



Armed Forces Communications and Electronics Association
South Florida Chapter

Marketing a Scholarship Program

Getting more qualified applicants...

Mark Nehmer
Scholarship Committee Chairman
AFCEA South Florida Chapter





Define Your AOR



- Who/Where is your target audience?
 - High School Seniors
 - Undergraduate Students
 - Graduate Students
 - JROTC / ROTC
 - Veterans
 - Citizens
 - Engineering Majors...





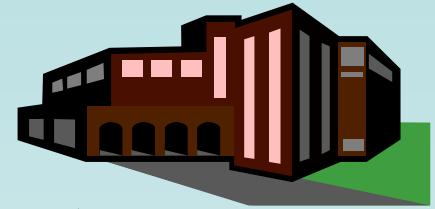
Prepare for Battle



- Create 3-pronged marketing attack
 1. Printed / Printable fliers (no more than 2 pages) that can be emailed
 2. Web site announcement both on the chapter's web site and links to it from educational institutions
 3. Press release – well written, to coincide with other educational news such as standardized state tests, SAT/ACT, etc.



Target Acquisition



- High School

- Identify all school districts within your AOR
- Get email contact information for superintendent's office
- Immediately send flier after initial contact (no less than 2 months in advance)

- Undergraduate

- Identify all colleges / universities within your AOR
- Get email contact information for C4I related Dean's offices & Scholarship offices
- Immediately send flier after initial contact (no later than early December)



Be Relentless



- Follow up, relentlessly making contact with random computer engineering professors
- Follow up, relentlessly making contact with random High School computer teachers
- **Prepare a second press release no less than 30 days prior to submission deadline**