

DMEF Scholarship Program for Students Studying and Interested in Direct / Interactive Marketing



Application Deadline: May 1, 2008
Applications postmarked after this date will not be considered.

Direct Marketing Educational Foundation (DMEF) invites professors to submit names of candidates to receive scholarship support for their studies and interest in direct / interactive marketing.

APPLICANT QUALIFICATIONS

- U.S. citizens and permanent residents will be given priority, but international students, with plans to either stay in U.S. or work for multi-national firms, may be waitlisted.
- Students must be enrolled at an accredited college or university and planning to enroll in classes in the 2008 fall semester. *Graduating seniors are not eligible for scholarships.*
- A 3.00 (on a 4.00 scale) cumulative grade average is required.

REQUIRED DOCUMENTATION

- A letter of recommendation from a professor telling us about the student (college major and career aspirations must be included).
- A brief letter from the student detailing interest in direct / interactive marketing and his/her career aspirations.
- An official student transcript.
- Completed Student Application information sheet.
- All letters and transcripts must be received by close of business **May 1, 2008.**

TO APPLY

- Fill out DMEF Student Scholarship Application.
- Write a brief letter detailing interest in direct / interactive marketing and career aspirations.
- Gather required documentation.
- Mail application, letter and required documents on or before **May 1, 2008.**
- Send all information to:

Direct Marketing Educational Foundation
1120 Avenue of the Americas
NY, NY 10036
Attn: Scholarship Fund

SCHOLARSHIPS TO BE AWARDED

For the 2008 academic year, financial support for the DMEF Scholarship Program is provided by the following scholarship funds:

Undergraduate Scholarship Funds

Lee Epstein Fund Scholarship Fund: This scholarship was established in honor of Lee Epstein, founder of the non-profit Direct Marketers Gateway, Inc. and a lifelong supporter of direct marketing educational programs. Six \$1,000 scholarships are provided to full-time undergraduate students in the tri-state area.

Mike Buoncristiano Memorial Scholarship Fund This scholarship was established in memory of Mike Buoncristiano, a past president of Direct Marketing Club of New York and recipient of the Club's Silver Apple Award. DMEF will award \$1,000 to a deserving full-time undergraduate student.

Dave Florence Scholarship Fund: This fund was created by the employees, clients and colleagues of Direct Media Inc., to honor the induction of the company's chairman, Dave Florence, into the Direct Marketing Association Hall of Fame. DMEF will award \$1,000 to a deserving full-time undergraduate student.

Willa Yeck Memorial Scholarship Fund: Established in memory of the wife of John Yeck, one of the founders of Direct Marketing Educational Foundation. DMEF will award \$1,000 to a deserving full-time undergraduate student.

Lorraine Zitone Memorial Scholarship Fund: Established in memory of Lorraine Zitone, a 21-year loyal employee of the Direct Marketing Association, this fund awards \$3,000 to a deserving New York area undergraduate, part-time or full-time college student.

Graduate Scholarship Fund

Don Kuhn Memorial Scholarship Fund: Established in 2006 in honor of the late, direct-response fundraising pioneer Don Kuhn to commemorate his contributions to the practice of charitable fundraising, this fund will support a \$3,000 scholarship to a deserving graduate student with a demonstrated commitment to pursue a career in non-profit direct / interactive marketing.

All Scholarship awards will be announced and disbursed before July 31, 2008. Awards will be made based on academic and work achievements related to direct / interactive marketing, marketing, advertising, communications and related subjects, as well as the applicant's career aspirations. Scholarship awards will be paid in the recipients' name to the college or university tuition account.

ABOUT THE DIRECT MARKETING EDUCATIONAL FOUNDATION

Headquartered in New York City, the Direct Marketing Educational Foundation (DMEF) works to attract, educate, and place top college students by continuously improving the teaching of world-class direct / interactive marketing and, thereby, expanding and enriching the talent pool of trained, market-ready direct marketers. Established in 1966 by members of the Direct Marketing Association (DMA) who wanted to give something back to the community, DMEF is today a separate, 501(c)(3), non-profit corporation that is supported solely by tax-deductible contributions from individuals, companies, and regional clubs and associations. www.the-dmef.org



DMEF STUDENT SCHOLARSHIP APPLICATION

Name _____

College/University _____ Graduation Date _____

School Mailing Address _____

City/State/Zip _____

Permanent Mailing Address (for summer notification) _____

City/State/Zip _____

Area Code/Phone _____ E-Mail _____

Please be sure to send the following information to DMEF by close of business May 1, 2008. Incomplete applications will not be considered.

1. A letter of recommendation from the professor. (Other letters of recommendation from other professors and employers are welcome, but not required).
2. Student application. Students must be planning to enroll in classes in the 2008 fall semester. ***Graduating seniors are not eligible.***
3. A brief letter from the student detailing interest in direct / interactive marketing and his/her career aspirations.
4. An official transcript for the student.

Send all information to
Direct Marketing Educational Foundation
1120 Avenue of the Americas
NY, NY 10036
Attn: Scholarship Fund

In the event I am selected as a scholarship recipient, please send my tuition check to (Bursars Office, Financial Aid Office, etc.). A check will be made out to the college/university in the name of the student to cover his/her tuition.

Name _____

Office _____

Address _____

City/State/Zip _____

Phone: _____