

## AMA Houston Gives Back Grant Application 2024

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### Grant Details

APPLICATION DEADLINE: May 31, 2024 at 11:59 PM.

To nominate an organization for the grant, you must be an AMA member and a supporter (employee, volunteer, member or financial contributor) of the non-profit organization.

**Have more than one favorite non-profit? There is no limit on the number of organizations for which you can submit applications!**

Tip: You'll need to work closely with your favorite organization to gather the details for the application.

Grants will be awarded in June. If you are applying for a grant, please make sure your project fits this timeline. If the organization has received a grant from AMA within the last three years (2021, 2022, 2023), the organization is not eligible this year.

If you have questions, contact:

Heather Sasser

AMA Gives Back V.P.

heather@videoenvy.com

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### Contact Information

YOU MUST CLICK "SUBMIT" ON THE LAST PAGE OF THE REQUEST FORM FOR YOUR REQUEST TO BE COMPLETE.

Thank you for your participation.

Organization Name \*

Address \*

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Organization Website \*

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Upload your organization's logo \*

No file chosen

Organization President / Executive Director \*

First

Last

Title

Email \*

Phone Number \*

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AMA Member Name \*

 

First

Last

Your Email \*

Your Phone Number \*

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Indicate your relationship to the organization for which you are requesting funds \*

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### Organization Information

Are you a registered 501(c)(3)? \*

Yes

No

Year 501(c) established

Organization's) tax exempt number \*

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Annual Organization Budget

Annual Marketing Budget

Total # of Board Members

Total # of Staff Members

Total # of Volunteers

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### Organizational Mission

350 characters or less

Maximum of **350** characters. *Currently Used: 0 characters.*

### Description of current programs, activities, service statistics and strengths / accomplishments

350 characters or less

Maximum of **350** characters. *Currently Used: 0 characters.*

### Population Served (include demographics)

200 characters or less

Maximum of **200** characters. *Currently Used: 0 characters.*

### Geographic Area Served

200 characters or less

Maximum of **200** characters. *Currently Used: 0 characters.*

### Attach Annual Report or Organizational Summary

No file chosen

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### Proposal Request

Project Name for Requested Funds \*

Requested AMA Gives Back Grant Amount (Grants range from \$2,500 to \$6,000) \*

Total Budget for this Marketing Project

Why are you applying for the grant? What need do you have?

Type of Request \*

- |   |  |
|---|--|
| <input type="checkbox"/> Digital Marketing: General | <input type="checkbox"/> Brand/Communications Marketing          |
| <input type="checkbox"/> SEO/SEM                    | <input type="checkbox"/> Pay per Click or other Paid Advertising |
| <input type="checkbox"/> Marketing Strategy         | <input type="checkbox"/> Event Marketing                         |
| <input type="checkbox"/> Email Marketing            | <input type="checkbox"/> Social Media Marketing                  |
| <input type="checkbox"/> Inbound Marketing          | <input type="checkbox"/> Print or other offline Marketing        |
| <input type="checkbox"/> Public Relations           | <input type="checkbox"/> Website                                 |
| <input type="checkbox"/> Video                      |  |

What are your goals and objectives with this marketing project?

Please give a detailed plan and budget of how you will use the grant dollars.

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How do you plan to measure the effectiveness of your marketing program?

What is the timeline for your project? Grants will not be awarded until mid-to-late-June.

Who is responsible for overseeing the program (position of the person)?

Are you willing to provide an update to AMA after your project has ended?

Yes  No

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Has the organization received an AMA Houston Gives Back grant in the past? \*

Yes  No

If yes, please describe how the grant funds were used and the impact on the organization's programs. Please provide any relevant reporting and metrics.

300 characters or less

Maximum of **300** characters. *Currently Used: 0 characters.*

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### ALMOST DONE

Please carefully review the information you entered prior to submitting. All applicants submitting will be added to our email list to receive important communications regarding AMA Houston and the grant program.

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