



## **Tips for Marketing the AFP Chamberlain Scholarship**

- Use information about the scholarship from the scholarship materials page on the AFP website.
- Mention the Chamberlain Scholarship in all communications (print and electronic) from August when the new materials are released AFP Global to October when the chapter's scholarship committee should choose its scholarship recipient.
- Provide members with a link to the online guidelines and application form on your own chapter website.
- Chamberlain guidelines stipulate that the scholar be a first-time attendee, having never attended an AFP ICON or NSFRE International Conference. Give particular attention to new members who have joined since the last AFP ICON as they most likely will never have attended previous conferences. An invitation to apply for the scholarship would be welcome and could solidify a new member's commitment to the chapter for years to come.
- Chamberlain guidelines do not specify that applicants must be AFP members; chapters may choose to award the scholarship to non-members. If your chapter decides that non-members may apply, distribute the Chamberlain materials to your top prospects and to grassroots organizations that would greatly benefit from the education and enthusiasm the scholar would bring back to their daily duties.
- Consider diversity and financial need when awarding your scholarship.
- Consider supplementing the Chamberlain Scholarship with a scholarship from the chapter; perhaps look for a donor or sponsor to provide travel/lodging assistance. Be sure to promote these additional benefits attached to the Chamberlain Scholarship so that individuals from small grassroots organizations will be encouraged to apply.
- Print an article in your newsletter about the last AFP ICON, written by the Chamberlain Scholar who attended, and create excitement about the application process. Invite previous chapter Chamberlain Scholars to speak briefly at a chapter meeting to tell members about the experience.