dues	(100 Points)
Key: (For Meetings)	
Attended In-Person	(75 Points)
Attended Online	(50 Points)
Key: (For Committee)	
Member	(25 Points)

Key: (For Tabling)	
Each Hour	(125 Points)
Key: (For Marketing Week)	
Attended	(100 Points)
Key: (For Merch)	
Bought Merch	(100 Points)
Sent Picture Wearing Merch	(100 Points)
Wore Merch to Meeting	(100 Points)



Our main incentive other than Member of the Month & Member of the Semester was that whichever two members attain the most points gets the honor of receiving a fully-funded trip to attend the International Collegiate Conference. Haidy Martinez and Ryleigh Honr received the privilege and will be joining us to embark on a trip full of networking and opportunity, hands-on experience in competitions, and exposure to some of the top marketing advice Once confirmed they will attend alongside board members, where they will have the chance to **evolve** as marketers.



SOCIAL IMPACT

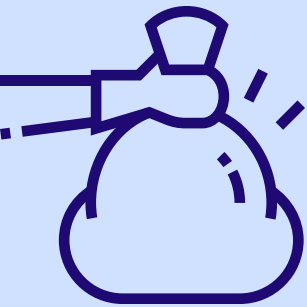
Our Events and Philanthropy team identifies the needs of our community and creates opportunities for students to be the ones to make a change. With these opportunities, students gain awareness of important social causes and make a positive impact on their community.

4Ocean

GOAL: Collect 5 pounds of plastic and debris. **RESULTS:** Exceeded expectations collecting over 11 pounds of plastic and debris. **EVALUATION:** We sought out 4Ocean, a local organization dedicated to preserving the world's oceans and wildlife that works to remove plastic and harmful waste from beaches and coastlines. They gave us the tools and resources needed for us to have an efficient In collaboration with three other business clubs on campus, we united to clean Spanish River Beach, a spot treasured by our Florida Atlantic students. Our efforts will help protect marine life and keep our local beaches clean. This event not only made an immediate impact but also raised awareness about the importance of ocean preservation. After all, we're only 1.8 miles from the beach.



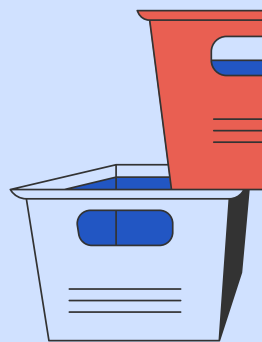
Palm Beach Food Bank



GOAL: Collaborate with student government to help us play an active role in fighting food insecurity by collecting 5 bins of nonperishable goods. **RESULTS:** Palm Beach Food Bank helped us facilitate a food drive for students. Rather than just collecting 5 bins, they drastically upscaled the drive, projecting 100,000 meals to be packed and delivered. **EVALUATION:** We reached out to student government and found out food insecurity is FAU's most pressing issues across campus. With the help of an FAU AMA alum, we were connected to the Palm Beach Food Bank, who agreed to tackle this project with us. They provided us with the food and resources, while we plan to contribute the hands that will prepare them! We wish to make this an annual collaboration.

Fill the Burrow Initiative

GOAL: set up bins in each dormitory lobby so that students can contribute hygiene items that were not used in order to eliminate waste and give to those in need of these necessities. **RESULTS:** Not yet achieved. **EVALUATION:** Fill the Burrow is an effort devoted to providing those in our community with essential goods (toiletries, personal care items, etc). It benefits those who might be struggling to purchase these resources on their own.



Gift of Life



GOAL: Help the Gift of Life organization add more DNA samples to their registry to build a diverse and extensive database of donors. **RESULTS:** Not yet achieved. **EVALUATION:** We are contributing to the Gift of Life Marrow Registry, a nonprofit organization that helps find matching bone marrow and blood stem cell donors for patients battling blood cancers like leukemia, lymphoma, and other life-threatening diseases. We wish to increase the chances of finding a life-saving match for those who need it with the cheek swab sample method.

BROAD GOAL: The FAU AMA chapter aims to generate \$12,230 in revenue through a variety of initiatives. **RESULTS:** We accumulated \$12,569 in revenue. **EVALUATION:** A number of efforts allowed us to achieve this goal including corporate sponsorships, branded apparel sales, local membership dues, restaurant giveback events, raffle baskets, university funding, and donations.

GOAL: Secure \$9,300 in funding via corporate sponsorships by collaborating with a minimum of four organizations. **RESULTS:** Raised \$7,000 through corporate sponsorships. **EVALUATION:** With faculty assistance, we connected & sent out sponsorship packages to corporate with different tiers of support. One of our leading sponsors fell through due to their false promises and lack of integrity.

GOAL: Raise \$200 through branded apparel sales by selling 30 t-shirts. **RESULTS:** \$12 T-shirts were sold, accumulating \$108 in sales. **EVALUATION:** Collaborated with an apparel company to launch an online store to provide branded merchandise and announced the T-shirt design in GBMs.

GOAL: Generate a total of \$1,280 by collecting local membership dues, expecting 40 members paying \$32 each in Local Dues. **RESULTS:** Collected \$2,290 in membership dues. **EVALUATION:** By regularly emphasizing the advantages of becoming a paid member along with our recruitment efforts, AMA's benefits were reaching more ears which translated to more membership packages purchased.

GOAL: Raise \$100 through a restaurant giveback event, with a target of 20 participants using our promotional code. **RESULTS:** Raised \$149.03 with 3 different giveback opportunities. **EVALUATION:** We promoted these givebacks as an opportunity to bond with other members, so we would go together after GBMs all together. We also promoted the events across social media platforms and through our GroupMe chat.

Fundraising Tools



CloverGO is an app that enables an iPhone to act as a mobile credit card reader. It allows students to pay their local dues in person through Apple Pay.



Zelle is a money transfer app that allows students to send in their local dues within seconds since it is usually already built into popular banking apps

FUNDRAISING CONT.



GOAL: Raise \$300 through 3 different raffle baskets in attempts to reach different segments of AMA. **RESULTS:** Raised \$215. **EVALUATION:** raffle tickets were readily available and promoted in every GBM for four months and promoted on social platforms. Winners were announced at the first meeting of the spring semester.

GOAL: Secure \$800 in funding from the Council of Student Organizations at FAU. **RESULTS:** Secured \$800 **EVALUATION:** Completed the necessary paperwork and submission requirements, received \$400 for fall and \$400 for spring.

GOAL: Raise \$250 in funding from donations from willing donors to FAU AMA. **RESULTS:** Collected \$278. **EVALUATION:** Reached out to various organizations for donations, while each executive board member personally engaged their networks to secure contributions.

GOAL: Generate \$150 through the sale of Valentine's Day candy grams. **RESULTS:** Raised \$21. **EVALUATION:** Sell handmade Valentines with candy at meetings and on the FAU breezeway leading up to Valentine's Day. Students weren't as willing as to purchase candy grams as we thought. Through reassessment we plan to approach this initiative in a way that produces higher revenue in the future.

REVENUE ALLOCATION

