

2021 SOURCEBOOK

Membership Directory and Resource Guide

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CONNECTED

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- Expert guidance for your individual mailings and your overall direct mail program.
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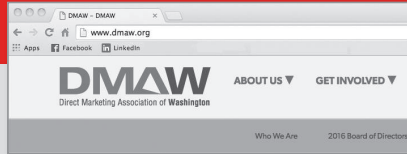
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WAYS TO CONNECT



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of Washington
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2021 SOURCEBOOK YELLOW PAGES DIRECTORY

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DMAW 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.

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

DMAW Values –

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

DMAW 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 wholehearted 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

ADVOCACY & POLITICAL CONSULTANTS

CAPTEL

Phil Smith, President & CEO

300 Fifth Street, NE
Washington, DC 20002

202-546-6874

psmith@captel.net

www.captel.net



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CAPTEL is a national leader in telemarketing and direct mail for associations, nonprofits and political organizations.

The firm specializes in association PAC fundraising and membership development for the many of the Nation's leading professional and industry associations.

CAPTEL also provides major donor and broad-based fundraising services for political organizations, public policy institutions and nonprofit organizations.

Integrated Direct Marketing

Michael Rooney, Principal

1250 Connecticut Avenue, NW
Suite 700

Washington, DC 20036

202-261-6587

Fax: 202-261-6589

mrooney@idm-dc.com

www.idm-dc.com

iDM

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Suzanne Cole Nowers, CEO

101 West Main Street, Suite 400
Norfolk, VA 23510

757-636-3400

800-965-0577

scole@nexusdirect.com

www.nexusdirect.com

Pamela Spain, Executive Vice President

856-912-9262

800-965-0577

pspain@nexusdirect.com

**Kristi Rinck, VP, Agency Operations,
Partner**

757-754-1121

800-965-0577

krinck@nexusdirect.com

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In 2020, our decades of focus on donor and member behavior led to record-breaking campaigns for the nonprofit organizations we serve. With relevant messaging and a response-centric approach, crossing data and channel, we have created fundraising solutions that trigger engagement and increase your revenue.

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The Delta Group USA, Inc.

Steve LeBlanc, President

4100 Lafayette Center Drive, Suite 106

Chantilly VA 20151

703-914-1266 x56

steve@deltagroup.info

www.deltagroup.info



A full-service direct mail agency located near Washington, DC. We specialize in fundraising and consulting to nonprofits and conservative political campaigns.

We develop cost effective direct mail program strategies for each client. Our team consists of a network of highly skilled direct mail professionals with experience in copy, lists, analytics, print and data.

MARKETING ADVENTS

Terri Jones, Sales,
tjones@dmaw.org

Nhu Te, Editor,
nhute@napco.com

**Reach
Direct Marketers
& Fundraisers**

2021 DMAW *MARKETING ADVENTS* PUBLICATION SCHEDULE

	THEME	INSERTION DUE	MATERIALS DUE	PUBLICATION DATE
JANUARY	New Trends for the New Normal	December 17	December 21	January 1
FEBRUARY	USPS/Data Privacy/Legislative Updates	January 11	January 21	February 1
MARCH	Direct Response Integrates with Mid-Level, Major & Planned Giving	February 8	February 18	March 1
APRIL	Classic Direct Marketing with a Spotlight on Direct Mail	February 22	March 3	April 1
MAY	The Digital & Marketing Technology Issue	March 24	April 2	May 1
JUNE	Creative Strategy & Implementation: Copy, Design & Channel Topics	April 23	May 4	June 1
JULY	Year-End Fundraising Strategies	May 21	June 2	July 1
SEPTEMBER	The Sustaining Donors Issue	July 26	August 4	September 1
OCTOBER	Data Analytics, CRMs, Models & More	August 23	September 1	October 1
NOV/DEC	The Best of Bridge	October 13	October 22	December 1

CAGING / LOCKBOX SERVICES / GIFT & PAYMENT PROCESSING / ACKNOWLEDGEMENT

Deluxe

Tiffany Fortier

168 Lisbon Street

Lewiston, ME 04240

207-782-6858 x7442

tiffany.fortier@deluxe.com

www.fi.deluxe.com/nonprofit

deluxe®

Deluxe provides secure caging, lockbox, data entry, and acknowledgment services to nonprofits across the country. We offer an online archive, remote capture, electronic check deposit, flexible reporting options, comprehensive fulfillment services, and excellent customer care.

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Robb Wanner

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Hagerstown, MD 21740

301-812-0135

Cell: 301-641-7474

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www.dmpinc.net



For 30 years, DMP has been the leading provider of caging/lockbox, data entry, data scanning/imaging, strategic information, high touch donor processing, and acknowledgment services to the Nonprofit and Commercial Community. Our outstanding client services team not only provides great customer service but, they are experts on the industry and are able to provide feedback on best practices, process improvements, and trends within the industry.

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EngageUSA

Susan Mayonado, Director, Sales & Client Services

880 North East Street, Suite 205
Frederick, MD 21701

Cell: 301-676-9512

301-631-1010 x1032
susanm@engageusa.com
www.engageusa.com



EngageUSA is dedicated to serving the unique needs of nonprofit organizations like yours. Our state-of-the-art lockbox system is unrivaled and provides our clients with the fastest, most accurate and secure caging services available.

At EngageUSA, we understand the challenges of fundraising and we're committed to your success. And that's why we guarantee your clean donation deposits and data will be available the following business day after it arrives at our facility. Becoming an EngageUSA partner is easy and painless. Our relationships with banks and deposit services will allow us to facilitate a quick and seamless transition for your organization.

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Merkle Response Management Group

Steven L. Gregg, VP, Sales & Marketing

100 Jamison Court
Hagerstown, MD 21740

301-790-3100

Cell: 703-909-8666
sgregg@merkleinc.com
www.merkleresponse.com



Merkle Response Management Group (RMG) helps nonprofit organizations elevate the donor experience and improve retention through processing expertise and data-driven insights enabled by advanced technology. Merkle RMG combines a comprehensive set of best-in-class multi-channel direct response processing, donor care and fulfillment solutions with actionable strategies that drive one-to-one relationships and increase lifetime donor value.

Applying best practices learned during 38 years in business, we employ a high-tech/high touch approach that helps minimize costs while ensuring a high level of donor satisfaction through fast, accurate, secure and responsive service that is tailored to each client's requirements and strategic objectives. Services include caging, scanning/imaging, data entry, exceptions handling, image archive and retrieval, inbound call center, e-mail customer service, acknowledgment / premium fulfillment, sustainer management, event processing, merchant services, website development and strategy & analytics.

Let Merkle RMG help you cultivate stronger relationships with your donors as a partner in your fundraising success!

Nacha

Brad Smith, Senior Director, Industry Engagement and Advocacy

2552 Wasser Terrace, Suite 400
Herndon, VA 20171

703-561-3919

bsmith@nacha.org
www.achgiving.org



Nacha is the steward of the ACH Network, powering Direct Payments that help nonprofits build sustaining donor programs. Also known as Electronic Funds Transfer (EFT), Direct Payments are a safe, lower-cost way to help reach fundraising goals.

Visit www.achgiving.org for a toolkit with a wealth of resources to help your organization start or enhance its sustaining donor program to better achieve your fundraising goals.

Washington Intelligence Bureau

John M. Robinson, President
703-817-1308 x246
johnr@wibmail.com

Marcia Brooks, CFO
571-643-8066
marciab@wibmail.com

4128 Pepsi Place
Chantilly, VA 20151
Fax: 703-817-1675
www.wibmail.com



The marketing industry is forever changing and Washington Intelligence Bureau (WIB) is dedicated to keeping up with the times. As the industry is advancing, so is WIB, producing notable ROI for their clients.

Serving Northern Virginia and beyond, WIB is committed to assisting nonprofit and for-profit organizations with Caging/Lockbox and escrow services. With over 50 years of service and hundreds of satisfied clients, WIB believes that partnership is the key to success.

For more information, up-to-date blog posts, and product knowledge, visit their website www.wibmail.com.

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Thursday, April 29
9:45-11:00 AM

CREATIVE

Thursday, May 27
9:45-11:00 AM

CONSTITUENT CARE

Thursday, June 24
9:45-11:00 AM

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Thursday, July 29
9:45-11:00 AM

MID-LEVEL GIVING

Thursday, August 26
9:45-11:00 AM

TO REGISTER:
www.dmaw.org

TEXTING

Friday, October 29
9:45-11:00 AM

CAGING / LOCKBOX / PROCESSING

Notes

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CREATIVE / COPYWRITING / DESIGN / PRODUCTION

Barry Cox, Copywriter

927 South Walter Reed Drive, Suite 26
Arlington, VA 22204
703-892-2577
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Scott E. Huch, President

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of The DMA's Directo Hispanic Council's
newsletter, Línea Directa, for 11 years.

Impact Communications, Inc.

Kathy Swayze, CFRE, President

735 8th Street, SE, Floor 2

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202-543-7671

kswayze@impactdc.com

www.impactdc.com



Award-winning fundraising creative strategy and compelling copy for your direct response, mid-level, major gift, and gift planning programs. Impact Communications is here to help you change the world, one story at a time.

Production Solutions

Ben Harris, President

1953 Gallows Road, Suite 500

Vienna, VA 22182

703-734-5700

bharris@psmail.com

www.productionsolutions.com



Serving the nonprofit community for over 30 years, Production Solutions is one of the nation's largest and most comprehensive direct response production management firms. As your strategic partner, we provide cost-effective and customized solutions to ensure success with each campaign.

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Schultz & Williams, Inc.

L. Scott Schultz, President

Sarah P. Hartke, VP, Direct Response

Elizabeth Velardi, AVP, Direct Response

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1617 JFK Boulevard, Suite 1700

Philadelphia, PA 19103

215-625-9955

notifications@schultzwilliams.com

www.schultzwilliams.com

Schultz & Williams

Schultz & Williams' Direct Response practice employs a team of experienced professionals who work with nonprofits nationwide to positively affect millions of lives.

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703-926-0594

currancreates@gmail.com

I've worked with marketers, associations and nonprofits to inform and inspire constituencies for more than 20 years. With a unique combination of eye-catching design and thorough print management skills, I take clients' projects from concept, design, and production through printing and mailing.

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Fred Vallejo, Principal
PO Box 4558
Park City, UT 84060
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fred.a.vallejo@gmail.com

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for the Virtual 2021 MAXI Awards Ceremony

Notes

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Erin Aguiar

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Lori Archut

K2D Strategies

Barbara Armentrout

MESA Group

Lori Barao

MMI Direct

Gail Battle

Lutheran Immigration & Refugee Service

Amy Graves Beaudoir

AGB Creative

Bob Becker

Design Distributors

John Bell

MMI Direct

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Wiland

Bailey Bernius

ForwardPMX

Larry Bettinger

MMI Direct

Mary Beyreuther

MVP Press

Libby Biancolli Libby

Avalon Consulting Group

Eva Bowie

ABD Direct

Brian Brilliant

Brilliant Communications

Matt Brown

Schultz & Williams

Elise Buck

MailSmart Logistics

Autumn Carl

Infomergent

Zachary Carpenter

NOVA List Marketing Solutions

Kate Carr

Silver Marketing, Inc.

Peter Carter

Chapman Cubine Allen + Hussey

Lauren Cathey

Audience First Media

Phyllis Caudill

Christian Appalachian Project

Jim Chmielewski

Public Interest Communications

Mark Clark

Blitz Digital Group

Sara Coggins

Production Solutions

Seth Colton

The Lukens Company

Robert Connelly

Integral, LLC

Laura Connors

National Park Conservation Association

Katie Cook

Direct Line Politics

Barry Cox

Copywriter

Mae Daniller

Daniller + Company

Steve DelVecchio

AARP Foundation

Craig DePole

Newport One

Van Do

Chapman Cubine Allen + Hussey

Leigh Ann Doyle

PMG

David Duncan

American Battlefield Trust

Nick Ellinger

Moore DM Group

Amy English

International Fund for Animal Welfare

Bryan Evangelista

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Defenders of Wildlife

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Production Solutions

Linda Fisher

Communications Corporation of America

Robert Fisher

The Harrington Agency

Tom Fleming

Adstra

Steve Fleshman

DR2

Cathy Folkes

RKD Group

Melissa Ford

Mal Warwick Donordigital

Tom Gaffny

Tom Gaffny Consulting

Karen Rice Gardiner

Karen Rice Gardiner & Associates

Yvonne Garrett

O'Brien Garrett

Mary Getz

MESG Marketing

Stephen Godbout

CDR Fundraising Group

Steven Gregg

Merkle Response Management Team

Ron Guberman

Media Reactions

Bruce Hammer

Path2 Response

Diane Hardy

Audience First Media

Mathew Harkins

The Engage Group

Joe Harr

AARP

Jessica Harrington

The Harrington Agency

Victoria Heckler

Mal Warwick Donordigital

Michael Hiban

Omega List Company

Roger Hiyama

Wiland

Brenda Holmes

Chapman Cubine Allen + Hussey

Grace Hong

National Geographic Society

Chris Hubbard

THD

Denise Inglisa Hubbard

Names in the News

Scott Huch

Direct Creative Inc.

Chrissy Hyre

Chapman Cubine Allen + Hussey

Dara Igersheim

Avalon Consulting Group

Barbara Johnson

MarkeTeam

Jeff Johnson

Inova Health

Michelle Johnston

Production Solutions

Jennifer Jones Ingram

Care2

Katy Jordan

Data Axle

Moiria Kavanagh Crosby

MKDM

Steve Kearney

Alliance of Nonprofit Mailers

Cheryl Keedy

The Harrington Agency

Steve Kehrli

PETA Foundation

Sherene Kelly

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Kerri Kerr

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EveryAction

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DATA & ANALYTICS

501 Data Solutions

Michael Fiaschetti, CEO

3007 Pine Club Drive
Plant City, FL 33566

774-826-9471

info@501datasolutions.com
www.501datasolutions.com



With over 45 years' experience in the nonprofit technology industry 501 Data Solutions helps organizations achieve their strategic goals by focusing on data governance and formal data processes. 501 Data Solutions can improve your constituent experience, engagement and retention by offering services in the following areas:

- Data Governance
- Data Quality Assessment and Management
- Data Integration

CorePro Data Direct

David Padilla, MCP, MDP, EMC
President

10432 Balls Ford Road, Suite 300
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703-542-4171

david@coreprodata.com
www.coreprodata.com



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Data
Direct**

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Corporate Mailing Services, Inc. (CMS)

Jennifer Hoyer, Client Services

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410-501-1153

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jenh@whycms.com
www.whycms.com



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To Register:
www.dmaw.org

Don't Miss
**DATA STRATEGY
WEEK**

October 11 - October 15

DonorBase, Inc.

Sherene Kelly, EVP, Sales & Marketing
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Armonk, NY 10504
914-925-2410
Cell: 510-332-2477
sherene.kelly@donorbase.com
www.donorbase.com

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DonorSearch

Kristine Holferty, VP, Marketing
11245 Dovedale Court
Marriottsville, MD 21104
410-670-7880
kristine.holferty@donorsearch.net
www.donorsearch.net



DONORSEARCH

DonorSearch Aristotle is a comprehensive AI solution for donor prospecting efforts. Leveraging DonorSearch's proprietary datasets, DonorSearch Aristotle provides actionable insights using the latest AI technologies:

- Custom built machine-learning algorithms built to identify key indicators in predicting philanthropic giving.
- Nationally based giving models provide insights that rank differences between givers and non-givers.
- Sector-specific AI modeling to address the unique fundraising nuances within a variety of nonprofit verticals.

Frakture

Chris Lundberg, CEO
810 7th Street, NE
Washington, DC 20002
202-930-0268
chris@frakture.com
www.frakture.com



Frakture is the future of nonprofit data management. Frakture automates reporting for agencies by extracting data from their client's platforms. Frakture increases efficiencies at nonprofits by automating data processes, managing strategic segments of people across systems, cleaning data and integrating systems. Using a warehouse for data standardization simplifies attribution and cross channel reporting. Clients access the data warehouse using Frakture's console, with a direct SQL connection or using a data visualization/business intelligence tool.

L & E Meridian

Scott Bobowick, Executive Vice President
8000 Corporate Court
Springfield, VA 22153
703-913-0300
sbobowick@l-e.com
www.l-e.com



Your Goals. Our Expertise. A Perfect Match.

For 35 years, L&E Meridian has been at the forefront in our industry offering professional services in high-volume data processing, digital printing and mail. We specialize in variable print applications, fulfillment, mailing services and project execution. We consistently strive to meet and exceed expectations and stay ahead of the curve in technology and services.

Services Offered:

- Variable Printing
- Digital Color Printing
- Mailing Services
- Real Pen
- Full Production
- Data Services
- Let's Work Together.

LiftEngine

Christopher Montana, VP, Business Development

1 Blue Hill Plaza, Box 1509
Pear River, NY 10965

845-627-6600

cmontana@liftengine.com

www.liftengine.com



For more than fifteen years our mission has been laser-focused: help clients understand and connect with their most responsive prospects and customers. Online and offline, over 400 companies choose LiftEngine to connect them with their perfect audiences.

Along with our multi-sourced consumer database, our solutions include: Social Media Marketing, Accelerated Merge Purge, Audience Insights and Predictive Data Modeling, Email Marketing, Customer Marketing Database construction and maintenance, and PortalLink, our List Rental Segmentation and Delivery platform.

MarkeTeam

Data + Vision = DonorOpticsSM

Allison Williams, Director of Analytics

600 North Town Center, Suite 400

1200 Abernathy Road, NE

Atlanta, GA 30328

770-274-3700

awilliams@mkteam.com

www.mkteam.com



Find insights faster with MarkeTeam's NEW *DonorOpticsSM*, a powerful engine for data business intelligence.

Created by an agency with 30+ years of fundraising experience, *DonorOpticsSM* empowers you to:

- Easily visualize data with a user-friendly dashboard
- Integrate data from multiple sources
- Work with the latest data, automatically updated
- Determine key insights more quickly
- Make stronger, data-based decisions

Learn what new *DonorOpticsSM* from MarkeTeam can mean for your fundraising.

Marketing General Incorporated

Tom Beauchamp, Vice President

tbeauchamp@marketinggeneral.com

Arina Polukhina, Data Analytics Manager

apolukhina@marketinggeneral.com

625 North Washington Street, Suite 450
Alexandria, VA 22314

703-739-1000

www.marketinggeneral.com



HELPING MEMBERSHIP ORGANIZATIONS GROW

MGI's Data Analytics team utilizes a number of parametric, non-parametric, machine learning, and database marketing techniques and methodologies to optimize marketing campaign performance, learn new insights & improve targeting, identify data-defined KPIs, and more.

MGI's Data Analytics team can perform demographic, psychographic, and behavioral profiling, RFM, clustering, Lifetime Value, engagement, renewal, event/meeting attendance, transactional analyses, as well as prospect selection modeling and more!

Visit www.marketinggeneral.com or contact Tom Beauchamp at 703-706-0377 or Arina Polukhina at 703-706-0338.

THANKS to all our
VOLUNTEERS
– You Built a Great Organization!

MMI Direct

John Bell, VP, Sales & Marketing

7160 Columbia Gateway Drive

Suite 300

Columbia, MD 21046

310-372-9010

john@mmidirect.com

www.mmidirect.com



Our process. Your great results.SM

Experience and expertise matter, especially in these times we have all been facing.

A pioneer in data hygiene/data processing for over 20 years, MMI Direct provides detail-oriented, innovative and customized data solutions which allow our clients to mail in the most efficient and effective manner. It's the 10% difference that can make or break a campaign; we focus on that 10%. Our services include data hygiene, merge/purge, merge optimization, ask string optimization, data appends, postal processing, segmentation, analytic services and ad hoc data projects.

We are also experts in the execution of list rental fulfillment, which is a vital revenue generator for our clients. We have been the leading list fulfillment company for decades, and understand that fast and accurate file updates, counts, orders and delivery are the key to your success.

Our goal, each and every day, is to add value to our clients' direct mail programs. Contact us today regarding your next campaign. MMI Direct is an independent, employee-owned company and we believe in advocating for our clients every day!

Nexus Direct

Suzanne Cole Nowers, CEO

101 West Main Street, Suite 400

Norfolk, VA 23510

757-636-3400

800-965-0577

scole@nexusdirect.com

www.nexusdirect.com

Pamela Spain, Executive Vice President

856-912-9262

pspain@nexusdirect.com

Kristi Rinck, VP, Agency Operations,

Partner

757-754-1121

krinck@nexusdirect.com



adapting your fundraising
strategies **to today's world**

In 2020, our decades of focus on donor and member behavior led to record-breaking campaigns for the nonprofit organizations we serve. With relevant messaging and a response-centric approach, crossing data and channel, we have created fundraising solutions that trigger engagement and increase your revenue.

When the pandemic hit, we pivoted and moved our clients forward, in contrast with much of the marketplace, and we are continuing to do so in 2021. As a fundraising agency with in-house data, digital and list services, our team of "Nexies" will lead you to success.

Just email us at dmartin@nexusdirect.com and let's talk about how we can help you.

Saturn Corporation

John Yost

9701 Apollo Drive, Suite 237

Largo, MD 20774

706-482-8601

jyost@saturncorp.com

www.saturncorp.com



Saturn Corporation is an Enterprise Software Technology Provider of next-generation DRM solutions. The company provides complex solutions to clients worldwide. Saturn provides solutions in the Nonprofit, Healthcare Foundation, and Higher Education markets.

The Eprisa DRM technology is the only *Translytical Data Platform* combining the power of Artificial Intelligence-based algorithms with a robust donor database CRM and Data Warehouse Platform. The Eprisa DRM gives clients the ability to create multi-channel fundraising campaigns directly into AI/Machine Learning.

Wiland

Dan Wells, Division VP, Nonprofit

1900 Duke Street, Suite 605

Alexandria, VA 22314

303-485-8686

Cell: 540-226-1488

dwells@wiland.com

www.wiland.com



Wiland is the best predictor of donor response. By applying advanced predictive analytics to the largest donor database in America, Wiland helps nonprofits reach people ready to give now and make multiple gifts at a high rate. Wiland is the leading partner of nonprofits seeking to fuel their growth with solutions across channels, including digital.

DONOR



OPTICS

Data + Vision = *DonorOpticsSM*

Simplify data intelligence with decision-focused analytics reporting. MarkeTeam's new *DonorOpticsSM* online data platform leverages 30+ years of fundraising experience.

- Visualize data with a user-friendly dashboard
- Compile comprehensive reports from integrated data sources
- Easily assess program performance
- Work with the latest data, updated automatically
- Analyze data and pull reports more efficiently
- Distill key insights faster
- Utilize *DonorOpticsSM* without changing agencies

Learn what *DonorOpticsSM* can mean for your fundraising.



Allison Williams, Director of Analytics
770-274-3700 | awilliams@mkteam.com | mkteam.com

2021 DMAW *MARKETING ADVENTS* PUBLICATION SCHEDULE

	THEME	INSERTION DUE	MATERIALS DUE	PUBLICATION DATE
JANUARY	New Trends for the New Normal	December 17	December 21	January 1
FEBRUARY	USPS/Data Privacy/Legislative Updates	January 11	January 21	February 1
MARCH	Direct Response Integrates with Mid-Level, Major & Planned Giving	February 8	February 18	March 1
APRIL	Classic Direct Marketing with a Spotlight on Direct Mail	February 22	March 3	April 1
MAY	The Digital & Marketing Technology Issue	March 24	April 2	May 1
JUNE	Creative Strategy & Implementation: Copy, Design & Channel Topics	April 23	May 4	June 1
JULY	Year-End Fundraising Strategies	May 21	June 2	July 1
SEPTEMBER	The Sustaining Donors Issue	July 26	August 4	September 1
OCTOBER	Data Analytics, CRMs, Models & More	August 23	September 1	October 1
NOV/DEC	The Best of Bridge	October 13	October 22	December 1

Notes

[illegible]

The 2020 DMAW CONTINUING TO CELEBRATE OUR VOLUNTEERS

Karin Kirchoff

K2D Strategies

Marie Kosanovich

Lautman Maska Neill &
Company

Rachel Kottler

Lautman Maska Neill &
Company

Tracy Lea

The Harrington Agency

Courtney Lewis

Chapman Cubine Allan +
Hussey

Dr. Marilyn Liebrez-Himes

The George Washington
University

Gretchen Littlefield

Moore DM Group

Dennis Lonergan

Eidolon Communications

Alden Lowe

THD

Kristina Lupo

THD

Peter Maaseide

One Source Production

Alex MacIntyre

The Harrington Agency

Rob Malgieri

Avalon Consulting Group

Chris Matzke

American Target Advertising

Justin McCord

RKD Group

Shannon McCracken

The Nonprofit Alliance

Ryan McGuire

The Harrington Agency

Mark McLean

ForwardPMX

Jamie McQueen

Production Solutions

Patrick McVean

Production Solutions

Larry Montali

New River Communications

April Moore

Lautman Maska Neill &
Company

Claire Moore Recalde

ABD Direct

Kevin Moran

Integral, LLC

Samantha Muljadi

Audience First Media

Jamie Natelson

Integrated Direct Marketing

Tiffany Neill

Lautman Maska Neill &
Company

Jim Newberry

MacLean & Newberry Direct

Angela Newsom

Wiland

Jade Nguyen Swanson

The Lukens Company

Vickie Norman

RMLC

Kendall Nowars

Nexus Direct

Frank O'Brien

O'Brien Garrett

DeDi Oxenberg

CDR Fundraising Group

Polly Papsadore

PMG

Sylvia Pearson

L&E Meridian

Barb Perell

Avalon Consulting Group

Geoffrey Peters

Moore DM Group

Michelle Peterson

Marketing General, Inc.

Heather Philpot

Data Axle

Allison Porter

Avalon Consulting Group

Adva Priso

Chapman Cubine Allen +
Hussey

Eric Rardin

Care2

Alan Rich

Nova Label Company

Tori Richards

ForwardPMX

Donna Richardson

Stephen Thomas, LLC

Jason Robbins

ROI Solutions

Yvette Robichaud

Audience First Media

Margaret Romig

Lautman Maska Neill &
Company

Fern Sanford

Fern Sanford Creative

Ioannis Saratsis

RKD Group

Krista Sassaman

Friends Committee on National
Legislation

Carolyn Schmidt

Food & Friends

Peter Schoewe

Mal Warwick Donordigital

Scott Schultz

Schultz & Williams

Kristin Parker Serrano

Schultz & Williams

Joseph Sessa

SG360

Rebecca Shapalis

Avalon Consulting Group

Amie Sharaf

Edge Direct

Rose Simmons

League of Women Voters

Francis Skipper

THD

Karen Somerville

American Nurses Association

Dan Sonners

Conrad Direct

Angela Stoutenburgh

Integrated Direct Marketing

Amy Sukol

Lautman Maska Neill &
Company

Kathy Swayze

Impact Communications

Mwosi Swenson

Mal Warwick Donordigital

Brandy Swimeley

Defenders of Wildlife

Michelle Tate

RKD Group

Jenn Thompson

RKD Group

Bill Tighe

RRD

Willis Turner

Huntsinger & Jeffer

Michelle Vargas

Wounded Warrior Project

Alice Vaughn

CDR Fundraising Group

Valerie Vierengel

K2D Strategies

Erica Waasdorp

A Direct Solution

Elyse Wallnutt

Media Cause

Lauren Warner

CDR Fundraising Group

Amanda Wasson

RKD Group

Teresa Weaver

O'Brien Garrett

Holly White

PMG

Joanne Wilson

Humane Society of the United
States

Rick Witt

Wiland

Andy Wood

James Madison University

Raylene Woods

Marketing General, Inc.

Laura Zylstra

Deluxe Treasury Management
Solutions

The List Store

Part of The Washington Marketing Group

Established 1987

THE LIST STORE donors – all – share Reagan's dream of Building that Shining City on a Hill. These Patriots give and give to conservative Republican candidates and conservative grassroots lobbying campaigns. The building continues . . .

. . . as these lists were used for the Trump Campaign, the Republican Committees, and multiple Congressional/Gubernatorial races, contributing to record fundraising levels never seen before.

www.TWMG.com

www.TheListStore.net



William H. Shaker
CEO

wiliam.shaker@twmg.com
703-201-9343

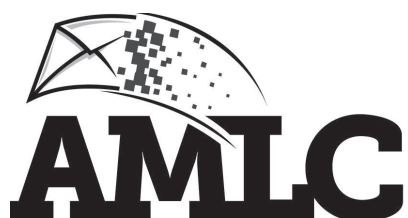
Velma Anne Ruth
Managing Associate

velmaanne@TheListStore.net
207-352-8778

DATA PROVIDERS / LIST BROKERAGE & MANAGEMENT / COOPERATIVE DATABASES

American Mailing Lists Corporation (AMLC)

Dorothy Miller, President
9625 Surveyor Court, Suite 400
Manassas, VA 20110
571-292-5806
Fax: 571-292-5807
dorothy@amlc.info
www.amlclists.com



American Mailing Lists Corporation
Conservative Donors R Us

In 1965 Richard Viguerie, with 12,500 Goldwater for President \$50+ donors, founded the world's first, ideological/political, direct marketing advertising agency and list company.

Today, the 12,500 conservative donors have grown to over 10,000,000. Our 75+ employees will mail 100,000,000+ postal letters in 2020.

For over 55 years, Richard Viguerie and the world-class American Target Advertising marketers have raised 7.5 billion dollars and mailed 4.6 billion letters for traditional Judeo/Christian charities, colleges, right-of-center causes and candidates using our 10,000,000+ donor names.

AudienceFirst Media

John Ernst, President
jernst@audiencefirstmedia.com

Cyndi Lee, SVP,
Media Sales & Business Development
clee@audiencefirstmedia.com

PO Box 828
Lanham, MD 20706
410-721-5700
www.audiencefirstmedia.com



AudienceFirst Media, a Moore company, provides 35 years of NFL brokerage and management experience delivering successful data solutions for nonprofits across multiple verticals, including children's, cultural/museums, health, humanitarian, faith-based and veteran/military.

AFM's expertise and services expand across media planning, data sales, audience segmentation, state-of-the-art analytics, and more.

With our broad knowledge and forward-thinking, data-driven strategies, we can optimize your acquisition strategy and monetize your data assets. Let's partner now!

Belardi Wong

Jeanette Cassano, Senior Vice President
580 2nd Street, Suite 290
Oakland, CA 94607
510-621-1421
jeanettec@belardiwong.com
www.belardiwong.com

Belardi Wong has the expertise you seek in the fundraising marketplace. We are one of the direct marketing industry's leading providers of brokerage, management, acquisition planning, campaign management, online marketing services, list compilation, digital services, shared mailings, and insert media.

We represent clients across all spectrums of the nonprofit market: cultural arts, social welfare, animal rights, environmental/wildlife/conservation, progressive advocacy causes, and political candidates & committees.

Carol Enters List Company, (CELCO)

Barbara Sims—President
Dottie Simmons Parham—Vice President
Kelly Leech—Vice President
Andrew Giffen —Vice President
Emily Farrell—List Broker
Shannon Weingarten—AE Manager/Model Specialist
Misty Chambers—Senior/Managing List Manager
 9663-D Main Street
 Fairfax, VA 22032
703-426-4419
 Fax: 703-425-0056
www.carolenterslists.com



Carol Enters List Company (CELCO) has built a strong client base while establishing a solid reputation for superior service, harnessing new technology and sound, knowledgeable fundraising expertise.

Our knowledge exceeds the basics of lists and encompasses issues that affect all mailers, including; marketing and industry trends, analysis, fundraising development, merge purge, direct mail production, privacy issues.

Complete Mailing Lists, LLC

Eric Woolf, Managing Partner
 190 East Post Road, 2nd Floor
 White Plains, NY 10601
914-771-6640
info@completemailinglists.com
www.completemailinglists.com



CML has a comprehensive background in compiled lists, offering a unique database of licensed professionals enhanced with more than 400 demographics and lifestyles.

Our product line includes hundreds of specialty lists, offering the most COMPLETE one-stop source for all your mailing, telemarketing and email marketing needs.

Data Axle

Stephanie Ceruolo, President, Nonprofit Solutions
 650 Massachusetts Ave, NW
 Suite 505
 Washington DC 20001
403-836-5856
stephanie.ceruolo@data-axle.com
www.data-axle.com



Data Axle is a leading provider of data and real-time business intelligence solutions for enterprise, small business, nonprofit and political organizations. Not only do we connect you with the information necessary to drive high volume multichannel campaigns, we also empower you with the analysis, insight, and technological solutions to confidently identify your best prospects and meaningfully engage your current donors. For more information, visit <https://www.data-axle.com/our-data/donor/> or call 402-836-5100.

JOIN US
for
 SUSTAINERS WEEK

September 27-
 October 1

DonorBase, Inc.

Sherene Kelly, EVP, Sales & Marketing

1 Byram Brook Place

Armonk, NY 10504

914-925-2410

Cell: 510-332-2477

sherene.kelly@donorbase.com

www.donorbase.com

Connect with us today!



Amplify with DonorBase Direct Mail and Digital Audiences!

DonorBase can help you leverage our powerful transactional nonprofit data knowledge to successfully execute Acquisition, Co and Re-targeting campaigns, as well as appending emails, addresses and phone contacts.

Our solutions include:

- Cooperative Response Modelling for DM and Telefundraising
- Email Audiences and Email append services
- Social and Display Audiences
- P2P Mobile Texting services
- Amazon Advertising
- Programable TV and Media Audience Campaigns

EPACO Direct, Inc.

Emily L. Davis, Senior List Manager

100 M Street, SE, Suite 600

Washington, DC 20003

855-935-3500

emily@epacodirect.com

www.epacodirect.com



EPACO Direct delivers High-Dollar fundraising solutions!

Our friendly, dedicated staff can assist with list selections, recommendations, accelerated turnaround times.

Your proven source for Republican, Charitable and Military donors since 1978.

- Over 100,000,000 donor names rented.
- Over 8,500 orders fulfilled.
- More than 300 political mailers.
- Hundreds and hundreds of charitable mailers.

***** Special: \$10.00 Off Base and 25% Broker Commission on all orders. *****

A Veteran owned company.

Huntsinger & Jeffer List Services

Shannon Holleman, Manager, List Services

809 Brook Hill Circle

Richmond, VA 23227

804-266-2499

needlists@huntsingerjeffer.com

www.huntsinger-jeffer.com



Finding the right prospects is critical to any acquisition effort. As an agency-based brokerage, HJLS delivers highly targeted lists ... and more. We can also provide detailed recommendations based on both your own previous results, and the experience of similar H&J clients. In most cases, our experienced brokers can also work with creative and strategic planning staff to ensure packages are properly tailored to your targeted lists.

For efficiency and effectiveness, contact HJLS!

KAP

Jennifer Girard, Principal

199 East Montgomery Avenue

Suite 100

Rockville, MD 20850

239-263-4350

jgirard@keyacquisition.com

www.nonprofit-lists.com



KAP provides list brokerage and list management, and new donor analytics to nonprofits spanning environmental, health, international relief, veterans and more.

We excel at finding new donor universes, providing deep analytical insight, meeting budgets, and delivering market-beating results. Our staff has senior level experience within nonprofits and agency-side.

Our commitment to our clients is Service, Solutions, Success™.

For more information
on upcoming events

VISIT DMAW.ORG

Lake Group Media, Inc.

Karen Lake, COO

1 Byram Brook Place
Armonk, NY 10504

914-925-2400

karen.lake@lakegroupmedia.com

www.lakegroupmedia.com



Lake Group Media, Inc. is a leading media buying and media sales agency specializing in the direct mail, email & online channels. Our clients represent industry leaders across all markets including nonprofit and fundraising.

From the experience and knowledge it takes to plan, build and analyze a profitable media acquisition program to the innovation and determination it takes to generate the revenue that funds one, Lake Group Media is your complete direct marketing solution.

MEGA (Mary Elizabeth Granger & Associates, Inc.)

Kris Matthews, President

2112 Belair Road, Suite 4A
Fallston, MD 21047

410-842-1170

Fax: 410-842-1185

kris@maryegranger.com

www.maryegranger.com



For over 35 years, MEGA has been providing list brokerage, list management and consultation services to the nonprofit community. From international relief, mission-oriented, faith-based and health-related charities, to financial services, consumer and catalog offers, mailers have come to rely on and partner with MEGA for the expertise major direct mail campaigns require.

Our services include:

- Donor/Member/Buyer/Subscriber Acquisition
- Comprehensive Mail Plans & Digital Marketing & Program Analysis
- Strategic List Management
- List Rental Fulfillment
- Merge Purge Processing
- Cooperative Database Modeling
 - Acquisition/Lapsed/Merge Optimization

MGI List Division of Marketing General Incorporated

Tom Beauchamp, Vice President

Candy Brecht, Senior List Operations Manager

625 North Washington Street, Suite 450
Alexandria, VA 22314

703-706-0383

cbrecht@marketinggeneral.com

www.mgilists.com



HELPING MEMBERSHIP ORGANIZATIONS GROW

MGI's List Division provides list management and brokerage services for associations, publishers, mailers, and anyone seeking strong direct-response lists & data.

Managed lists represent a broad spectrum of interests including Education, Medical, Healthcare, Psychology and Counseling, Business/Financial and Science/Engineering, and more.

MGI Lists specializes in managing lists for associations to help 501 (c) 3 and 501 (c) 6 organizations enjoy tax-friendly royalty payments without worrying about data hygiene, DPV, or CASS-certification.

LET'S
GET TOGETHER
for
HAPPY HOUR

Thursday, April 29
5:00 PM - 6:00 PM

MMI Direct

Charlie Rice, List Fulfillment Team Leader

7160 Columbia Gateway Drive
Suite 300

Columbia, MD 21046

410-561-1500

charlie@mmidirect.com

www.mmidirect.com

mmidirect

Our process. Your great results.SM

Designed for the data provider, MMI List Fulfillment's List Assist product is an excellent tool for sorting and producing direct mail and email list orders. Our self-service platform is easy to use for clients who want hands on access, or you can rely on MMI's expert team to run counts, and produce and ship orders. Realizing the quick turnaround required in today's data market, List Assist counts are fast and orders usually ship within minutes of approval.

MMI has been providing List Fulfillment services for over 30 years and was a pioneer in providing online services.

MMI specializes building and maintaining quality nonprofit, business to business and consumer data files. Our professionals know the data business and work together with data managers and owners to provide clean, segmented and responsive files.

Names in the News

Suzanne McGuire, President

180 Grand Avenue, Suite 1365

Oakland, CA 94612

510-302-4600

suziemcguire@nincal.com

www.namesinthenews.com



For over 50 years Names in the News has the privilege of working with a wide gamut of clients – representing organizations from progressive political, public interest, environmental, animal rights, civil rights, cultural arts, public broadcasting, international relief, disease/charitable and publication markets.

Your Names in the News team will provide a collaborative partnership, sophisticated strategy development, and solutions targeted to your organizational goals. Contact Suzie McGuire, President for more information @ suziemcguire@nincal.com.

NEXT List Company

Glenn B. Hiner, Managing Director

11350 Random Hills Road, Suite 800

Fairfax, VA 22030

877-550-NEXT (6398)

ghiner@nextlistcompany.com

www.nextlistcompany.com



NEXT List Company

NEXT List manages over 1.5 million political, charitable and environmental donor names. The core of our business is the fifty plus years of proven list rental and management experience.

Featuring: Democratic Discerning Donors (\$100+, L12 mo.) Universe 500,000+; Base \$95/m. Recency: L24, L12, L6 and L3 months; Average age: 71; Gender 55% Female; Avg. R/r .72%; Avg. Donation \$68.50. NEXTPlus Optimization +\$15/m. Visit our website to view our impressive current and past users.

Political & Fundraising Lists

Eric Woolf, Managing Partner

190 East Post Road, 2nd Floor

White Plains, NY 10601

914-771-5096

info@politicalfundraisinglists.net

www.politicalfundraisinglists.net



POLITICAL & FUNDRAISING LISTS

PFL offers the most comprehensive new to market sources for both charitable and political marketers, including regional and national coverage. We provide a unique opportunity for mailers to reach contributors by the causes they so passionately support, via mailing, telemarketing and e-mail.

Thursday, October 21
5:00 PM - 6:00 PM

Prospects Influential List Brokers

Greg Rubin, Owner

1313 East Maple Street, Suite 548
Bellingham, WA 98225

800-352-2282

info@pilists.com

www.prospectsinfluential.com



Prospects Influential List Brokers are a team of direct marketing list brokers, who can help you get the most out of your direct marketing campaigns. Our experienced list brokers represent over 70,000 direct mailing lists and will find the perfect targeted business and consumer lists for your direct mail, telemarketing and opt-in email campaigns.

RMI Direct Marketing

Len Zargo, Direct, Business & Media Sales Development

44 Old Ridgebury Road
Danbury, CT 06810

203-825-4636

lzargo@rmidirect.com

www.rmidirect.com



RMI DIRECT MARKETING INC.

A privately-owned business since 1985, RMI Direct Marketing, Inc. is a full-service direct marketing firm offering List Brokerage, List Management, Alt Media, Digital and Creative services. Our clientele includes prestigious nonprofit organizations and commercial businesses. At RMI, we believe that success is built on honesty, integrity, innovation and creativity. Every one of our clients enjoys personalized and professional service. We work hard to make heroes out of clients that choose to work with us.

Robertson Mailing List Company, (RMLC)

Vickie Norman, Vice President & CEO

113 East Market Street, Suite 300
Leesburg, VA 20176

703-509-8441

vnorman@rmlc.net

www.rmlc.net



RMLC is a leading company for list management and brokerage for political, charitable and conservative mailers. RMLC's goal is to provide superlative service and personalized attention to our list owners and mailers.

Washington Marketing Group – The List Store

William Shaker, CEO

5155 37th Street, North
Arlington, VA 22207

703-201-9343

william.shaker@twmg.com

www.theliststore.net



Celebrating our thirty-fourth year, The List Store (www.TheListStore.net) is part of The Washington Marketing Group (www.TWMG.com).

With 25 lists under management, our lists are proven winners for conservative, pro-life, political and charitable organizations.

For details please contact:

Velma Ann Ruth, Managing Associate
velmaanne@theliststore.net
207-352-8778

DATABASE MANAGEMENT / CRMS / TECHNOLOGY PLATFORMS & TOOLS

Allegiance Group

3064 49th Street, South
Fargo, ND 58104
844-858-7654
sales@teamallegiance.com
www.teamallegiance.com



Allegiance partners with nonprofits to increase revenue, engage more supporters and grow brand reach.

We create integrated digital and direct mail campaigns, build award-winning websites and mobile apps, and provide custom fundraising software and loyalty programs.

We bring the best marketing and fundraising strategists, developers, creatives and analysts together to deliver a custom plan focused on supporting the unique and vital missions of our nonprofit partners.

Salsa Labs, Inc.

Sean Callison, Director of Sales
7920 Norfolk Avenue, Suite 550
Bethesda, MD 20814
202-787-3683
scallison@salsalabs.com
www.salsalabs.com



Salsa is the world's first supporter engagement platform - unifying online supporter engagement, fundraising, advocacy, event management, and constituent relationship management (CRM) in one integrated system.

Salsa empowers nonprofits to engage more and raise more through targeted supporter outreach, rich supporter profiles, smart engagement tools, and built-in best practices. We offer smart features like text messaging, dynamic ask arrays, and suggested ask amounts driven by machine learning.

Our award winning customer support and user education programs ensure that our users build stronger relationships and succeed in meeting fundraising and engagement goals!

APPRECIATION *and* THANKS
to *Our* PARTNERS

Notes

[illegible]

DIGITAL MARKETING / MOBILE / SOCIAL MEDIA / EMAIL

Allegiance Group

3064 49th Street, South
Fargo, ND 58104
844-858-7654
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www.teamallegiance.com



Allegiance partners with nonprofits to increase revenue, engage more supporters and grow brand reach.

We create integrated digital and direct mail campaigns, build award-winning websites and mobile apps, and provide custom fundraising software and loyalty programs.

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Care2

Eric Rardin, VP, Global Strategic Partnerships
718 7th Street, NW, 2nd Floor
Washington, DC 20001
703-473-2825
ericr@care2team.com
www.care2team.com



With more than 50 million members, Care2.com is the largest online social network of civically active people supporting human rights, the environment, animal welfare, and other great causes.

Care2 helps nonprofit organizations acquire new donor leads, drive web traffic and mobilize activists to win advocacy victories. For more information, please contact Eric Rardin at (703) 473-2825 or ericr@care2team.com.

Chapman Cubine Allen + Hussey

Kim Cubine, President
2000 15th Street, North, Suite 550
Arlington, VA 22201
703-248-0025
kcubine@ccah.com
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CHAPMAN CUBINE ALLEN + HUSSEY

With a laser focus on integrated omnichannel communications, Chapman Cubine Allen + Hussey helps our clients deliver on their promise to make the world a better place.

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Integrated Direct Marketing

Michael Rooney, Principal

1250 Connecticut Avenue, NW

Suite 700

Washington, DC 20036

202-261-6587

Fax: 202-261-6589

mrooney@idm-dc.com

www.idm-dc.com



Integrated Direct Marketing is a full-service fundraising, marketing, and communications agency dedicated to helping nonprofits prosper and grow in today's challenging marketplace.

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Marketing General Incorporated

Todd Michaels, Online Marketing Director

625 North Washington Street, Suite 450

Alexandria, VA 22314

703-706-0398

tmichaels@marketinggeneral.com

www.marketinggeneral.com



HELPING MEMBERSHIP ORGANIZATIONS GROW

MGI's Online Marketing team crafts online media and email strategies to get measurable results for all aspects of the membership lifecycle, including lead generation, prospect direct join, conference promotion, renewal, reinstatement, new member engagement campaigns, and more. Visit www.marketinggeneral.com or contact Todd Michaels at 703-706-0398.

McClung Companies

Chip Bell, VP, Sales

550 North Commerce Avenue

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540-941-7705

cbell@mcclungco.com

www.mcclungco.com



Established in 1946, McClung Companies is a full-service direct mail production company. We offer everything you need to market to your clients via mail, using state-of-the-art offset and digital options for personalizing envelopes, forms, letters, and labels with a guarantee of sending on time and in budget, every time.

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Our goal, each and every day, is to add value to our clients' direct mail programs. Contact us today regarding your next campaign. MMI Direct is an independent, employee-owned company and we believe in advocating for our clients every day!

Nexus Direct

Suzanne Cole Nowers, CEO

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Norfolk, VA 23510

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800-965-0577

scole@nexusdirect.com

www.nexusdirect.com

Pamela Spain, Executive Vice President

856-912-9262

pspain@nexusdirect.com

Kristi Rinck, VP, Agency Operations,

Partner

757-754-1121

krinck@nexusdirect.com



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In 2020, our decades of focus on donor and member behavior led to record-breaking campaigns for the nonprofit organizations we serve. With relevant messaging and a response-centric approach, crossing data and channel, we have created fundraising solutions that trigger engagement and increase your revenue.

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Schultz & Williams, Inc.

L. Scott Schultz, President

Sarah P. Hartke, VP, Direct Response

Elizabeth Velardi, AVP, Direct Response

One Penn Center at Suburban Station

1617 JFK Boulevard, Suite 1700

Philadelphia, PA 19103

215-625-9955

notifications@schultzwilliams.com

www.schultzwilliams.com

Schultz & Williams

Schultz & Williams' Direct Response practice employs a team of experienced professionals who work with nonprofits nationwide to positively affect millions of lives.

Through our Direct Response services, S&W helps nonprofits reach their fundraising goals by implementing high performance customized multi-channel campaigns, building membership programs, moving donors through a continuum of giving opportunities and cultivating support for mid-level giving, major gifts and planned giving.

The Engage Group

Mathew Harkins, Director
7160 Columbia Gateway Drive
Suite 300
Columbia, MD 21046
443-539-2650
mathew@engageyourcause.com
www.engageyourcause.com



The Engage Group helps nonprofits optimize their digital presence to generate awareness, expand their outreach, build engagement and raise more fundraising revenue.

The Engage Group can help you implement: Email Marketing Programs, Donation Form Optimization, Sustainer Recruitment, Year End Campaigns, Website Lead Generation & Conversion Pathways, Technology Platform Review & Migration, Technology Integration Projects, Strategy & Creative Support, Campaign Management, Reporting & Analysis, and Event Fundraising, including Virtual Events.

The Engage Group brings the capabilities of a full-service agency, with a support team approach. We can work with you on individual projects or as an ongoing partner. Our senior developers and strategists have deep, technical experience working on digital marketing and fundraising programs.

Whether you need technical, strategic or design support - or a combination of these, The Engage Group is ready to help! We are an employee-owned company.

The Harrington Agency

Tracy Lea, CFRE, Vice President
410-756-5164
tlea@theharringtonagency.com
www.theharringtonagency.com



Harrington Agency

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The Lukens Company

Jennifer Swartz, Marketing Manager
2800 Shirlington Road, 9th Floor
Arlington, VA 22206
703-845-8484
jswartz@thelukenscompany.com
www.thelukenscompany.com



The Lukens Company (TLC) provides expert multichannel direct response marketing and fundraising services to nonprofits, cultural organizations, advocacy groups, and faith-based missions. Our client partnerships inspire action, drive innovation, and achieve results.

TLC's services include program strategy and management, strategic assessment and planning, survey research, predictive analytics and targeting, donor development, social media strategy, digital marketing and advertising, creative development, and web development. TLC has offices in Arlington, VA, Los Angeles, CA, and Charleston, SC.

Workhorse Development

Drew Dorgan
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Ron Guberman

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ron@mediareactions.com
www.mediareactions.com



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nick@advanced-response.com
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ARS is a full-service direct marketing company, specializing in print & mailshop production.

Over 35 years in business. Some of our capabilities are, but not limited to:

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- Web Printing
- Sheetfed Printing
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- DOD Inkjet Imaging
- Card/Stamp/Premium Affixing
- Up to 18 Pocket Inserting
- Read & Write Technology (Camera Match)
- In House Post Office (NDC/SCF, Commingle, Co Pal)
- Located in Midwest for Postal Optimization
- Campaign Fulfillment/Sweepstakes

Allied Printing Resources

Jeff Miller, Vice President, Sales
201-440-2000 x123

jmiller@nowallied.com

Mike Anderson, Director, Business Development
703-399-6104

manderson@nowallied.com

33 Commerce Road
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Allied is a full-service direct mail print production company located in Carlstadt, NJ. With more than 75 years of experience, Allied stands ready to handle all your direct mail printing needs. Our production capabilities include direct-to-plate prepress, full web and cutsheet printing as well as our envelope division. Our services are comprehensive, our facilities are modern, and our employees are dedicated. Call Allied today or visit our website at www.nowallied.com.

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AJ Jania, President

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aj@diamondenvelope.com
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Julie Shauman, VP, Sales

269-720-0073

julies@diamondenvelope.com

Shayna Manusos, Sales Account Executive

630-499-2800

shaynam@diamondenvelope.com



Diamond Envelope is a full-service envelope manufacturer servicing the direct mail, nonprofit, financial and insurance communities. We offer full-service prepress and 24-hour manufacturing. Diamond specializes in large windows and multiple windows along with enhanced flexo capabilities. Overall flexo coverage and up to 6 spot colors can create a very unique envelope that can be turned quickly. All equipment has security tint capabilities and our customer service team is experienced and responsive. Diamond is located near Chicago and can deliver to many lettershop locations same day or overnight. Allow us the opportunity to provide effective and efficient envelope solutions for your company.

Kenmore Envelope

Scott Evans, CEO

4641 International Trade Court
Richmond, VA 23231

804-271-2100

sevens@kenmore-envelope.com
www.kenmore-envelope.com

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MackayMitchell Envelope Company

Bill LeVair, VP, Business Development

2100 Elm Street, SE
Minneapolis, MN 55414

612-378-6219

blevoir@mackaymitchell.com
www.mackaymitchell.com



MackayMitchell Envelope Company®

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Angie McAtee, Vice President

4000 SE Adams Street
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785-380-8602

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www.swpks.com



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Southwest Publishing & Mailing is full-service printing and lettershop. We manufacture envelopes, print envelopes, sheets and continuous forms.

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CMS is the single source solution for your marketing communication needs. As a full-service company, we are dedicated to providing state-of-the-art services to efficiently and effectively distribute your marketing communications, while saving you time and money. We partner with our clients to generate the best ROI from their acquisition, retention and member/donor and internal communications.

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Since 1992, we have grown our business by offering unparalleled customer service, our flexibility to accommodate special requirements and by developing the best system practices available today. Also, DMP offers customized response processing, our real time Strategic Information System, analytical reporting and is PCI DSS compliant to handle all credit card transactions.

Merkle Response Management Group

Steven L. Gregg, VP, Sales & Marketing
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 Hagerstown, MD 21740
301-790-3100
 Cell: 703-909-8666
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MERKLE

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Merkle Response Management Group (RMG) helps nonprofit organizations elevate the donor experience and improve retention through processing expertise and data-driven insights enabled by advanced technology. Merkle RMG combines a comprehensive set of best-in-class multi-channel direct response processing, donor care and fulfillment solutions with actionable strategies that drive one-to-one relationships and increase lifetime donor value.

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Midwest location for the timely & inexpensive distribution coast to coast. Postal Logistics for maximum postal savings.

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Thursday, April 29

9:45-11:00 AM

CREATIVE

Thursday, May 27

9:45-11:00 AM

CONSTITUENT CARE

Thursday, June 24

9:45-11:00 AM

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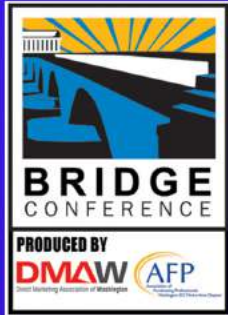
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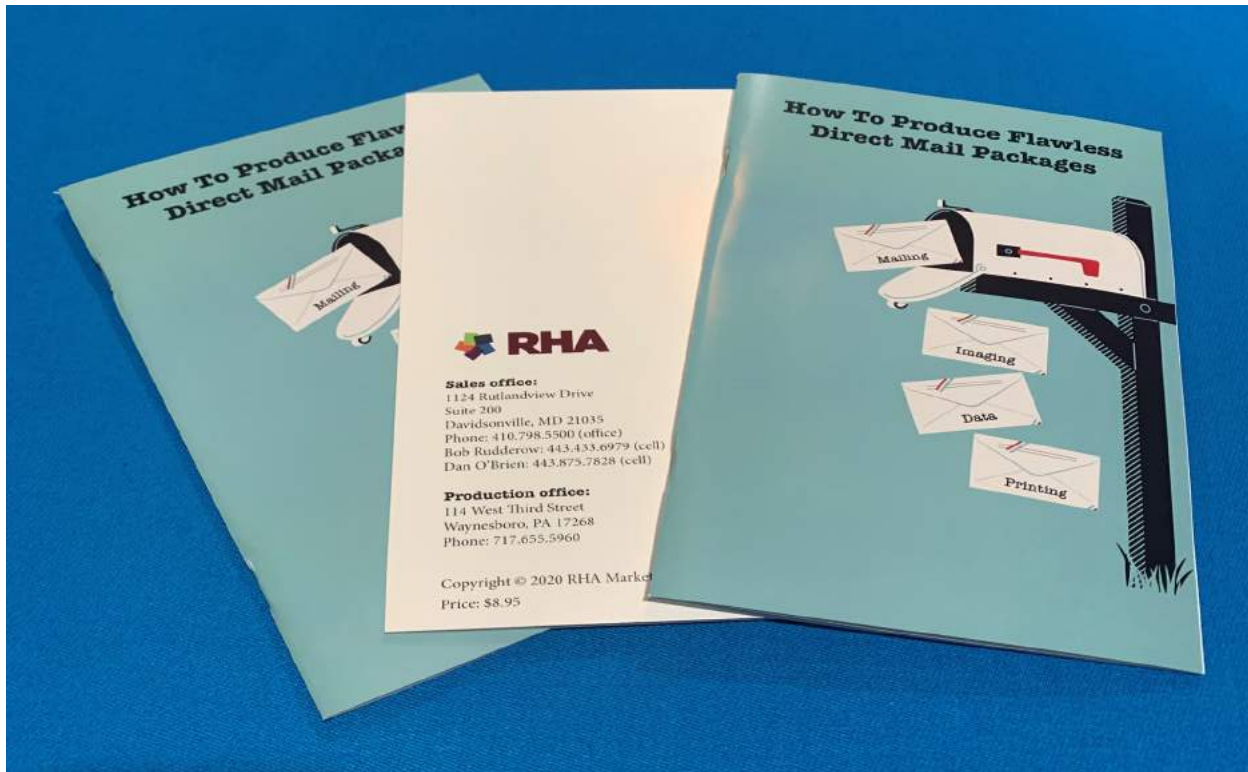
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ARS is a full-service direct marketing company, specializing in print & mailshop production.

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- DOD Inkjet Imaging
- Card/Stamp/Premium Affixing
- Up to 18 Pocket Inserting
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Damon Smith, CEO

703-966-7848

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Jake Brown, President

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Bradley Graphic Solutions located in Bensalem PA, offers full-service data, print, and mail production services, while continuing long-term customer print relationships.

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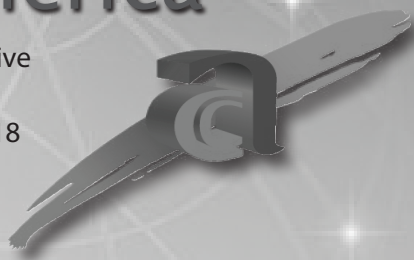
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David Patrick, Sales Representative
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david.patrick@cca.net
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Founded in 1971, CCA is a full-service direct mail production facility specializing in continuous form printing, data processing, personalization, embossing, finishing, and mail processing.

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Thursday, September 23

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Chip Bell, VP, Sales

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www.mcclungco.com



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We are grateful to serve many of the nation's top nonprofit organizations while working with industry-leading suppliers, agencies and consultants to enhance your fundraising program goals. Our purpose is to provide solutions that elevate your experience in pursuit of our ultimate vision of inspiring more people to give.

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Dan O'Brien, Partner

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RWT Production is a leading direct mail production management company providing the best product at the best price. We are a group of highly dedicated and extremely talented production managers with extensive experience in direct mail production. Each member of the RWT team has been on both sides of the production equation, which means we have a keen understanding of your needs. And we pride ourselves on not only meeting expectations, but exceeding them.

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Nonprofit organizations rely on The Calmark Group for services that include campaign strategies, data-driven predictive modeling, award winning creative services, premium design and procurement, and customized programs for cultivation, retention, lapsed recapture and high donors.

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advantage

[əd'vantij]

NOUN

noun: **advantage** · plural noun: **advantages**
a condition or circumstance that puts one in a favorable or superior position:

“working with The Production Advantage will give you an advantage in the marketplace”

synonyms: upper hand · edge · lead · trump card · superiority · dominance · ascendancy · supremacy · power · mastery · inside track · catbird seat

More

the opportunity to gain something; benefit or profit:
“you could achieve something to your advantage”

synonyms: benefit · profit · gain · good · mileage

the **production**
a d v a n t a g e inc.

703.818.1633
productionadvantage.com

The Production Advantage

Bob Davis, President

14175 Sullyfield Circle
Suite 301

Chantilly, VA. 20151

703-818-1633

Cell: 703-946-6249

bob@productionadvantage.com

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In 1989, The Production Advantage was founded upon a single guiding principle: To provide the highest level of direct mail production management in the industry. We are veteran, top-flight direct marketing experts. It's no accident that our clients are some of the top direct marketers and fundraisers in the country. Come see why.

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PMG is an independent, employee-owned company providing full-service direct mail production management to nonprofits and the agencies that serve them.

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Notes

[illegible]



The 2021 Bridge to Integrated Marketing & Fundraising Conference

Wednesday, July 14 & Thursday, July 15

Wednesday, July 14

9:00 AM – 10:00 AM	Morning Energy Boost! Visit Exhibits, Chat Rooms, Network
10:00 AM – 10:25 AM	Welcome by Bridge Conference Co-Chairs
10:25 AM – 11:25 AM	Opening Keynote – To be announced
11:30 AM – 12:30 PM	Round #1 – 11 Concurrent Breakout Sessions
12:30 PM – 1:30 PM	Afternoon Energy Boost! – Visit Exhibits, Chat Rooms, Network
1:30 PM – 2:30 PM	Round #2 – 11 Concurrent Breakout Sessions
3:00 PM – 4:00 PM	Round #3 – 11 Concurrent Breakout Sessions
4:00 PM – 5:00 PM	Excellence Experience – Visit Exhibits, Chat Rooms & Network at a variety of Happy Hours!

Thursday, July 15

9:00 AM – 10:00 AM	Morning Energy Boost! Visit Exhibits, Chat Rooms, Network
10:00 AM – 10:25 AM	Welcome by Bridge Conference Co-Chairs
10:30 AM – 11:30 AM	Round #1 – 11 Concurrent Breakout Sessions
11:30 AM – 12:30 PM	Round #2 – 11 Concurrent Breakout Sessions
12:30 PM – 1:30 PM	Afternoon Energy Boost! Visit Exhibits, Chat Rooms, Network
1:30 PM – 2:30 PM	Round #3 – 11 Concurrent Breakout Sessions
2:30 PM – 3:00 PM	Endurance Break! Visit Exhibits, Chat Rooms, Network
3:00 PM – 4:00 PM	Closing Keynote

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BENCHMARK

Wednesday, April 14
1:00 PM - 2:00 PM

PAYMENT SOLUTIONS

Wednesday, May 12
Time: TBD

IWITOT (I WISH I'D THOUGHT OF THAT)

Thursday, August 12
1:00 PM - 2:00 PM

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With a laser focus on integrated omnichannel communications, Chapman Cubine Allen + Hussey helps our clients deliver on their promise to make the world a better place.

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Edge Direct is a multichannel marketing agency, driven to help leading nonprofits raise maximum funds and brand awareness in support of the important work they do through exceptional insights, service, and integrated marketing solutions. Edge Direct clients are sector leaders in animal rights, health, historical societies, human services, museums, religion, and veterans services.



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Eidolon Communications is a full-service direct marketing agency providing award-winning creative and high-performing direct marketing campaigns rendered with precision and cutting-edge strategies. With more than 30 years of experience, Eidolon executes goal-oriented, cost-effective, multi-channel campaigns that expand organizational connections with donors and strengthen their commitment to your mission.

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Faircom New York is your one-stop shop marketing and fundraising agency. We partner with nonprofits in the U.S. and around the world to raise funds at all levels across all channels. We can assist no matter your needs – from strategy, to direct mail, to digital marketing, to data analysis.

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For more than 30 years, Gabriel Group's team of Certified Fundraising Executives (CFREs) has collaborated with nonprofits across the country to develop customized, comprehensive fundraising campaigns and membership solutions. We provide membership audits, on-site sales opportunities, direct mail acquisition, renewal programs and more to help our partners exceed their goals.

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Kimberley Bauman, Area Marketing Manager

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Huntsinger & Jeffer, Inc.

Cheryl Martin, CEO
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At H&J, our agency is founded on the principle that there is always a strategic or creative breakthrough that will enable an organization to substantially increase its funding. This belief has helped make us a pioneer and leader in multi-channel fundraising and direct marketing for 57 years and counting.

We approach and resolve the most complex fundraising challenges with programs customized to each client's needs, resources, and objectives. What's more, we listen to our clients because we recognize that success depends on an open and ongoing dialog.

Our work for you will include cutting edge, multi-channel technologies, combined with tested and proven knowledge of what makes donors and prospects donate, join, volunteer, take action, and repeat! That's the H&J Direct Marketing Difference. Contact H&J today!

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Integrated Direct Marketing

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Fax: 202-261-6589
mrooney@idm-dc.com
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Integrated Direct Marketing is a full-service fundraising, marketing, and communications agency dedicated to helping nonprofits prosper and grow in today's challenging marketplace.

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Karin Kirchoff, Founder & President
4075 Wilson Boulevard, 8th Floor
Arlington, VA 22203
703-650-7491
Cell: 202-255-4971
kkirchoff@k2dstrategies.com
www.k2dstrategies.com



A full-service, multi-channel direct response fundraising agency, K2D Strategies was founded with a single goal in mind: deliver impactful member and donor development strategies along with extraordinary client services exclusively to nonprofit organizations making a difference.

With a primary focus on direct response fundraising, our team brings years of experience in strategic planning, growing programs, and rebuilding infrastructure for nonprofits via direct mail, digital channels and telemarketing to advance their mission work.

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creating integrated fundraising solutions for nonprofits

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LET'S
GET TOGETHER
for
HAPPY HOUR

Thursday, April 29
5:00 PM - 6:00 PM



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solutions for non-profits



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Rick Whelan, CDM, President

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Direct: 703-706-0350

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In 2020, our decades of focus on donor
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breaking campaigns for the nonprofit
organizations we serve. With relevant
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we have created fundraising solutions
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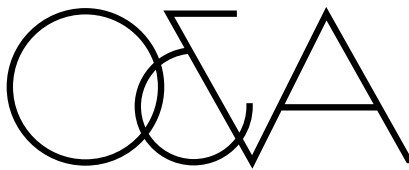
Ashley Delamar, VP, Partnership & Growth

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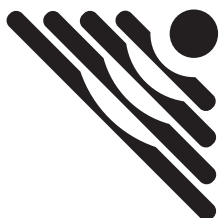
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Riger Marketing Communications

Jamie Jacobs, Partner
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607-723-7441 x305
jjacobs@riger.com
www.riger.com

Riger



MARKETING COMMUNICATIONS

A full-service agency based in Binghamton, NY, celebrating its 70th anniversary, Riger Marketing Communications develops marketing recommendations, strategies and overall plans, as well as implements creative and media solutions to advance its clients' causes. The firm specializes in assisting nonprofit organizations with a laser focus on results.

Riger is a member of the Public Relations Society of America and the American Association of Advertising Agencies.

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Schultz & Williams' Direct Response practice employs a team of experienced professionals who work with nonprofits nationwide to positively affect millions of lives.

Through our Direct Response services, S&W helps nonprofits reach their fundraising goals by implementing high performance customized multi-channel campaigns, building membership programs, moving donors through a continuum of giving opportunities and cultivating support for mid-level giving, major gifts and planned giving.

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Katherine Carr, Executive Vice President
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Jennifer Swartz, Marketing Manager
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jswartz@thelukenscompany.com
www.thelukenscompany.com



The Lukens Company (TLC) provides expert multichannel direct response marketing and fundraising services to nonprofits, cultural organizations, advocacy groups, and faith-based missions. Our client partnerships inspire action, drive innovation, and achieve results.

TLC's services include program strategy and management, strategic assessment and planning, survey research, predictive analytics and targeting, donor development, social media strategy, digital marketing and advertising, creative development, and web development. TLC has offices in Arlington, VA, Los Angeles, CA, and Charleston, SC.

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In 2020, our decades of focus on donor and member behavior led to record-breaking campaigns for the nonprofit organizations we serve. With relevant messaging and a response-centric approach, crossing data and channel, we have created fundraising solutions that trigger engagement and increase your revenue.

When the pandemic hit, we pivoted and moved our clients forward, in contrast with much of the marketplace, and we are continuing to do so in 2021. As a fundraising agency with in-house data, digital and list services, our team of "Nexies" will lead you to success. Just email us at dmartin@nexusdirect.com and let's talk about how we can help you.

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Elizabeth Velardi, AVP, Direct Response

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Schultz & Williams' Direct Response practice employs a team of experienced professionals who work with nonprofits nationwide to positively affect millions of lives.

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Steve LeBlanc, President

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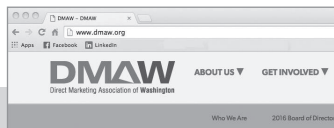
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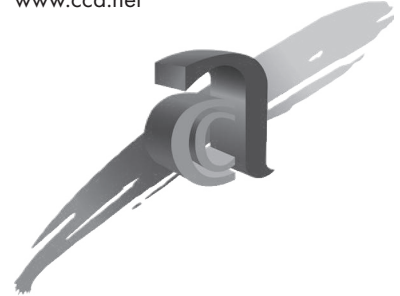
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China: +86/186-0574-5666

grant@grantmaildirect.com

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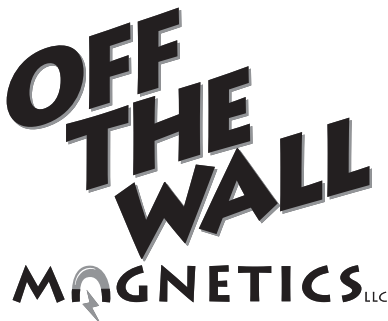
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PLANNED GIVING

Thursday, April 29

9:45 - 11:00 AM

CREATIVE

Thursday, May 27

9:45 - 11:00 AM

CONSTITUENT CARE

Thursday, June 24

9:45 - 11:00 AM

LET'S BREAKFAST *with the* EXPERT

MENTOR & MENTEE ORIENTATION

Thursday, July 29

9:45 - 11:00 AM

MID-LEVEL GIVING

Thursday, August 26

9:45 - 11:00 AM

TO REGISTER:
www.dmaw.org

TEXTING

Friday, October 29

9:45 - 11:00 AM

Notes

[illegible]

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Nick Reinking, National Account Executive

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763-201-9105

nick@advanced-response.com

www.advanced-response.com



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Bradley Graphic Solutions located in Bensalem PA, offers full-service data, print, and mail production services, while continuing long-term customer print relationships.

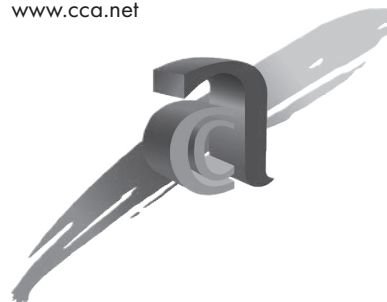
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CP DIRECT

Matt Trotta, President
mtrotta@cpdirectinc.com

Al Stahl, VP, Business Development
astahl@cpdirectinc.com

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301-577-3003
 Fax: 301-918-4084
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MC

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Since 1980, NATIONAL GRAPHICS has been a recognized leader among direct response printers, producing letters, brochures, forms, liftnotes/buckslips, cards/inserts, newsletters and booklets from one to ten colors. Our NATIONAL DIRECT division handles full packages from printing through mailing. We are a financially stable, debt-free company. We run 24 hours a day, 7 days a week and ship anywhere in the United States. We continue to add equipment each year - including a new 10-color forms press in 2020.

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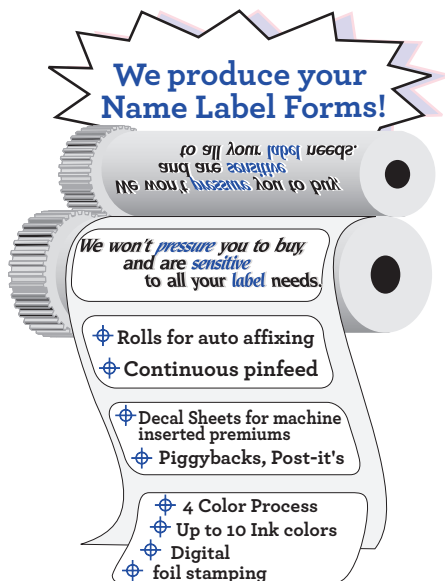
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TIDEWATER DIRECT, LLC

Geoffrey Eisenberg, President
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410-758-1500
geisenberg@tidewaterdirect.com
www.tidewaterdirect.com

Tidewater Direct LLC

Geoffrey Eisenberg, President
300 Tidewater Drive
Centreville, MD 21617
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Public Interest Communications, a Division of Signia

Jim Chmielewski, VP, Client Services

7700 Leesburg Pike, Suite 416 South
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www.pubintcom.com



For over 40 years, Public Interest Communications (PIC) has maximized the relationship-building power of the telephone on behalf of the most successful nonprofit organizations, associations, public policy advocates, political and cultural institutions in America. Now celebrating our recent merger with Signia LTD, we now have even more resources and expertise to benefit our clients and future clients.

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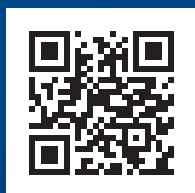
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