



# 2024 Fundraising Guide



● National Sales Network ●

## ***STUDENT SALES & MARKETING CONFERENCE***

**September 28-30, 2024**

**#nsnstudent2k24** ●

**[salesnetwork.org/student-conference](https://salesnetwork.org/student-conference)**





## The Student Sales and Marketing

**Conference** is the nation's largest invite-only professional student conference and job fair for diverse candidates. The event brings together top diverse undergraduate and graduate student talent from across the US for an opportunity of a lifetime. The conference provides marketing, sales and business leadership development programs. Additionally, there are opportunities for peer-to-peer, professional and executive networking along with mentorship opportunities. A select number of students participate in competitive sales and marketing competitions.

### Student Sales & Marketing Conference Objectives

- Assist students with the transition from the college campus to the corporate campus
- Provide students with clear insight on sales careers
- Provide students with clear insight on marketing careers
- Connect students with potential employers seeking interns/full time hires for sales & marketing positions
- Assist students with understanding how to build strategic career plans BEFORE they start their professional careers

## The National Sales Network (NSN) is a

professional non- profit organization dedicated to enhancing the professional and developmental needs of its members. For over 30 years NSN has been advancing the careers of sales and marketing professionals from diverse backgrounds.

### Our Mission

Our mission is to meet the professional and developmental needs of sales and sales management professionals by:

- Providing training & development for Sales Professionals
- Providing career development strategies for Sales Professionals
- Being a resource center for Sales Professionals
- Providing a networking forum for Sales Professionals
- Encouraging philanthropy in Sales Professionals



# Student Eligibility & Criteria



## Who is Eligible

**Student Selection Process:** Students from all over the U.S. with an interest in sales and/or marketing compete with over 500 students from over 50 different colleges & universities to be accepted into the program every year. The students go through a rigorous process of submitting an application, current resume, and "value proposition" essay that is reviewed by the NSN selection committee. All applicants must have a 3.0 GPA or higher to just be considered. In some cases, the NSN selection committee with telephone interview select candidates to verify that the student "meets expectation". In addition, NSN deploys on campus student ambassadors and professors/deans who hand select the top students on their college campus for consideration to be accepted into the program. In the Spring of every year NSN conducts a college tour which includes classroom visits, meetings with professors/deans, and club presentations to expose students to the program.

## Student Criteria:

- Primary: Business Majors (preferred but not required)
- Juniors/Seniors or Graduate School (MBA/Masters Degrees)
- High Academic Achievement [Avg GPA 3.5]
- Sales or Marketing Career Focused
- Sales & Marketing Work Experience (preferred but not required)
- Have Taken Sales or Marketing Classes (preferred but not required)
- On-campus Student Organization Leadership

# Get to Know Our Students

## Enrollment



**60%** Juniors

graduating December 2023 or May 2024

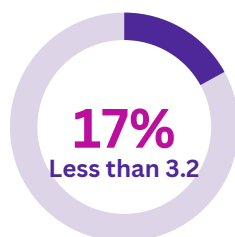
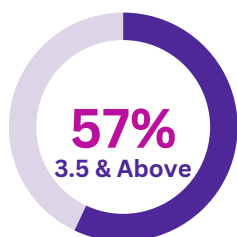
**36%** Seniors

graduating December 2024 or May 2025

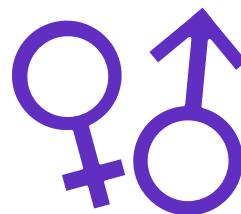
**4%** 5 year MBA.

graduating December 2023 or May 2024

## Grade Point Average



## Gender



**53%** Female Students

**47%** Male Students

## Major



**71%** Business

**13%** Other

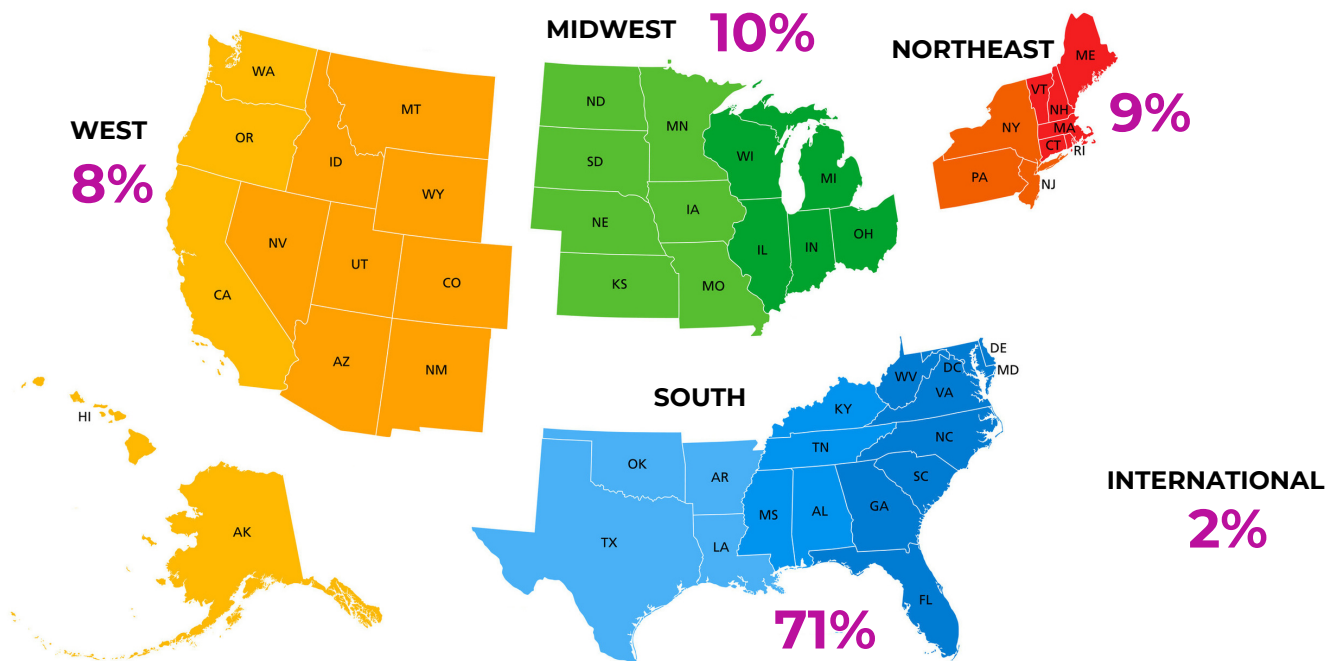
**10%** Science

**3%** Engineering

**3%** Liberal Arts

**95% of attendees are Black and Brown**

## Residence





## Donor Information

100% of the donations go towards the students airfare, hotel, meals, conference registration and direct cost related to the student conference.

If donations exceed the cost of the conference, they are then rolled over to cover expenses of the next student conference. Every student that qualifies to attend this program should be able to attend without any financial limitations.

### Individual Donor

- Name listed on Annual Student Sales & Marketing Program Guide
- Name listed on donor page of NSN National Website

### Company Donor

- Logo listed on Annual Student Sales & Marketing Program Guide Logo listed on donor page of NSN National Website
- Logo listed on Annual Student Fellowship letter
- Logo listed on post conference e-flyer to over 35,000 NSN contacts

Your individual or company tax deductible donation will ensure that we can continue to provide this invaluable opportunity to students across the U.S.

***Make an investment in our future youth by making your donation today!***

### Donation Options:

- Corporate or Foundation Donation tax deductible donations, contact NSN Director of Business Development, Brittany McCalla
- Online: [Donate Here](#)
- By Mail (Make Check Payable To): National Sales Network 3575 Piedmont Rd NE Building 15, Suite 1510. Atlanta, GA 30305

All donations will be confirmed with a receipt for the donation amount.



# Participating Schools

1. Adelphi University
2. Agnes Scott College
3. Alabama A&M University
4. Alabama State University
5. Alcorn State University
6. American University
7. Arkansas State University
8. Ball State University
9. Baruch College
10. Baylor University
11. Berkeley Haas
12. Boston University
13. Bowie State University
14. Bradley University
15. Brigham Young University
16. Brooklyn college
17. Bryan College
18. Cal Poly Pomona
19. California State University, Los Angeles
20. California State University, Northridge
21. Central State University
22. Claflin University
23. Claremont McKenna College
24. Clark Atlanta University
25. College of Southern Nevada
26. College of William and Mary
27. Columbia College of Missouri
28. Dartmouth College
29. Delaware State University
30. Dillard University
31. Drexel University
32. Duke University
33. Eastern Washington University
34. Elmhurst University
35. Elon University
36. Emory University
37. Fayetteville State University
38. Ferris State University
39. Fisk University
40. Florida Agricultural & Mechanical University
41. Florida International University
42. Florida State University
43. Fort Valley State University
44. Franciscan University of Steubenville
45. Grambling State University
46. George Mason University
47. Georgetown University
48. Georgia Southern University
49. Georgia State University
50. Grambling State
51. Hampton University
52. High Point University
53. Howard University
54. Idaho State University
55. Indiana University
56. Jackson State University
57. Johns Hopkins
58. Johnson C. Smith University
59. Kansas State University
60. Kennesaw State University
61. Kentucky State University
62. La Salle University
63. Lehigh University
64. Liberty University
65. Lincoln University of Pennsylvania
66. Long Island University
67. Louisiana State University
68. Loyola University New Orleans
69. Metropolitan State University of Denver
70. Miami University
71. Michigan State University
72. Minerva Schools at KGI
73. Minnesota State University, Mankato
74. Mississippi Valley State University
75. Missouri State University
76. Morehouse College
77. Morgan State University
78. Mount St. Mary's University
79. New Jersey Institute of Technology
80. Norfolk State University
81. Normandale Community College
82. North Carolina Agriculture & Technical State University
83. North Carolina Central University
84. North Carolina State University
85. Northern Illinois University
86. Northwest University
87. Oakwood University
88. Ohio State University
89. Ohio University
90. Pace University
91. Penn State University
92. Pennsylvania State University
93. Philander Smith College
94. Portland State University
95. Prairie View A&M University
96. Prince George's Community College
97. Purdue University.
98. Queens University of Charlotte
99. Rice University
100. Rust College
101. Rutgers University, New Brunswick
102. Rutgers University, Newark
103. Saint Joseph's University
104. Salisbury University
105. San Diego State University
106. Santa Clara University
107. Savannah State University
108. Shaw University
109. South Carolina State University
110. Southeastern University
111. Southern Connecticut State University
112. Southern Illinois University Carbondale
113. Southern University A&M College
114. Spelman College
115. St. John's University
116. Stanford University
117. Stevenson University
118. Swarthmore College
119. Syracuse University
120. Temple University
121. Tennessee State University
122. Texas A&M University-Commerce
123. Texas Southern University
124. Texas State University
125. Texas Tech University
126. The College of New Jersey
127. The College of Wooster
128. The Ohio State University
129. The University of Alabama
130. The University of North Carolina, Chapel Hill
131. The University of Southern Mississippi
132. The University of Texas
133. The University of Texas, Austin
134. The University of Texas, El Paso
135. The University of the Virgin Islands
136. The University of Toledo
137. Towson University
138. Tuskegee University
139. University of California, Berkeley
140. University of California, Los Angeles
141. University of Houston
142. University at Albany
143. University of Alabama
144. University of Arizona
145. University of Arkansas
146. University of Arkansas, Little Rock
147. University of Arkansas, Pine Bluff
148. University of Baltimore
149. University of California, Irvine
150. University of California, Los Angeles
151. University of Central Florida
152. University of Delaware
153. University of Florida
154. University of Georgia
155. University of Houston
156. University of Houston, Downtown
157. University of Illinois, Urbana-Champaign
158. University of Incarnate Word
159. University Of Kentucky
160. University of Louisiana, Lafayette
161. University of Iowa
162. University of Maryland Eastern Shore
163. University of Maryland, College Park
164. University of Massachusetts Boston
165. University of Miami
166. University of Michigan
167. University of Michigan, Flint
168. University of Minnesota
169. University of Minnesota- Twin Cities
170. University of Missouri
171. University of Missouri-Columbia
172. University of North Carolina at Chapel Hill
173. University of North Carolina at Charlotte
174. University of North Carolina at Greensboro
175. University of North Carolina, Greensboro
176. University of North Texas
177. University of Northern Iowa
178. University of Pennsylvania
179. University of Pittsburgh
180. University of Puerto Rico
181. University of Southern California
182. University of Southern Mississippi
183. University of Texas Medical Branch
184. University of Texas, Arlington
185. University of Texas, Austin
186. University of the District of Columbia
187. University of the Pacific
188. University of the Virgin Islands
189. University of Utah
190. University of Washington
191. University of Houston Downtown
192. Vanderbilt University
193. Virginia Commonwealth University
194. Virginia State University
195. Wayne State University
196. Webster University
197. Western Michigan University
198. Wilberforce University
199. Winston Salem State University
200. Winthrop University
201. Xavier University of Louisiana