All dues and donations to the Social Marketing Association of North America supports SMANA’s value proposition/mission:

1. To connect practitioners, academics, and students within the North American social marketing arena.
2. Build a stronger legacy and community of practice and to disseminate best practices across broad geographic and topical areas.
3. Assure that our social marketing efforts are scientifically rigorous and informed by practice to better position social marketing as a viable intervention framework.
4. Facilitate opportunities for organizations, agencies, and other stakeholders to take advantage of our membership’s expertise in behavior change strategies.
5. Advocate for the advancement and use of social marketing.

SMANA accepts additional donations beyond the standard membership dues.

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