



2026-2027 AMA Best Social Impact Video Competition, sponsored by AMA Foundation

About the AMA Foundation

The vision of the AMA is to be an essential community for marketers. The AMA Foundation (AMAF) is the philanthropic arm of the American Marketing Association. It strengthens and elevates the marketing profession by advancing knowledge, building a global community of marketing leaders, and supporting marketing initiatives that drive innovation and societal impact.

Through our established global community, world-renowned journals, and vast chapter network, the AMA and AMA Foundation are uniquely positioned to empower marketers at scale. As the essential community for marketers, our people-first strategy connects marketers with the resources, knowledge, and relationships they need to lead the industry forward. We don't just observe the future; we develop the people who are building it.

- [AMA Foundation Case for Support](#): The AMA Foundation's Case for Support presents the vision behind our investments in marketing students, faculty and professionals. It outlines the challenges facing the field, the opportunities before us and how a people-first approach can prepare marketers to lead through change.
- [Donate to the AMA Foundation](#) - Direct link to donate to the AMA Foundation via Givebutter
- ama.org/amaf - Use this URL for CTAs in the video
- [2025 AMA Annual Report](#) - The AMA's most recent overarching organizational review and impact summary of FY2025

Competition Overview

What becomes possible when marketers have access to opportunity and community?

Talent is everywhere, but access to opportunity, professional relationships, education, recognition, and community is not.

As the philanthropic arm of the American Marketing Association, the AMA Foundation (AMAF) strengthens and elevates the marketing profession by advancing knowledge, building a global community of marketing leaders, and supporting marketing initiatives that drive innovation and societal impact. Through philanthropic support, the AMA Foundation helps reduce financial barriers and invests in scholarships and educational assistance, leadership and professional

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development, experiential learning, research and teaching innovation, and access to AMA programs, events, and community experiences. These investments help students, educators, and professionals gain the skills, connections, and opportunities they need to grow and lead.

The Challenge:

For this competition, create an original video of no more than three minutes that brings the impact of the AMA Foundation to life.

Tell a story that demonstrates the positive impact of the AMA community. Show how an AMA experience can shape someone's education, career, confidence, leadership, professional network, or sense of belonging - and how that impact can extend beyond one person to strengthen a workplace, classroom, community, or the marketing profession.

For example, choose an experience that connects naturally to the story you want to tell. This could be chapter involvement, mentorship, networking, an event, or a professional development opportunity. Then, connect the dots. Explain how philanthropic support to the AMA Foundation helps make that kind of experience possible and helps it reach more people. Use the AMA Foundation Case for Support, AMA Annual Report, and AMA Foundation Page as helpful resources.

Your video should help viewers understand the role the AMA Foundation plays in enabling and expanding these opportunities. Rather than simply describing the Foundation or listing its programs, illustrate its mission through people, experiences, and outcomes. The video does not need to cover every level of impact and funding area. One clear and credible connection is enough.

End with a clear and natural call to action to donate to the AMA Foundation and help this impact continue.



The Challenge Rubric:

How is the Competition Judged?

This competition will go through one round of judging by the AMA Foundation Board of Advisors and will be overseen by the AMA Collegiate Chapters Council. Judging criteria and points ranking: Chapters can score up to 100 points.

Criteria: Video Content and Mission Alignment (Up to 20 points)

AMA Foundation Mission and Role (1 to 7 points)

- Does the video clearly connect the story and its impact to the AMA Foundation?
- Does it help viewers understand AMAF's role in enabling or expanding access to opportunities within the AMA community?
- Is the relationship between AMA and AMAF presented clearly and accurately?
- Would someone unfamiliar with AMAF understand why the Foundation's work matters?

Access, Opportunity, and Impact (1 to 7 points)

- Does the video demonstrate what access to the AMA community can make possible?
- Does it illustrate the Foundation's mission through people, experiences, and outcomes rather than simply listing programs, resources, or membership benefits?
- Does it show how an AMA experience can affect someone's education, career, confidence, leadership, professional network, or sense of belonging?
- Is the impact specific, tangible, and relatable?
- Does the video show how that impact can extend beyond one person to strengthen a workplace, classroom, campus, community, or the marketing profession?
- Does it show the importance of access to education, professional relationships, recognition, resources, or community?

Clarity of the Message (1 to 6 points)

- Is the central message clear, focused, and easy to understand?
- Are descriptions of AMA, AMAF, and their work accurate?
- Does the video avoid jargon, vague claims, or confusion?

Criteria: Storytelling and Engagement (Up to 30 points)

Storytelling and Emotional Connection (1 to 15 points)

- Does the video tell a cohesive and compelling story?
- Does it feature relatable people, experiences, or situations?

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- Does the story help viewers understand the human impact behind AMAF's mission?
- Does it create an emotional connection without feeling exaggerated or manipulative?

Engagement and Pacing (1 to 15 points)

- Does the video maintain interest from beginning to end?
- Is the video an appropriate length, keeping the viewer engaged?
- Is the pacing suitable, maintaining interest without rushing through important information?

Criteria: Originality and Creativity (Up to 10 points)

Originality (1 to 5 Points)

- Does the video present a unique perspective or approach to addressing the issue?
- Does the video offer a distinctive perspective on what access to opportunity and community can make possible?
- Does it avoid feeling like a conventional membership advertisement or organizational overview?
- Does it approach the subject in a memorable way?

Creative Execution (1 to 5 Points)

- Are there creative elements such as animations, graphics, or innovative storytelling techniques?
- Do the creative choices strengthen the story and message?

Criteria: Production Quality (Up to 10 Points)

Video and Audio Quality (1 to 5 Points)

- Is the video's visual and audio quality clear and professional?
- If applicable, is the narration or voiceover clear and well-paced?
- Are there any distracting background noises, pixelation, or low-resolution issues?
- Is the video well-edited with smooth transitions?

Visual Appeal and Professional Tone: (1 to 5 Points)

- Are the visuals engaging and visually appealing?
- Does the video use appropriate graphics, images, or animations to enhance its message?
- Does the video maintain a consistently professional tone in language, visuals, and messaging?

Criteria: Impact and Advocacy (Up to 25 Points)

Call to Action: (1 to 12 Points)

- Does the video explicitly invite viewers to donate to the AMA Foundation?
- Does it connect giving with helping the demonstrated impact continue or grow?

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- Is the requested action clear, easy to understand, and utilizing accurate campaign information, websites, and URLs?
 - When inviting viewers to take action, use ama.org/amaf to learn more and donate

Awareness and Potential to Inspire Support (1 to 13 Points)

- Does the video deepen the viewer's understanding of the AMA Foundation and its impact?
- Does the story give viewers a reason to care about and support AMAF?
- Is the video memorable and appropriate for sharing with students, members, alumni, partners, and prospective donors?

Criteria: Accessibility and Inclusivity (Up to 5 Points)

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- Does the video include accurate captions or subtitles? (2 points)
- Are the language, visuals, and storytelling inclusive and considerate of diverse identities, abilities, experiences, and perspectives? (3 points)

Deduction: Over The Video Time Limit (-30 Points)

- Deduct 30 points if the video is over the 3:00 minutes time limit.

The Challenge Entry Requirements:

Please follow these requirements in order to qualify.

Video File & Access

- All video files that meet the requirements will be accepted and viewed by judges.
- Videos must be no more than three minutes (3:00).
- During submission, you must upload your MP4 video **AND** provide a direct URL link to the video.
- Your video link must be unrestricted and publicly viewable. AMA must be able to view and download the video without requesting permission, signing in, or entering a password.
- If using Google Drive, Dropbox, OneDrive or another file-sharing platform:
 - Set the file to "anyone with the link can view and download".
 - Ensure AMA has access to the file (prior to your submission entry/upload).
 - Ensure your video does not require a password, login, or access request.
 - Keep the video accessible throughout the judging period.
- Restricted, inaccessible, or permission-required links will result in an incomplete submission and disqualification.



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Video Guidelines

- Videos may be produced using professional equipment or a smartphone.
- Chapters may use drones to create video content.
- All video content must be original and produced by the chapter/students submitting the entry. Video content produced by or obtained from a client, its agency partners, or other third parties is not permitted.

Video Usage Rights and Disclaimer

By submitting an entry to the AMA Social Impact Video Competition, each team grants the American Marketing Association (AMA), the AMA Foundation, and their affiliates a nonexclusive, royalty-free license to use, reproduce, display, distribute, and promote the submitted video, in whole or in part, across their websites, social media channels, publications, presentations, events, educational materials, and other communications related to their programs and mission. Teams retain ownership of their work and confirm that they have obtained all permissions necessary to grant these rights.

Submit Your [Best Social Impact Video Here](#) on or before the deadline date of Wednesday, November 11, 2026, at 11:59 PM CST.