

DMAW Vision

A vibrant, growing, supportive, and informed direct response fundraising and marketing community.

GOAL 1:

MEMBERSHIP

Have an engaged and active nonprofit integrated direct response fundraising and marketing community

Objectives:

1. Maintain strong membership participation and engagement
2. Grow membership by 3% CY21
3. Develop new membership and community profiles by Q3 2021
3. Maintain high-level member satisfaction by Q4 2023
4. Maintain or increase membership renewal rate at least 75% by Q4 2023
5. In partnership with the DEIJ Committee, understand Membership diversity gap and develop plan

GOAL 2:

COLLABORATION

Collaborate to further the nonprofit industry

Objectives:

1. Continue Bridge Conference in partnership with the Association of Fundraising Professionals Washington, DC Metro Area Chapter (AFP/DC)
2. Continue strengthening collaboration with The Nonprofit Alliance (TNPA) on programs as well as advocacy issues
3. Leverage other partnerships for enhanced advocacy (e.g., Alliance of Nonprofit Mailers and others)
4. Research other educational partnerships-collaborations (ongoing)
5. Continue to collaborate with DMAW Educational Foundation (DMAW/EF)

GOAL 3:

PROGRAMS

Diversify leading edge educational, professional development programs

Objectives:

1. Maintain strength of all DMAW programming
2. Continue to evaluate and adapt MAXI Award Program to maintain relevancy and value
3. Continue to investigate and implement new targeted programs with The Nonprofit Alliance
4. Develop new conference in collaboration with another association by Q4 2023

DMAW Values

Ethical business practices | Helping others make better mission impacts |
Improving the recognition of the profession | Continual learning

GOAL 4:

FINANCIAL

Grow diversified revenue streams

Objectives:

1. Maintain existing revenue sources from membership, programs, and investments
2. Analyze and assess possible pricing adjustments to existing programs and membership by Q4 2022
3. Examine structure of membership by Q3 2022
4. Identify 1 or 2 new sources of revenues from partnerships with other organizations by Q4 2020
5. Implement 1 or 2 sources of revenues from partnerships (e.g., regional conferences, additional new sponsors for existing conferences and events) by Q4 2023

GOAL 5:

Diversity, Equity, Inclusion & Justice

Embrace and foster diversity.

Objectives:

1. Expand membership so that the DMAW is reflective of the nonprofit industry
2. Mentor and recruit more diverse individuals
3. Act intentionally to have presenters, bloggers and board members to be more a more diverse group
4. Play a leading role on this initiative and support member organizations on their journey
5. Audit our existing practices with DEIJ commitment in mind



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Direct Marketing Association of Washington

Strategic Plan

DMAW members are nonprofit integrated direct response fundraisers, marketers, and engagement advocates. We offer educational programming, networking opportunities, and professional development. Our community includes anyone who works with or for nonprofits to better engage their members and supporters as well as those who aim to foster the next generation experts in this field.

Mission

Our mission is to provide education, networking, and professional development programs for our community and members to encourage and support the highest ethical business standards and to promote the field of nonprofit direct response marketing, fundraising, and advocacy to have a lasting impact on nonprofit missions.

DEI Statement

The DMAW recognizes that diversity makes us better, and we are committed to equity and inclusion across race, gender, age, religion, identity, experience, physical or mental ability, ethnicity, and perspective.

We commit ourselves to an earnest and whole-hearted effort to include and welcome all people. Furthermore, we commit ourselves to dismantling any inequities discovered within our policies, systems, programs, and services.

We remain steadfast in our commitment to provide mentorship, education, and networking opportunities to all members, knowing that these tools will be instrumental in the professional growth of future leaders of our industry.