



THE ADCRAFT SCHOLARSHIP FUND 2020 SCHOLARSHIP APPLICATION

About This Scholarship

The Adcraft Scholarship Fund awards cash grants annually to high-performing college students studying advertising or a related field at a Michigan college or university, and who intend on building a career in the greater Detroit area. Since 2001, Adcraft has awarded over \$300,000 in scholarships. Multiple scholarships are awarded every year, with amounts ranging from a minimum of \$1,000 to a maximum of \$10,000.

About Adcraft (www.adcraft.org)

Established in 1905, Adcraft is America's oldest and one of the most respected nonprofit marketing associations in the country. We serve 2,000+ members in Detroit who come from all segments of the industry, ranging from students to young professionals to c-suite executives.

Our mission: Adcraft Detroit is the catalyst that brings together Detroit's advertising, marketing and media community to exchange ideas, support and educate our members, recognize and celebrate great work and foster creativity in our various crafts and greater community.

Eligibility

Only those students who meet the following requirements are eligible to apply:

- Have a cumulative GPA of 3.0 or better
- Currently study advertising or a related field (marketing, public relations, etc.) at a Michigan college or university – at either the undergraduate or graduate level
- Scheduled to graduate no sooner than Spring 2021

Submission Requirements

- Application form
- Questionnaire (all questions must be answered within specified word counts)
- Most recent official college transcript

Key Dates

January 31, 2020 (5:00 p.m. EST) - Deadline for 2020 scholarship application (including transcript)

March 6, 2020 (5:00 p.m. EST) – Notification via email of scholarship awards

Questions

For any questions on the application or eligibility, please email Michelle Rossow, Executive Director of the Adcraft Club of Detroit, at mrossow@adcraft.org.

Email Completed Application (Word doc or PDF) To:

Michelle Rossow
Executive Director
Adcraft Club of Detroit
mrossow@adcraft.org



THE ADCRAFT SCHOLARSHIP FUND

APPLICATION FORM

NAME (FIRST/LAST): _____

STREET ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL: _____

SCHOOL: _____

EXPECTED GRADUATION DATE: _____

MAJOR: _____

MINOR: _____

GPA: _____

NOTE: Use the address where a check should be mailed if you are awarded a scholarship.

QUESTIONNAIRE

1. Please tell us why you need this scholarship and how you would use the funds. (200 words maximum)
2. Please tell us what you do when you are not studying (work, advertising clubs, community involvement, etc.). (200 words maximum)
3. Please tell us about your career goals upon graduation, both immediate and long-term. Include the key criteria you will use to select a company to work for upon graduation. (200 words maximum)
4. Please explain what you see as the biggest challenge facing the advertising industry today. (200 words maximum)
5. Analyze a current advertising/marketing campaign you find effective, elaborating on what makes it effective. Focus on all components of the campaign from a creative standpoint, marketing standpoint, and potential business impact. (500 words maximum)