



University of Wisconsin - Whitewater Chapter Plan



"Retouch an Image"

June 2008 - May 2009



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Chapter Overview

University of Wisconsin-Whitewater AMA Mission

The American Marketing Association (AMA) is an international professional society of individual members with an interest in the practice, study, and teaching of marketing. Our primary objectives are first, to urge and assist the professional and personal development of our members and second, create a social environment that is conducive to establishing lifelong networking opportunities.

University of Wisconsin-Whitewater CMU Mission

Creative Marketing Unlimited (CMU) operates as a student-run marketing research firm in cooperation with the American Marketing Association (AMA) chapter at the University of Wisconsin-Whitewater. CMU is a student organization dedicated to furthering the educational experiences of its members by providing marketing services to businesses in need. Members obtain business experience while continuing to maintain the high standards of professionalism, ethics, and excellence.



Fall 2008 AMA & CMU Executive Board Members and Advisors

AMA Executive Board

Ten members of the AMA Executive Board form an essential team which establishes goals, oversees committee directors, and, through careful planning and budgeting, strives to implement the events and activities that help to showcase our chapter as one of the elite collegiate AMA chapters. With our chapter's history of success, we are excited to continue the legacy of the UW-Whitewater American Marketing Association and look forward to yet another flourishing year.

Creative Marketing Unlimited

Creative Marketing Unlimited (CMU) goes beyond the classroom to provide students with real world experience through hands-on marketing research and plan development for regional and national business clients. As a marketing research and strategy firm that operates within the UW-Whitewater AMA Chapter, CMU provides members with business experience while continuing to maintain the organization's high standards of professionalism, ethics, and excellence.

AMA students offer their marketing experience and time to CMU for many reasons. Although students receive no direct monetary rewards, the resume-building and business experience received are invaluable for preparing our members for life beyond college. Working with UW-Whitewater Marketing faculty, our students not only apply classroom techniques to client projects, but also work with professors in a non-classroom setting. The success of CMU is a direct reflection of UW-Whitewater and our outstanding College of Business and Economics.

CMU is an integral part of our AMA Chapter and is a great opportunity for our students to get hands-on marketing experience. In the end, CMU makes our students more attractive to employers.

Chapter Overview

Initiative Program

Excellence often breeds complacency. With this in mind, we have established an Initiative Program designed to challenge our members to take our chapter to even greater heights. This year's initiative program consists of six overarching themes that will drive our efforts for chapter improvement and are incorporated throughout the Chapter Plan. As one strives to perfect a picture or image, UW-Whitewater AMA seeks to constantly improve our chapter.

Initiative 1: Strengthen an already well established and recognized professional development program

Initiative 2: Launch a Regional AMA Conference

Initiative 3: Devote considerable time, effort and resources to fundraising causes

Initiative 4: Broaden outreach in the college, university, region, country, and world

Initiative 5: Expand internship opportunities

Initiative 6: Revisit and then develop a comprehensive brand identity

Target Market

To attract and recruit members, we must first identify students likely to be interested in becoming members. When planning for the school year and recruitment, we identified a hierarchical set of potential target markets. Although the markets overlap, we started with specific targets and then broadened our scope. In the Annual Report we will assess our membership and determine if our targeted recruiting efforts were effective.

The markets we identified include:

Primary Target: Marketing Majors and Minors

Secondary Target: Business School Students

Tertiary Target: Communications and Marketing Education Majors

SWOT Analysis

Strengths

- Awarded one of the 2007-2008 Superior Collegiate Chapters of the Year
- One of the largest student organizations at UW-Whitewater with good positioning on campus
- UW-Whitewater College of Business and Economics attracts top business students
- Advisors have connections with a wide selection of professionals in and out of marketing
- Strong reputation built by providing clients with excellent consulting reports
- Financially stable

Opportunities

- Partnering with student organizations will increase awareness and build relationships
- Increased involvement in campus programming will help establish greater rapport with the university community
- Central location between two professional chapters (Madison and Milwaukee) provides greater opportunities to network and attend professional chapter events
- Use feedback from members to continuously improve

Weaknesses

- Large member base creates a problem with keeping everyone up-to-date and involved
- Lack of external communications to alumni, other student organizations on campus, families of members, professional chapters, and surrounding communities
- Lack of diversity in organization
- Lack of centralized brand and integrated marketing

Threats

- UW-Whitewater has strong collegiate business organizations that have won more national awards than other local universities, creating competition for membership
- Many members are ambitious and involved in many other organizations and work-related activities that cause them to have time constraints and scheduling conflicts
- Over programming could exhaust our members and lead to a decline in attendance and retention
- Paying for national and local membership dues as well as covering the costs to attend various events can be challenging for many students
- Potential complacency based on past success

We strive to offer all members opportunities in which to begin, build upon, or refine business and marketing skills by networking with professionals, participating in market research (CMU) accounts, becoming informed on possible career paths, and developing integral skills outside of the classroom setting, such as leadership, communication, and teamwork.

Professional Development

Creative Marketing Unlimited Goals

- Have at least 40 members actively involved in CMU accounts and projects
- Assist Sheboygan Area School District with creation of a new tagline, logo, and overall brand identity
- Conduct research for the UW-Whitewater Foundation to assess the demand of housing for faculty, staff, and graduate students
- Develop a research program to help the UW-Whitewater College of Letters and Sciences determine how to better communicate their image; culminating in the development of a website and collateral marketing and PR materials
- Conduct research to assess the level of customer service at various Woodcraft stores
- Generate \$20,000 across all projects; including those that arise in spring 2009.
- Expand CMU Research Certificate
- Award two outstanding students at UW-Whitewater with a \$500 scholarship

Strategies

- Promote CMU at AMA meetings, emphasizing experience and resume building benefits
- Work with the marketing department to provide aid in client lead generation, conducting research, and guidance in preparing and presenting reports

Case Competition

Goal

- Create a core base of at least 10 students to create a report that will be selected to present at the National Conference

Strategies

- Establish core base of students within the first two general member meetings
- Effectively manage the group to accomplish the tasks of secondary research, focus groups, survey design and distribution, statistical analysis, creative ideas, and report writing

Marketing Week (Once a Semester)

Goals

- Offer at least one event everyday during Marketing Week (Monday-Friday)
- Have 60 members and 10 non-members attend the events throughout the week

Strategies

- Promote at meetings and with internal communication devices, such as e-mail and the weekly newsletter, and external communication, such as flyers and sign boards
- Encourage professors to offer extra credit to non-members who attend the events

Regional Conference

Goals

- To successfully launch our inaugural AMA Conference
- Have overall attendance of 150 students; minimum of 50 UW-Whitewater AMA members
- Attract seven other universities to attend with a minimum of 40 non-UWW attendees
- Have at least four speakers give presentations on Regional Conference's centralized topic
- Develop a Career Corner with a minimum of six companies
- Generate \$3,000 in sponsorship

Strategies

- Create on-and-off campus marketing plan to attract UW-Whitewater AMA members, UW-Whitewater non-members students, and local AMA members
- Promote Regional Conference through external communication, press releases, brochures, and flyers, and internal communication, e-update, website, and weekly newsletter
- Find and select speakers who were knowledgeable of centralized topic by searching the internet, using personal contacts, and utilizing both professors and members as resources
- Utilize Career and Leadership Development to contact local companies and recruiters for Career Corner
- Contact local businesses and companies to generate sponsorship opportunities

RecycleMania Marketing Plan

Goal

- Create a committee of at least 12 AMA members and four members of UW-Whitewater's Students Allied for a Green Earth (SAGE) to develop a marketing plan to promote Whitewater's first RecycleMania Competition among dormitories

Strategies

- Work with key members of SAGE to learn about details of RecycleMania and implement marketing plan
- Have committee meetings twice a month to formulate ideas and develop marketing plan until launch of RecycleMania

Resume CD

Goals

- Collect at least 30 members' resumes and compile them onto a CD to distribute to speakers
- Have a resume workshop for members to get assistance on resumes

Strategy

- Work with faculty, executive board, and professional chapters to distribute to companies



Day in the Field

Goals

- Tour four different companies to provide members with on-site business examples and networking opportunities
- Minimum of ten members attending each tour

Strategy

- Contact businesses in the surrounding area that are of interest to members and promote with internal communication devices

Professional Relations

Goal

- Attend monthly professional chapter meetings; six members to attend each meeting

Strategy

- Contact professional chapters about their meeting topics, dates, locations, and costs

Internship Packet (Once a Semester)

Goal

- Have an Internship Packet with over 60 different internship opportunities for members

Strategy

- Work with Career Services, local business owners, faculty, and professional chapters to find internships

Community Service

Charity Raffle – “Betting on a Cure”

Goals

- Generate \$3,000 in donations to go towards the Multiple Myeloma Research Foundation
- Receive an AMA Foundation Grant of at least \$500
- Have 60 members involved; either through planning, marketing, and/or participation in actual event
- Collect at least 30 donated prizes to be raffled at event

Strategies

- Work with the Student Entertainment Awareness League on campus to attract local, popular talent
- Work with local businesses to generate both prize and monetary donations
- Create an on-and-off campus marketing plan to attract campus and community members

HealthNet of Janesville

Goal

- Provide at least five volunteers monthly to donate their time and services performing office-related tasks

Strategies

- Introduce HealthNet and its service to the community at a general member meeting to spark interest in the program
 - Provide transportation and point incentives to members that volunteer

Professional Speakers

Goals

- Have twelve speaker meetings, two of which would be Alumni Panels and four of which present internship opportunities
- Have an average of 65 members attending each meeting

Strategy

- Find and select speakers who fulfill the variety of interests that our members have by using personal contacts, and utilizing both professors and members as resources

Ambassador Program

Goal

- Establish contacts with four universities who show interest in starting or improving an American Marketing Association (AMA) Collegiate Chapter

Strategies

- Contact various AMA chapters to facilitate conversations about starting an AMA chapter and/or improving
- Work with International AMA to receive contacts and other necessary information

We strive to offer service that will benefit the campus, community, and region, through donations, volunteering of members' time, and participation in charitable events. Importantly, we consider all community service projects to be an opportunity to develop member marketing and public relations skills due to the fact that marketing and public relations efforts are undertaken to launch and promote most of the planned events.

Warhawks Unite

Goals

- Promote diversity in our organization, our college, and the overall university
- Increase awareness of diversity events offered on campus
- Offer interactive events in which students can build relationships with others of different cultural backgrounds
- Organize a Multicultural Week of at least three events for members and campus community; member attendance of 10 at each event

Strategies

- Form a collaboration with member organizations of the Multicultural Student Council
- Develop budget to be put toward diversity efforts
- Partner with the University Marketing & Media Relations Department to publicize events

Miles for Myeloma

Goals

- Have attendance of 40 students; minimum of 20 members
- Generate \$500 in donations to go towards the Multiple Myeloma Research Foundation

Strategies

- Create marketing plan designed to promote campus community participation
- Contact businesses to generate monetary donations

Food-Drive (Once a semester)

Goal

-Collect a minimum of 100 non-perishable food items from surrounding neighborhoods to donate to the local food pantry

Strategies

-Promote through internal communications
-Promote the food drive throughout the community through press releases and personal interaction

DECA Competition

Goal

-Provide ten members to judge a high school DECA competition organized by Whitewater's Marketing Education Association

Strategies

-Recruit at meetings and with internal communications
-Entice members by providing community service hours necessary for graduation

Let's Talk College

Goals

-Have a minimum of a four-member panel attend six different high schools throughout the year
-Reach a minimum of 150 high school students, providing these students with beneficial insights to college

Strategies

-Contact local high schools and inform them of the benefits of our visits
-Recruit members at meetings and with internal communications, highlighting the importance of connecting with high schools and future students

Additional Charitable Giving

Goal

-Donate a minimum of an additional \$5,000 to various non-profit organizations

Strategy

-Use the hard work of AMA/CMU members to generate sufficient funds

We strive to generate funds to sufficiently support chapter activities and functions which enable us to achieve our goals. For the 2008-2009 academic year, it is estimated our chapter will raise approximately \$23,450 for the organization and \$6,900 for members' National accounts, utilized to help supplement the cost of the 2008-2009 International Collegiate Conference.

Fundraising

Creative Marketing Unlimited

Goal

-Effectively and efficiently complete six marketing projects, four of which have already begun, in order to earn \$20,000

Strategies

-Contact various businesses in and around the Whitewater area to obtain several accounts
-Work with advisors and CMU's executive board to assign duties and accomplish the tasks in a strategic and timely manner

Corporate Sponsorship

Goal

-Generate \$2,000 from local and national businesses

Strategies

-Utilize speakers and local Professional AMA Chapters
-Offer incentives for donations: such as tax incentive and recognitions as sponsor on newsletters, website, and professional newsletter

Culver's Night (Once a semester)

Goal

-Raise \$100 each semester by recruiting customers to support Culver's Restaurant

Strategies

-Offer point incentives for members to attend
-Recruit customers by utilizing internal and external communications

Boston Store Community Days

Goal

-Raise \$250 by selling Community Days booklets

Strategy

-Recruit member help by offering half of sales to be allotted to their National's account

Bake Sale at Local Wal-Mart (Once a semester)

Goal

-Raise \$100 by selling baked goods in cooperation with Wal-Mart

Strategy

-Receive food donations from board and general members

Campus Career Fair (Hawk Fair)

Goal

-Generate \$300 by providing members to help market the Hawk Fair across campus

Strategy

-Provide two representatives to lead the student marketing committee of the Career Fair

AMAZing Service

Goal

-Raise \$500 by providing yardwork and other services for community members

Strategy

-Utilize internal and external communication to recruit customers and members to assist in activity



National Conference Fundraising

Throughout the year, our chapter provides opportunities for members attending Nationals to fundraise to offset the cost of attending the conference. All proceeds each individual generates are put directly into his/her personal National account.

Alpine Valley

Goals

- Generate \$3000 from staffing a concession stand during four concerts over the summer
- Staff each concert with at least eight members

Strategy

- Entice members to participate by providing a portion of the funds raised to their National's account

Badger Football Games

Goals

- Generate \$1,750 for members' personal National accounts
- Provide ten workers for each of the Badger's home games to sell programs prior to kick-off

Strategy

- Inform members of the rewards of working W-Club games at general member meetings

Badger Women's Basketball Games

Goals

- Generate \$1,750 for members' personal National accounts
- Provide at least six workers to work concessions for each game

Strategy

- Inform members of the rewards of working W-Club games at general member meetings

Additional W-Club Fundraisers

Goal

- Generate at least \$400 in additional revenue from W-Club fundraising opportunities

Strategy

- Stay in contact with W-Club about other possible fundraising opportunities

Membership

We strive to provide all students at UW-Whitewater opportunities to join and participate in various organizational activities, and to acknowledge efforts made by members.

Recruitment and Retention

Goals

- Fall: have 75 people attend New Member meeting
- Spring: have 60 people attend New Member meeting
- Retain at least 70% of all students who attend the new member meetings

Strategies

- Have board members speak at beginning level business and general education classes
- Create a large marketing campaign each semester to attract the attention of business and non-business students using flyers, handing out suckers, and signboards
- Provide a New Member meeting to allow new members to experience the organization before stepping directly into general member meetings
- Assign board members five to six recruits to help assimilate them into the organization

Member Participation

Goals

- Provide 40 professional, educational, and social events per semester for the enjoyment and benefit of members
- Achieve average attendance rate of 60% across programs, which will be calculated based on each events particular attendance goal

Strategies

- Continuously provide events that are of interest to members and inform members in advance of events to allow them to arrange their schedules
 - Create a warm, friendly environment with an outgoing and caring member base, starting with board members

Mentorship Program

Goals

- Every board member will mentor at least five new members
- Host two mentor/mentee activities each semester

Strategy

- Once the membership list is completed, randomly assign general members to board members and provide board members with the mentees' contact information

Awards Program

Goals

- Award two Marketer of the Month awards monthly
- Honor general members with award ceremony at end of semester banquet with awards such as Most Enthusiastic Member, Up and Coming Member, etc.

Strategies

- By encouraging participation, reward members who get involved publically, at meeting and at banquet
- Awards also serve as resume-builder for members

Membership Appreciation

Goals

- Conduct one membership appreciation meeting each semester
- Reward members who ask/answer questions at meetings with small tokens, such as candy and gift cards

Strategies

- Provide food and prizes at the membership appreciation meetings
- Plan for giveaways in the miscellaneous section budget

Membership Database

Goals

- Collect data on members including major, minor, academic status, contact information, business affiliations, and payment status of dues
- Keep database updated weekly when dues are paid
- Use database to evaluate membership for Annual Report

Strategies

- Distribute member forms at the new member meetings and at the first general member meetings to collect information needed
- Designated board member will create initial database and update each week

We strive to maintain open and effective communication linking general members, executive board members, directors, advisors, alumni, the campus community, other student organizations, national AMA headquarters, the Whitewater community, and professional chapters.

Total Membership Goals

Goals

- Fall: 90 local dues paid members
- Spring: 75 local dues paid members
- 125 National members for the year (overlapping memberships)

Strategies

- Utilize all previously mentioned membership strategies
- Influence members to pay by limiting their activities if they have not paid by the deadline
- Assign a deadline for paying local dues at \$30; once deadline passes, increase local dues to \$35

Communications

Internal Communications

The AMAzing

Goal

- Publish weekly newsletters for members at each general member meeting that includes updates from all AMA board members and a two week outlook of events

Strategy

- Designated board member will collect editorials from all board members, create newsletter, and make copies for members

Electronic Update

Goal

- Notify members of upcoming events and deadlines through a weekly email

Strategy

- Designated board member will collect information and work with directors to send out email

External Communications

Public Relations

Goal

- Average at least two "media mentions" per month

Strategies

- Designated board member will work with directors to write and submit timely press releases to keep the campus community and external media up-to-date about upcoming events and successes
- Work with UW-Whitewater Marketing and Media Relations and The Royal Purple to receive placement in local newspapers and other media

Bi-Monthly Newsletter

Goal

- Provide 100+ student organizations on campus, AMA alumni, university faculty, and companies with ties to organization with a monthly newsletter to inform them of success of recent events, upcoming events, and produce corporate sponsorship and speakers

Strategies

- Utilize the student organization mailboxes in Leadership Development office to distribute the newsletter
- Utilize Alumni Database, known faculty emails, and past contact information of local professionals
- Make newsletter available on website

Website (<http://stdorgs.uww.edu/ama>)

Goals

- Obtain a more recognizable URL
- Reorganize entire web page
- Make member registration and all forms available online
- Once the change to the new program is complete, update events, pictures, and information on a weekly basis
- Receive recognition at AMA National Conference for website

Strategies

- Research possible URL possibilities and select one to try
- Designate a board member the assignment of reorganizing and weekly updates to webpage

Ad Graphics

Goal

- Make students aware of meeting times and events

Strategies

- Post flyers in campus buildings one week in advance of events
- Designated board member will work with directors to create and post flyers in a timely manner



Alumni Database

Goals

- Contact alumni for speaker opportunities, alumni panel, and monthly newsletter
- Increase amount of alumni contacts by 25%

Strategies

- Collect information from graduating members
- Organize all information into a database and update every semester
- Utilize the Alumni Center to obtain contact information on AMA alumni

Chapter Operations

We strive to ensure that our board members and directors have proper preparation, plans, and tools for the successful execution of chapter goals.

Executive Board Retreat

Goals

- Conduct one board retreat at the beginning of each semester to nurture teamwork
- Obtain at least 80% attendance of board members

Strategies

- Work with board members to set dates for retreats
- Budget accordingly for each semester's retreat

Board Training

Goal

- Create a board member training program with the basics of event planning, promotions, and market research

Strategy

- Work with advisors and Marketing Department staff to create an effective program by Spring 2009

Speaker Evaluations

Goal

- Be able to quantitatively assess the value of speakers

Strategy

- Provide a survey to members to assess speakers in a timely manner

Focus Groups

Goals

- Conduct two focus groups each semester
- Have a minimum of ten members participate in each, providing an opportunity for general members to evaluate the chapter and its programs
- Generate new ideas for future programs, feedback for improvement of current programs, and feedback on perception of AMA to help create brand identity

Strategies

- Conduct focus groups at the end of regular meetings in order to increase attendance and convenience for members
- Offer incentives, such as food, to encourage members to attend

Books of Knowledge

Goal

- Maintain and update information binders for each board member's position, which includes job descriptions and evaluations of past events

Strategies

- Emphasize the importance of legacy to board members and at executive board meetings
- Check that board members are continuously updating their information

Executive Board Meetings

Goal

- Conduct at least 28 meetings with the board members Monday nights throughout the academic year

Strategies

- Contact Room Reservations to coordinate location
- Inform board members of the importance of weekly meetings for planning events and programs

Mid-Semester Board Survey

Goal

- Have all members of the board participate in a mid-semester board survey each semester to assess chapter strengths and weaknesses

Strategy

- President and President Elect develop a survey, administer to board members, and analyze results

General Member Meetings

Goal

- Conduct at least 12 general members meetings on Wednesdays each semester

Strategy

- Contact Room Reservations to guarantee a consistent location, day, and time

Chapter Plan

Goals

- Have a meeting at the beginning of the fall semester to help board members set goals that will be used in the Chapter Plan
- Use the Chapter Plan as a guideline for evaluating success throughout the year

Strategies

- President and President Elect will work with board members to create realistic and challenging goals
- Compare with actual figures to create the Annual Report

Annual Report

Goal

- Achieve 90% of the goals presented in the Chapter Plan

Strategies

- Emphasize goals to board members during weekly meetings
- Create programs that are of high interest to the majority of members
- Create strong relationships with campus and community members to ensure the success of our activities
- Refer to the Chapter Plan goals throughout the year
- Utilize all available resources within our organization, campus, and community to assist in the success of chapter activities and Annual Report

Calendar of Events

June

21: Alpine Concert

July

19: Alpine Concert

August

9, 10, 16: Alpine Concert
 22-24: Board Retreat
 24: Goal-setting Board Meeting
 30: Badger Football Game

September

1, 8, 15, 22, 29: Board Meeting
 6: Badger Football Game
 7, 20: AMAzing Service
 9: New Member Meeting
 10, 17: General Member Meeting
 13: Taste of Whitewater
 17: Student Organization Fair
 23: Highway Clean-up
 24: Speaker Meetings
 27-28: Volleyball Tournament

October

1, 8, 29: Speaker Meeting
 1: Mentor Event: Bowling Night
 3: Make A Difference Day
 4, 11, 25: Badger Football Game
 6, 13, 27: Board Meeting
 9: Mentor Event: Scavenger Hunt
 9, 10: HealthNet Volunteering
 10: Day in the Field
 12: Bake Sale Fundraiser
 14: Lot Clean-up
 15: General Member Meeting
 17: Let's Talk College
 23: Professional Relations
 29: Focus Group

November

1-7: Food Drive
 3: Culver Fundraiser
 3, 10, 17, 24: Board Meeting
 5, 12, 19: Speaker Meeting
 6: Cultural Explosion Event
 7: Let's Talk College
 9, 23, 20: Badger Basketball Game
 12: Focus Group
 14: Regional Conference
 15: DECA Competition
 15, 22: Badger Football
 17-21: Marketing Week
 21-22: HealthNet Volunteering

December

1, 8, 15: Board Meeting
 2, 4, 7, 13, 22, 29: Badger Basketball Game
 3: Nominations Meeting
 5: Let's Talk College
 10: Elections Meeting
 12: Awards Banquet

January

8, 11, 18, 29: Badger Basketball Game
 16-18: Board Retreat
 20, 26: Board Meeting
 27: New Member Meeting
 28: General Member Meeting

February

2, 9, 16, 23: Board Meeting
 4: General Member Meeting
 6, 27: Days in the Field
 11, 18, 25: Speaker Meeting
 12, 16, 22: Badger Basketball Game
 13: Let's Talk College
 23-27: Marketing Week

March

2, 9, 16, 30: Board Meeting
 4: Alumni Panel
 6: Let's Talk College
 11, 18: Speaker Meeting
 12, 21: Mentor Event
 9-13: Multicultural Week
 13: Day in the Field
 17: Lot Clean-Up
 26-28: National Conference

April

1: General Member Meeting
 1: Focus Group
 3: Miles for Myeloma
 4-8: Food Drive
 6, 13, 20, 27: Board Meeting
 7: Highway Clean-Up
 8, 15: Speaker Meeting
 18: Charity Raffle
 22: Nomination Meeting
 29: Election Meeting

May

1: Awards Banquet

Budget

Expected Revenues

Professional Development

Regional Conference Registration	\$1,000
Regional Conference Sponsorships	
Career and Leadership Development	\$1,200
Cintas	\$500
D.L.K. Enterprises	\$250
Federated Insurance	\$1,000

Community Services

Charity Raffle Ticket Sales	\$500
Charity Raffle Donation	\$1,000
Charity Raffle Sponsorships	\$2,500
Charity Raffle Admission	\$3,325
Charity Raffle 50/50 Sales	\$500
Miles for Myeloma	\$500
AMA Foundation Grant	\$500

Fundraising - Organizational

CMU - WoodCraft	\$4,000
CMU - Sheboygan Area School District	\$3,000
CMU - College of Letters and Science	\$3,000
CMU - Foundation	\$4,000
CMU - Additional Accounts	\$6,000
Corporate Sponsorship	\$2,000
Culvers Night	\$200
Boston Store Community Days	\$250
Bake Sale	\$200
Campus Career Fair	\$300
AMAZing Service	\$500

Fundraising - Nationals

Alpine Valley	\$3,000
Badger Football Games	\$1,750
Badger Basketball Games	\$1,750
Additional W-Club Fundraisers	\$400

Membership

National Dues	\$5,250
Local Dues	\$4,950

Total Expected Revenues \$53,325

Expected Profit/Loss \$3,150

Note: These are all educated estimates for the entire academic year.

Expected Expenses

Professional Development

Regional Conference Food	\$2,500
Regional Conference Gifts	\$1,500
Regional Conference Misc.	\$2,250
Case Competition	\$1,500
Ambassador Program	\$100
Day in the Field	\$300
Internship Packet	\$50
Marketing Week	\$200
Professional Relations	\$750
Professional Speakers	\$500
RecycleMania	\$200
Resume CD	\$20

Community Service

Charity Raffle Casino Rental	\$3,500
Charity Raffle Donations	\$1,000
Charity Raffle Food	\$800
Charity Raffle Performer	\$1,000
Charity Raffle Misc.	\$600
HealthNet	\$150
Let's Talk College	\$150
Miles for Myeloma	\$300
Warhawks Unite	\$2,000
Additional Charitable Giving	\$5,000

Fundraising - Organizational

CMU Account Expenses	\$4,000
Boston Store Community Days	\$50
Corporate Sponsorship	\$200

Fundraising - Nationals

Badger Basketball Games	\$500
Badger Football Games	\$500
Additional W-Club Fundraisers	\$50

Membership

National Dues	\$5,250
Awards	\$1,000
Member Appreciation	\$1,000
Mentorship Program Events	\$150
Recruitment	\$75

Communication

Ad Graphics	\$150
The AMAzings	\$150
Monthly Newsletter	\$150
Website	\$200

Chapter Operations

Executive Board Retreat	\$2,250
Books of Knowledge	\$50
Focus Groups	\$50
Chapter Plan	\$30
Annual Report	\$50

Miscellaneous

Homecoming	\$1,500
National Conference Expenses	\$8,250

Total Expected Expenses \$50,175