

**Don't miss these great
investment
opportunities!**

- Partner with the DMAW all year-long for continuous exposure!
- Experience great marketing benefits for each event!
- Showcase your company to hundreds of professionals that need your services and/or products!
- Fit us into your marketing budget for the year!
- The more events you partner with us, the higher the savings you receive!

Discounts are based on Your Marketing Plan for the events listed below

<input type="checkbox"/> \$2,000 - \$2,999	5% discount
<input type="checkbox"/> \$3,000 - \$5,499	Get one third page ad in Marketing AdVents A \$800 value!
<input type="checkbox"/> \$5,500 – or More	Get one half page ad in Marketing AdVents! A \$1200 Value!

Name		
Title		
Company		
Address City		
City	State	Zipcode
Phone ()	Email	
Signature	Date	
Payment Information:	Please charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX	
Total Lunch & Learns:	\$ _____	<input type="checkbox"/> Please send me invoice for payment by check
Total Webinars:	\$ _____	
Total Happy Hours:	\$ _____	
Total Focused Programs:	\$ _____	
TOTAL: \$ _____	Card # _____	Exp. _____
Discount %: \$ _____	Signature _____	
Amount Due: \$ _____	Name on card _____	
	Billing address _____	
Email investment form to: Beth Holcomb – beth@dmaw.org Questions: 703-689-DMAW (3629)		

2022 MARKETING OPPORTUNITIES PARTNER PROGRAM

AN EXCITING NEW YEAR IS COMING!

Check which opportunity(ies) you would like and total on page 1!

All Events listed are in person, unless noted as virtual or webinar

· Subject to Change as dictated by the CDC and Local Government Agencies

LUNCH & LEARNS – Exclusive Opportunities

12:00 Noon – 2:00 PM – Projected attendance at each event is 30-50 professionals.

Enjoy premium content with a delicious lunch and time dedicated for networking with your peers

\$1,250 per Lunch & Learn benefits include:

- Company logo on program landing page
- Logo & website link in promotional emails
- One complimentary registration
- Opportunity to provide handouts to
- Recognition from podium
- Post-event registration list (with emails)
- Opportunity to introduce speaker
- Logo in opening PowerPoint

Select the Lunch & Learns that best ties with your marketing plan:

- | | |
|--|--|
| <input type="checkbox"/> Wednesday, March 16: <u>Digital Advertising</u> | <input type="checkbox"/> Thursday, September 15: <u>Topic TBD</u> |
| <input type="checkbox"/> Wednesday, April 6: <u>Premium vs. Mission</u> | <input type="checkbox"/> (Welcome Series OR Retention) |
| <input type="checkbox"/> Thursday, May 19: <u>2021 Q4 Benchmarking</u> | <input type="checkbox"/> Thursday, October 20 30: <u>Test Ideas</u> |
| <input type="checkbox"/> Wednesday, June 15: <u>Fundraising Strategy</u> | <input type="checkbox"/> Thursday, November 17: <u>KPI/Analytics</u> |

TOTAL Lunch & Learn Opportunities @\$1,250/each x ____ (# of L&L) \$_____

Webinars – (4) Opportunities for Each

1:00 PM – 2:00 PM – Projected number of participants for each webinar (depending upon topic)
is 60-100 individual sign-ups. \$750 per webinar.

\$750 per Webinar benefits include:

- Company logo on program landing page
- Recognition from Emcee
- Logo & website link in promotional emails
- Post-event registration list (with emails)
- Two complimentary registrations
- Opportunity to introduce presenter
- Logo in opening PowerPoint

Webinar Dates:

- ☐ Thursday, February 17: USPS & Paper
- ☐ Wednesday, August 24: Google Analytics
- ☐ Thursday, December 8: Professional Development

TOTAL Webinar Series Opportunity @\$750/each x ____ = \$_____

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Member Appreciation Happy Hours

5:30 PM – 7:00 PM – Projected attendance at each event is 50-75 professionals

DMAW members love our happy hours! Not only are they fun, it's a great networking opportunity!

\$500 per Happy Hour benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- Two (2) complimentary non-member registrations
- Logo in PowerPoint
- Post-event registration list (with emails)
- Recognition on signage at event

Happy Hour Dates:

- | | |
|---|---|
| <input type="checkbox"/> Wednesday, March 16 | <input type="checkbox"/> Wednesday, August 24 |
| <input type="checkbox"/> NEW Thursday, March 31
(Young Professionals) | <input type="checkbox"/> Thursday, September 29 |

TOTAL Happy Hour Opportunities @\$500/each x _____ \$_____

Sign up for all four and receive a \$100 discount!

List Bazaar – An In Person Event

Projected attendance at each event is 30-50 professionals. (Time currently TBD)

Connect with your list industry peers and gain access to an exclusive forum to talk and learn about the most important issues in this sector !

\$500 – (5) Opportunities, benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- Two (2) complimentary non-member registrations
- Post-event registration list (with emails)
- Recognition at event

Date:

- ☐ Thursday, May 12, 2022

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NEW! Young Professionals Events

Projected attendance at each event is 50 young professionals (age 35 and under).

Join your peers in the future of the industry! This is a group of up-and-coming young professionals getting involved in DMAW with educational programming, networking, and more

\$500 – (3) Opportunities, benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- Two (2) complimentary non-member registrations
- Post-event registration list (with emails)
- Recognition at event
- Recognition on signage at event

Dates:

- ☐ Wednesday, June 1 (Time TBD)
- ☐ Wednesday, November 2 (Time TBD)

Check which opportunity(ies) you would like and total on page 1!

FOCUSED PROGRAMS

Our programs are focused on a specific area of direct marketing and are usually limited in size to accommodate an attendee's maximum learning opportunity.

All marketing opportunities receive:

- Company logo & link on program landing page
- Logo on event signage
- Logo or company name with link in promotional emails
- Opportunity to provide handouts to attendees
- Recognition from the podium
- Logo on screen at event
- Post-event attendee list (with emails)

Thursday, January 20, 6:00pm – 8:00pm – Annual Meeting (Virtual)

- Marketing Partner Opportunities – 10 available \$500

Thursday, March 31, 8:30 am - 4:30pm – DM 101 Workshop

Join young professionals or those new to the industry to learn about the various roles of your colleagues, how all the campaign elements fit together and what the greater impact can be.

- ☐ **Wi-Fi Marketing Opportunity** – 10 available \$1,000
 - Two (2) Complimentary Event Registrations
 - Distribute one take-away to attendees
- ☐ **Session Marketing Opportunity** – 6 available \$1,000
 - Two (2) Complimentary Event Registrations
 - Introduce session presenter
- ☐ **Lunch Marketing Opportunity** – 1 available \$1,000
 - Two (2) Complimentary Event Registrations
- ☐ **Breakfast** – 1 available \$750
 - One (1) Complimentary Event Registrations

Wednesday, April 27, 8:30 am - 4:30pm – Production Day

A comprehensive view of DM101 drilling down on the production aspect

- ☐ **Wi-Fi Marketing Opportunity – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Distribute one take-away to attendees
- ☐ **Session Marketing Opportunity – 6 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Introduce session presenter
- ☐ **Lunch Marketing Opportunity – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
- ☐ **Breakfast – 1 available \$750**
 - One (1) Complimentary Event Registration

Thursday, May 5, 8:30 am - 4:30pm – Creative Day

Come learn and share with the experts on what pivoting and Integration is in the COVID Era Creative!

- ☐ **Wi-Fi Marketing Opportunity – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Distribute one take-away to attendees
- ☐ **Session Marketing Opportunity – 6 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Introduce session presenter
- ☐ **Lunch Marketing Opportunity – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
- ☐ **Breakfast – 1 available \$750**
 - One (1) Complimentary Event Registrations

Wednesday, June 29, 8:30am – 4:30pm – Digital Day

All things digital fundraising covered including topics like metrics, data-collection, to strategy and understanding how to use this data to get stakeholder buy-in.

- ☐ **Wi-Fi Marketing Opportunity – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Distribute one take-away to attendees
- ☐ **Session Marketing Opportunity – 6 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Introduce session presenter
- ☐ **Keynote Marketing Opportunity (Exclusive) – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Introduce keynote presenter
- ☐ **Lunch Marketing Opportunity – 1 available \$1,000**
 - Two (2) Complimentary Event Registrations
 - Introduce keynote presenter
- ☐ **Breakfast – 1 available \$750**
 - One (1) Complimentary Event Registrations

Thursday, September 29, 8:30am – 4:30pm – Sustainer Day

Join the experts in the field of sustainer fundraising and marketing to share their knowledge from fledgling programs that you want to grow to large programs in search of fresh ideas.

- ☐ **Wi-Fi Marketing Opportunity** – 1 available \$1,000
 - Two (2) Complimentary Event Registrations
 - Distribute one take-away to attendees
- ☐ **Session Marketing Opportunity** – 6 available \$1,000
 - Two (2) Complimentary Event Registrations
 - Introduce session presenter
- ☐ **Lunch Marketing Opportunity** – 1 available \$1,000
 - Two (2) Complimentary Event Registrations
- ☐ **Breakfast** – 1 available \$750
 - One (1) Complimentary Event Registration
- ☐ **Refreshment Break** – 1 available \$750
 - One (1) Complimentary Event Registration
 - Sponsor can provide one item to attendees (Qty: 125)

Tuesday, October 18, 8:30am – 6:00pm – Data Strategy Forum

We'll be discussing how to embrace innovation to raise more money, increasing impact with topics such as digital transformation with new channels and strategies legacy channels such as direct mail and television with modern technology and hyper-targeted data and so much more.

- ☐ **Live Stream** – 1 available \$2,500
 - Two (2) Complimentary Event Registrations
 - Logo on live stream sessions
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Badge** – 1 available \$2,000
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Tote Bag** – 1 available \$2,000
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Keynote** – 1 available \$1,250
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Closing Keynote** – 1 available \$1,000
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Breakfast** – 1 available \$1,000
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Lunch** – 1 available \$1,250
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Wi-Fi** – 1 available \$1,250
 - Two (2) Complimentary Event
 - Business card with company logo and Wi-Fi connection distributed at event
 - Sponsor can provide one item to attendees (Qty: 125)

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- ☐ **Networking Reception** – 1 available **\$1,000**
- ☐ **Session Partner** – 5 available **\$1,000**
 - Two (2) Complimentary Event Registrations · Introduce the session presenter
- ☐ **Refreshment Break** – 1 available **\$850**
 - Two (2) Complimentary Event Registrations · Sponsor can provide one item to attendees (Qty: 125)
- ☐ **Water Bottle** – 1 available **\$850**
 - One (1) Complimentary Event Registrations · Logo on a customized 8oz bottle of water
- ☐ **Coffee Sleeve** – 1 available **\$850**
 - Two (2) Complimentary Event Registrations · Logo printed on coffee sleeve
- ☐ **Tabletop Display** – 5 available **\$850**
 - One (1) Complimentary Event Registrations · Put your brand on display for everyone to see!

TOTAL Focused Program Opportunities \$ _____

Return to page 1 with your total and add up your other opportunities for a grand total and get your discount!



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NEW!

Content Provider Opportunity

Have a white paper? Have a case study that you would like to share?

Optimize your target audience! Showcase your company as an industry thought leader! Let your content become one of the invaluable resources provided by DMAW and benefit to all members accessible on the DMAW member portal.

Benefits

- Content will be housed on DMAW's Member Portal which all members have access to.
- One email will be launched showcasing and teasing out only your content.
- Your content will be showcased and teased out in DMAW's Monthly Update.
- Your content will be teased out one time on social media posts on LinkedIn, Facebook and Twitter.
- You will be shown as one of DMAW's monthly partners.
- Each quarter one summary email will be sent to the members listing the available content.
- Articles will be indexed on the member portal for easily searchable content (coming soon!)

Guidelines for Submitting Content

- Content must be submitted by the 20th of each month.
 - Original content, or original content repurposed is requested.
- Content will be reviewed and must be approved by the Committee before publication.
- Content cannot be a sales document, instead it should be:
 - Case studies
 - 101-type training material
 - Top "ten" list, etc.
 - Best practices
 - We strongly encourage your content to contain your contact information!
- To become a DMAW Content Provider:
 - Corporate investment - \$500 per publication (no charge for submitting content; payment is due when content is approved for publication)
 - Nonprofit investment – no charge
- Must be a DMAW member.
- Limited to 4 publications annually.

To submit content

- Submit content as a PDF document to info@dmaw.org.
- Provide contact information for reviewer.
- If approved, investment will be due immediately.
- Questions call: 703-689-DMAW (3629).

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FOR GIVING STRONGER!
ONAL
ers, this is our mantra and continuous
do we show people the value of your
work? Let them experience the impact!
at their dollars will do transformative things
ause?
helps to tell your story, allows you to
ize your thank-yous, and provide an
ive and engaging experience for donors. In
ric, new world, do-it-yourself video platforms
d — here are a few to review:
thankview.com
gratevid.com
vidyard.com
and here's a link to some incredibly inspiring
profit videos for you to view:
youtube

A matching gift
that escalates
from the
beginning of
the campaign
to the day of
Giving Tuesday
has become the
control for most
nonprofits.

Continued on page 8
**er Advised Funds: Building an
ent Gift Processing System**
hrish Saeed and Marc Almanzor

Saeed **Almanzor**
er Advised Funds (DAFs), which serve as
able investment accounts that allow
ers to recommend gifts for specific causes,
seen a recent surge in popularity due to
ease of use and relatively low barrier to
ablish. Their financial impact on nonprofit
izations has been apparent, but what
out their operational impact?
Until recently, DAF gifts were entered into

the system manually, creating operational
challenges, like errors in data and delays in
reporting. At Doctors Without Borders/Médecins
Sans Frontières (MSF), the rising use of
DAF giving has driven us to adapt to this
challenge and ultimately led us to
we process these gifts.
Beginning in 2019, we started
Ridley Charitable upload pro
automated process to upload
of the most significant benefits of
has been that DAF gifts are now delivered
electronically and consolidated into one file.
This means that they do not have to be parsed
manually through the mailing system, resulting
in a reduction in the number of errors that
are sent to our caging vendor.

DMAW MARKETING ADVENTS

**BE PART OF OUR
AWARD-WINNING
NEWSLETTER!
GREAT ARTICLES AND
INFORMATION IN EACH
ISSUE!**

**Advertise in DMAW's
Marketing AdVents!**



Check out the Marketing AdVents rate card included with this 2022 Marketing Opportunities booklet! Don't miss the video ads in digital versions of Marketing AdVents!

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