Annual Report 2025-2026

Angela Makris

iSMA President

10th September 2026



The iSMA Mission

- **Advance social marketing practice**, research and teaching through supporting collaborative networks of professionals, supporters and enthusiasts.
- **Develop, document and market international standards** and best practices in social marketing theory, research and practice.
- **Foster and support** the development of local, national and regional social marketing associations.

The iSMA Vision

- Promote the application of Social Marketing
- iSMA will be the globally recognised organisation that develops good practice in Social Marketing through:
  - The promotion of evidence-based practice
  - The setting of standards
  - The production of best practice guidance.

- iSMA will develop and promote this action with its affiliated associations and partners and members.

The iSMA Board 2025-26

- Angela Makris, President (February 2026 onwards), past Board Secretary (2021-2026)
- Jeff French, past President (2021-2026), Vice President and elected ESMA Rep
- Lynda Bardfield, SMANA representative
- Menna Kamel, elected AfSMA representative
- Debbie Ellis, AfSMA Association representative
- Nancy Lee, Orbit Subgroups Chair and NW representative
- Mike Kujawshi, SMANA representative
- Vilarmena Ponce-Lucero, LAMSO representative
- Maria Raciti, AASM representative (rotated off at the beginning of 2026)
- Fernando Dos Santos, LAMSO representative
- Luke van der Beeke, AASM representative
- Derek Ong, ASMA representative
- Sameer Deshpande, ASMA representative

Co-opted Members and Volunteers Supporting the iSMA Board

- Karis Schoellmann, Treasurer
- Franco Sancho Co-chair, Professional development
- Yue XI Chair of Communications, Editor iSMA Newsletter
- Eduard Iacob, Webmaster

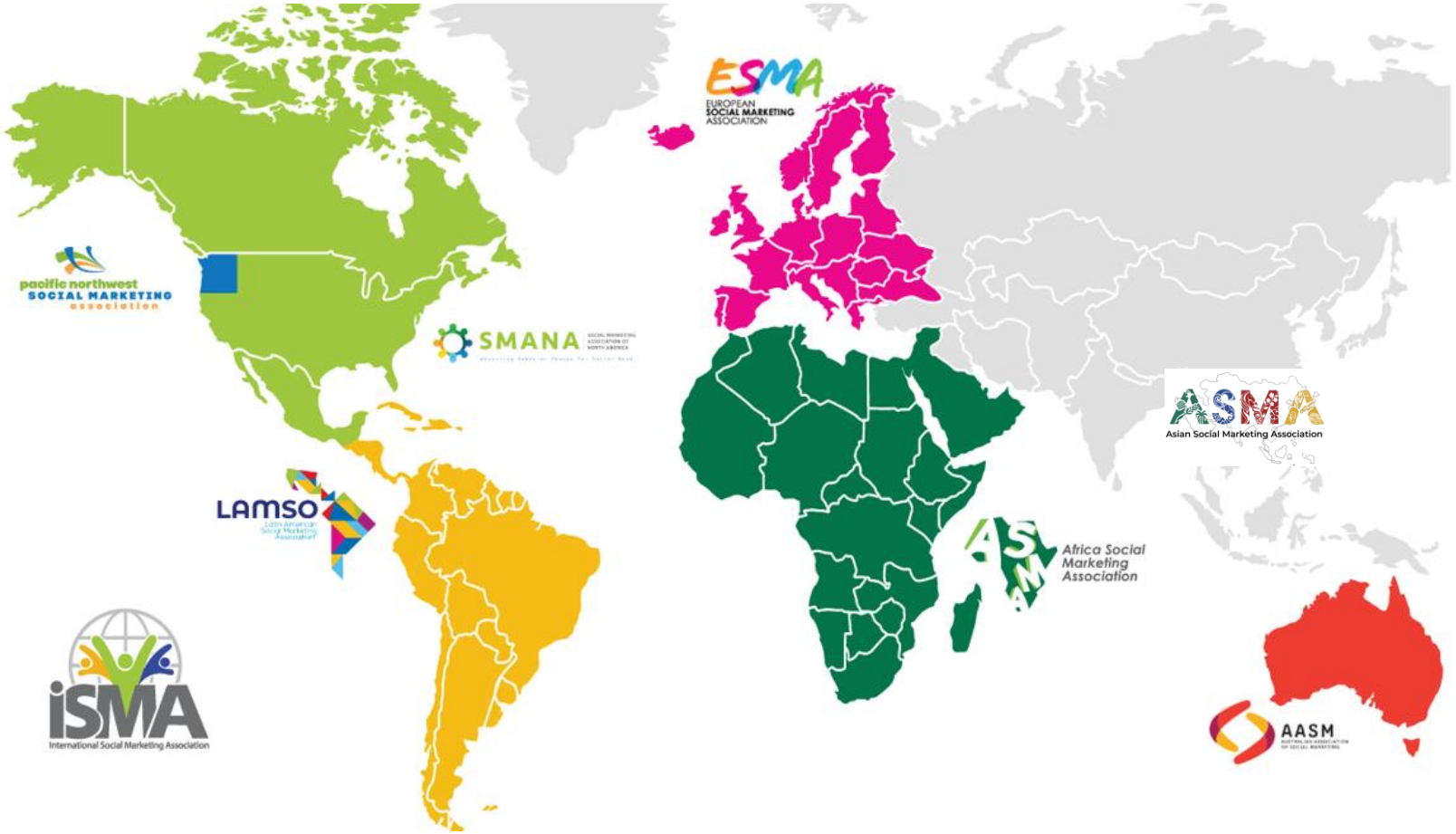
Nine iSMA Orbit Committees

1	**Increase Academic Course Offerings**	Nancy Lee - Liz Foote - Mahmooda Pasha - Ivan Lukanda - Bilal Akbar - Debbie Ellis- Lucy Chabala Kawesha- Eduard Jacob - Cammy Mills - Heidi Siegelbaum - Kristen Haley - Chris Palmedo - Justine Asohmbom - Diogo Gaspar Verissimo - Yue XI - Hannah Robberts
2	**Provide and Contribute to a Centralized Resource for Case Studies**	Hannah Roberts - Jay Kassirer - Timo Dietrich - Debbie Ellis - Beatriz Graca Luz Casais - Catalina Garcia - Tracey Haldeman - Vilarmina Ponce-Lucero
3	**Advocate for Social Marketing Job Titles/RFPs**	Jennifer Tabanico - Mary Rabourn
4	**Increase Awareness of Social Marketing Among Elected Officials**	Heidi Siegelbaum - Saud Alrakhayes
5	**Consider Strategic Partnerships w/ Corporations & Explore More Funding from Foundations & NGOs**	Taylor Willmott - Bill Madway - Catalina Garcia - Rosemary Hitchens
6	**Increase Social Media & Internet Presence**	Saud Alrakhayes - Gonzalo Diaz Meneses
7	**Establish a Universal Brand Identity for Consistent Use and Promotion by Regional & International Associations**	Julie Colehour - Nancy Lee - Bill Madway -Oliva Martins
8	**Increase Collaboration Among Academics and Practitioners**	Liz Foote - Sameer Deshpande
9	**Science Communications Include Social Marketing Practices on Audience Research**	Mary Rabourn

Progress Over the Last Year

1. Launch of an early-career interest group
2. Creation of a social marketing tools and resources hub workgroup
3. Update of the Memorandum of Understanding (MOU) for regional associations
4. Raise awareness of social marketing
5. Creation of a working group for multi–language brand guidelines for social marketing
6. Promotion of online training courses
7. Promotion of social marketing accreditation course
8. Support for world and regional conferences

Growing Professional Networks



Plus networks and groups in:

Bangladesh
Bulgaria
Cyprus
France
Greece
India
Indonesia SM network
Italy
Japan SM Centre
Middle East SM network
Moldova SM network
Mongolia
New Zealand SM network
Pakistan
Philippines
Portugal
Slovenia
SE Asia Social Marketing Network
Sri Lanka
UK SM Centre
Vietnam SM network

iSMA WSMC – Spain, November 2025



ESMC- France, July 2026



Challenges and Opportunities Ahead

Funding remains a challenge in achieving our goals

Increase the cultural relevance of social marketing to increase adoption

- The dissemination and application of good practice and ethical standards
- Promote social marketing as an integral contributor to understanding and solving social, health, environmental and economic challenges
- Growing and supporting the diverse range of social marketing organisations and partnerships
- Support the development of representation from the Asian sub-regions
- Assisting with the development and dissemination of the evidence base of social marketing and case studies

Goals for 2027

1. Support the World Social Marketing Conference 2027 and regional conferences
2. Lead global collaboration to develop cultural adaptation of social marketing branding and principles
3. Support the growth of regional and subregional associations
4. Continue raising awareness of social marketing
5. Social marketing tools and resources hub to go live
6. Develop and disseminate social marketing case studies in both English and other languages
7. Increase academic and practitioner collaboration
8. Develop a strategic plan 2027-2030



NASMC powered by Sparks – October 2026



AASM Conference – October 2026



AfSMA Conference – November 2026

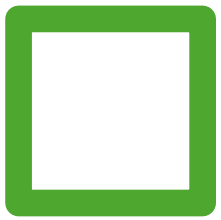


iSMA- WSMC – November 2027



Finance Report

Presenter : Karis Schoellmann, Treasurer





International Social Marketing Association	2019	2020	2021	2022	2023	2024	2025
7 Year Income & Expense Report							
INCOME							
Dues/Membership	$5,827.55	$2,443.64	$2,429.98	$881.00	$2,646.30	$2,497.24	$3,103.69
Database Consolidation Project Reg.Assoc.	$5,975.00						
Online Courses		$31,200.00	$8,542.69	$6,247.66	$11,678.74	$7,083.32	$4,257.95
Conference/Events				$712.87			
TOTAL INCOME	**$11,802.55**	**$33,643.64**	**$10,972.67**	**$7,841.53**	**$14,325.04**	**$9,580.56**	**$7,361.64**
EXPENSES							
Database Consolidation/Maintenance	$3,350.00	$4,845.00		$2,747.58	$119.20		
Income Processing Fees	$147.40	$1,038.02	$76.26	$91.23	$87.49	$294.48	$440.53
"Donation"/Tuition Refund		$1,188.10				$1,751.43	
Online Course Instruction		$11,500.00	$9,685.44	$600.00	$4,200.51	$8,826.14	$5,537.87
Promotional Activities/Materials/Items			$31.77	$375.75	$798.49	$720.00	$786.00
Stipends-Volunteer Operational Support			$491.04				
Travel							
Webinar/Online Meetings	$1,251.59	$659.88	$788.92	$659.88	$668.88	$687.88	$786.58
Website Member Database (Memberclicks)	$3,377.86	$3,568.63	$3,681.25				
Website Maintenance				$2,131.36	$2,005.36	$2,344.26	$2,567.07
Website (Siteground & DHN hosting)	$304.27	$407.33	$116.02	$796.49	$808.33	$209.51	$249.85
Website (Widgets DivLife)	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00
Social Media Management (Hoote Suite etc.)					$425.00		
Meeting Recruitment							
Credit Card Fees/Interest							
Other							
TOTAL EXPENSES	**$8,461.12**	**$23,236.96**	**$14,900.70**	**$7,432.29**	**$9,143.26**	**$14,863.70**	**$10,397.90**
INCOME GAIN/LOSS	**$3,341.43**	**$10,406.68**	**-$3,928.03**	**$409.24**	**$5,181.78**	**-$5,283.14**	**-$3,036.26**
Account Balances	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR
Bank of America	$10,355.67	$19,130.27	$14,924.70	$13,721.40	$19,742.27	$14,760.77	$10,610.90
PayPal	$404.45	$2,036.53	$814.07	$903.32	$2,249.50	$1,882.74	$1,877.71
Stripe			$1,500.00	$3,023.29	$888.02	$953.14	$2,071.78
ACCOUNT TOTALS	**$10,760.12**	**$21,166.80**	**$17,238.77**	**$17,648.01**	**$22,879.79**	**$17,596.65**	**$14,560.39**

Our Speakers



Derek Ong



Sameer Deshpande

Asian Social Marketing Association

Thanks to :

- Our speakers
- The iSMA Board its committees, and volunteers
- The iSMA Executive Committee
- The Orbit Sub-committees
- Our affiliated associations
- Our members
- Our partner organisations



Meeting Close:

You can ask questions, make comments and join iSMA or one of its affiliated associations at:

https://isocialmarketing.org/

