

Scholarship Funds

Mike Buoncristiano Memorial Fund

Established in memory of Mike Buoncristiano, a past president of the Direct Marketing Club of New York and recipient of the Club's Silver Apple Award.

Robert DeLay Scholarship Fund

The Direct Marketing community joined together to establish this fund when Mr. DeLay received a Lifetime Achievement Award for his service as the DMA President.

Mark Duda Scholarship Fund

In memory of Mark Duda, Director of Sales, Database Marketing Services at the Meredith Corporation, Mark's family and members of the data-driven marketing community joined together to establish this fund in his name for students studying data and targeting strategies in integrated marketing.

Lee Epstein Fund

Established in honor of Lee Epstein, founder of the non-profit Direct Marketers Gateway, Inc. and a lifelong supporter of integrated marketing educational programs.

Dave Florence Fund

Created by the employees, colleagues, and clients of Direct Media Inc. to honor the induction of the company's Chairman Dave Florence into the DMA Hall of Fame.

Don Kuhn Memorial 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.

Richard Montesi Scholarship Fund

Honoring Marketing EDGE's past president Richard "Dick" Montesi's 20-year legacy of hands-on efforts resulted in hundreds of thousands of dollars in scholarships for needy and motivated students and programs to ensure the future of the integrated marketing field.

Leonard J. Raymond Fund

The Leonard J. Raymond Fund supports the continuing education of students who have participated and completed the Marketing EDGE Collegiate ECHO Challenge.

Lester Wunderman Scholarship Fund

The Lester Wunderman Scholarship Fund honors the iconic pioneer who coined the term "direct marketing". The fund provides scholarships for undergraduate students (U.S. and international) at accredited colleges and universities in the U.S. who have demonstrated a commitment to pursuing a career in marketing in their studies, internships and extracurricular activities.