



## **MembersFirst®**

### **Leadership Scholarship in Marketing & Communication**

#### **The Carolinas Club Foundation**

The Carolinas Club Foundation (CCF), a non-profit charitable organization, was established by the Carolinas Chapter of the Club Managers Association of America (CMAA) in 2005 to raise funds to financially support the professional development of club managers through education, training and research initiatives. The purpose of this scholarship is to provide tuition support to club industry professionals interested in communications and marketing.

#### **Scholarship Awards**

The Carolinas Club Foundation is introducing the new, \$2,500, MembersFirst Leadership Scholarship for Membership, Marketing and Communications. This forward-thinking initiative supports professional development opportunities, enabling the recipient to stay ahead of industry trends and excel in their careers and can be used for a broad array of educational resources.

The Carolinas Club Foundation will award one (1) scholarship this year, based on the availability of funds and merit of applications. This scholarship will fund \$2,500 to be applied toward registration costs and reimbursable expenses directly related to travel, lodging, etc. for one of the following programs specifically related to Marketing and Communication, which could include, but are not limited to:

- [CMAA Communication Summit](#)
- [Melissa Hansen's Masterclass](#)
- [Private Clubs Online Courses](#)
- [Ben Lorenzen Creative Summit](#)

The scholarship will be granted based on recommendations made by the Carolinas Club Foundation Scholarship Committee. Any other program for which the applicant would like to use the funds, so long as it is related to communications and marketing, will be approved at the discretion of the CCF Board.

#### **Who Should Apply?**

Any CMAA member who is seeking to amplify their marketing and communication skills in club management to apply for the scholarship. Candidates must be either a CMAA member or at a club with a Professional CMAA Member to be considered for this scholarship.

### Application Requirements

To apply for the MembersFirst Leadership Scholarship in Marketing & Communication, you must do all of the following:

1. Complete the application in its entirety.
2. Write an essay (between 750-1,250 words) addressing the following components:
  1. Your specific position and interests within the private club management field
  2. Why you feel this scholarship will benefit you in your position and beyond
  3. Identify why you think marketing and communications skills and strategies are so important within the club industry
  4. Something you are hoping to learn more about
3. Include a copy of your current résumé.
4. Include one letter of recommendation from one of the following individuals: General Manager (if in an Assistant Manager/Membership/Communications position), Club Board Member/Officer, Club Member.
5. Submit the application to [kate@carolinascmaa.org](mailto:kate@carolinascmaa.org) by **October 10, 2023**.

***Please Note: The application, essay and other required attachments must be typed. Any application that does not meet all the requirements listed above will not be considered.***

### Application Restrictions

- The scholarship only applies to programs/courses not yet taken.
- **The scholarship must be used within two years.**



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**Application Guidelines**

**PERSONAL INFORMATION**

Name: \_\_\_\_\_ CMAA Member #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

CMAA Join Date: \_\_\_\_\_

**EMPLOYMENT INFORMATION**

Current Employer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Title: \_\_\_\_\_ Number of years at club: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_ Title: \_\_\_\_\_

Previous Employer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Title: \_\_\_\_\_ Number of years at club: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_ Title: \_\_\_\_\_

**EDUCATION INFORMATION**

Name of Institution/Location	Number of Years Completed	Degree Earned?	Major/Field of Study
	1 2 3 4 (Highlight Selection)	Y N (Highlight Selection)	
	1 2 3 4 (Highlight Selection)	Y N (Highlight Selection)	

**HOSPITALITY/CLUB MANAGEMENT/CMAA INFORMATION**

List any CMAA activities in which you are/have been an active participant (i.e. Chapter activities, education programs/workshops, conferences, etc.).

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**MARKETING & COMMUNICATIONS EXPERIENCE**

List ways you implement marketing and communications in your daily work:

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**EDUCATION BUDGET INFORMATION**

What is your club's total budget allocation for education and how do you personally benefit from that allocation?

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**ESSAY**

Please attach a 750-1,250 word essay, in which you address the following areas:

1. Your specific position and interests within the private club management field
2. Why you feel this scholarship will benefit you in your position and beyond
3. Identify why you think marketing and communications skills and strategies are so important within the club industry
4. Something you are hoping to learn more about

**PLEASE SUBMIT THIS APPLICATION AND ALL REQUIRED ATTACHMENTS TO THE CAROLINAS CLUB FOUNDATION BY OCTOBER 10, 2023.**

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The Carolinas Club Foundation  
Recommendation Form



Dear Recommender,

The candidate named below is applying for a Carolinas Club Foundation (CCF) scholarship and is seeking your recommendation as required by the CCF's program criteria. Please type your recommendation letter and submit it and this Recommendation Form to the CCF by **October 10, 2023**. **Please note that we do not consider applications complete unless we receive the appropriate recommendation letter and form by the deadline date.** Your prompt response is greatly appreciated.

The content of the letter is left to your discretion, but must address the following questions:

1. How long and under what circumstances have you known the candidate?
2. Why are you recommending the candidate?
3. How well does the candidate perform his or her job functions?
4. How does this person implement Marketing and Communications in their role at the club?
5. How would this person benefit from this scholarship?
6. What is his or her potential for advancement in the club management field?

**CANDIDATE SECTION**

Candidate's Name: \_\_\_\_\_

\_\_\_ I have waived my right to see this recommendation.

\_\_\_ I have not waived my right to see this recommendation.

Candidate's Signature: \_\_\_\_\_

***(Failure to sign the above indicates that the candidate has not waived his or her right to see this recommendation.)***

**RECOMMENDER SECTION**

Recommender's Name: \_\_\_\_\_

Club Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Recommender's Signature: \_\_\_\_\_

IF THE CANDIDATE HAS WAIVED HIS OR HER RIGHT TO SEE THIS RECOMMENDATION,  
PLEASE SUBMIT THIS FORM AND RECOMMENDATION LETTER TO:

[kate@carolinasmaa.org](mailto:kate@carolinasmaa.org)