



PLAN CHAPTER

2025-2026

FLORIDA ATLANTIC UNIVERSITY
Boca Raton, Florida



AMERICAN MARKETING
ASSOCIATION

PROFESSIONAL DEVELOPMENT



GOAL: Strengthen members' marketing skills through applied, industry-focused learning experiences.

STRATEGY: Host interactive workshops covering tools, analytics, branding, and design.

GOAL: Expand networking opportunities by connecting students with professionals and alumni.

STRATEGY: Organize networking mixers with alumni, faculty, and marketing industry leaders.

GOAL: Strengthen members' marketing skills through applied, industry-focused learning experiences

STRATEGY: Create mentorship programs pairing members with professionals and successful alumni.

GOAL: Provide exposure to marketing fields so members discover career pathways.

STRATEGY: Coordinate case competitions, job shadows, and collaborations with local businesses.

✦ CALENDAR OF EVENTS ✦

APRIL

22- Carmela Coffee Officer Onboarding
15- Domino Sugar Digital Marketing

JUNE

Virtual Summer Board Meetings

JULY

Virtual Summer Board Meetings

AUGUST

13- Summer Board Planning Meeting
15- OWL Involved Welcome Event
26- First Meeting Sponsored by Verse

SEPTEMBER

09- GoDaddy Website Design Competition
09- Fresh Kitchen Giveback
18- GBA X AMA
23- How Ya Doug'n Entrepreneurship & Startups

OCTOBER

7- AMA South Florida Case Study
MARKETING WEEK
20- LinkedIn Workshop
21- Influencer Marketing
22- Sports Marketing Panel
23- Zimmerman Ad Tour
24- GoDaddy Website Competition Announcement
24- Breast Cancer Awareness Fundraiser

NOVEMBER

5- Fireside Chat with CEO of AMA
18- DENTSU: Global Ad Agency

JANUARY

13- T-shirt Designing Contest
27- AMA South Florida x Total Wine
31- Pack to Giveback event with food bank

FEBRUARY

10- Beauty/Health Wellness Marketing
10- Giveback Chipotle
24- E-commerce marketing

MARCH

11-15th ICC

GO DADDY WEBSITE COMPETITION

Students will work in teams to create a website for AMA, sponsored by Empower by GoDaddy, giving them hands-on experience in web design, branding, and digital marketing.

MLB CASE COMPETITION

Case competition simulates what tackling real-world business challenges would truly be like, challenge students to think and apply classroom knowledge to a real situation. will be performed with a corporate sponsor.

DIVERSITY, EQUALITY, INCLUSION

As the most racially and ethnically diverse school in Florida, it is of utmost importance that we set a standard of inclusivity and racial equality within FAU's AMA family. By embracing and celebrating our differences, we can create an environment where every individual feels valued and respected. Together, we strive to foster a culture of unity and mutual understanding, ensuring that everyone has an equal opportunity to thrive.

FUNDRAISING



The FAU AMA chapter aims to generate \$8,180 in revenue through a variety of initiatives, including corporate sponsorships, branded apparel sales, local membership dues, restaurant giveback events, university funding, and graduation stoles.

GOAL: Secure \$8,000 in funding via corporate sponsorships by collaborating with a minimum of three organizations.

STRATEGY: With faculty assistance, we will connect & send out sponsorship packages to corporate offering tiered levels of support: Platinum, Gold, and Silver.

GOAL: Generate a total of \$2,080 by collecting local membership dues, expecting 65 members paying \$32 each in local dues.

STRATEGY: Regularly emphasize the advantages of becoming a paid member.

GOAL: Raise \$150 through branded apparel sales by selling 30 t-shirts.

STRATEGY: Collaborate with an apparel company to launch an online store to provide branded merchandise.

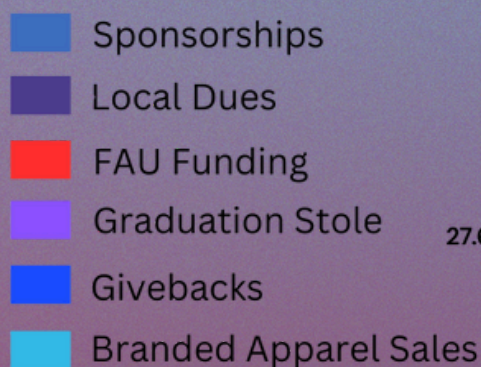
GOAL: Raise \$150 through restaurant giveback events with a target of 20 participants using our promotional code.

STRATEGY: We will promote the event across social media, our GroupMe chat, and during meetings leading up to the event.

GOAL: Secure \$800 in funding from the Council of Student Organizations at FAU.

STRATEGY: Present our funding proposal to the Council of Student Organizations, ensuring we request an appropriate and well-justified amount

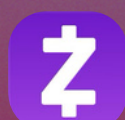
REVENUE ALLOCATION



FUNDRAISING TOOLS



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



Zelle, a money transfer app, allows students to send their local dues within seconds. Typically built into existing banking apps for easy access.

BEGINNING BALANCE	\$6,615.72
REVENUE GOAL:	+ \$11,180
SPONSORSHIPS	\$8,000
MEMBER DUES	\$2,080
FAU FUNDING	\$800
RESTAURANT GIVEBACKS	\$150
BRANDED APPAREL SALES	\$150
REIMBURSEMENTS:	+ \$5,520
ICC REIMBURSEMENT FROM FAU	\$5,520
PROJECTED EXPENSES	- \$15,686
BOARD OUTINGS	\$300
ICC EXPENSES	\$13,936
MARKETING WEEK EXPENSES	\$300
FOOD FOR MEETINGS	\$300
MERCHANT SERVICES	\$400
MISC. EXPENSES	\$300
CANVA PRO EXPENSE	\$150
TOTAL INCOME	\$1,014
ENDING BALANCE	\$7,629.72