

2022 Sourcebook

Membership Directory and Resource Guide



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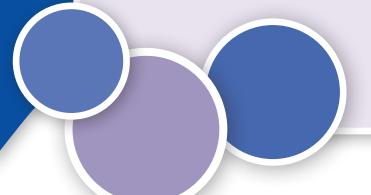
2022 Sourcebook Yellow Pages Directory

Table of Contents

Advocacy & Political Consultants3
Caging / Lockbox Services / Gift & Payment Processing / Acknowledgement
Creative / Copywriting / Design / Production
Data & Analytics
Data Providers / List Brokerage & Management / Cooperative Databases15
Database Management / CRMs / Technology Platforms & Tools
Digital Marketing / Mobile / Social Media / Email21
Envelope Printers & Manufacturers25
Fulfillment Services
Full-Service Direct Mail Production Operations 31
Full-Service Fundraising & Marketing Agencies 39
Fundraising & Marketing Consultants51
Mailing Services / Lettershop / Postal Logistics
Premiums / Promotional Products & Contests 63
Printers (Including Specialty) / Direct Mail Production
Telephone Fundraising & Donor Services 73
Web Design & Services
Index by Company76

Advertising Index

Action Mailers,Inc	.Mailing/Lettershop/Postal Divider, 55
Agents of Good	Fundraising & Marketing Consultants
	Divider, 7, 51
Allied Printing Resources .	25, 65
AMi, Inc	29, 56
BIGEYE Direct, Inc	31, 56
Blakely	40
	reative/Copywriting/Design/Production
	Divider, 7
Chapman Cubine Allen + H	lussey21, 41
Communications Corporation	on of America32, 57, 66
CorePro Data Direct	Data & Analytics Divider, 11
CP Direct	66, 67
DaVinci Direct	42
Direct Creative, Inc	7
Direct Mail Processors, Inc.	5, 29
Direct Mail Works	33
Eidolon Communications .	42
Faircom New York	43
HackerAgency	
Hub Labels, IncP	rinters (Including Specialty) Divider, 67
Japs-Olson Company	Back Cover, 33, 68
L & E Meridian	Table of Contents Divider, 12, 34, 58
Lautman Maska Neill & Co	mpany45
MailSmart Logistics	Inside Front Cover, 58
	12, 13, 45
Membership Cards Only	68
Nexus Direct	3, 13, 22, 46, 47, 53
NMG Corporation/NMG Ma	ilers69
Nova Label Co., Inc	70
One & All	47
OnTime Card Solutions	59
Production Solutions	
Sisk Fulfillment Service	30
Sue Curran Design	9
The Engage Group	23
The Harrington Agency	Full-Service Fundraising &
	Marketing Agencies Divider, 23, 48
	nt GroupInside Back Cover,
	36, 61, 71
	72
	27
Washington Marketing Gro	up - The List StoreData Providers/



List Brokerage & Management Divider, 18

Mission Statement



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 -

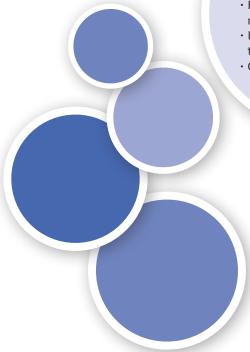
- Ethical business practices
- · Helping others make better mission impacts
- · Improving the recognition of the profession
- · Continual learning

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



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



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

Let our experienced team help you successfully recruit new supporters while strengthening bonds with existing donors and activists.

Services include cross-channel strategic planning and analysis, message development, audience targeting, modeling, copywriting, graphic design, acquisition list planning, telemarketing management, and production.

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

Laura Rynkiewicz, Audience Strategist 757-761-4346 Irynkiewicz@nexusdirect.com

Kristi Rinck, VP, Agency Operations, Partner 757-754-1121 krinck@nexusdirect.com

exus direct

Imagine having a dedicated, collaborative, approachable, and effective team as your agency partner. Our decades of focus on donor and member behavior have 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.

Imagine having a team with passion for your mission who will support your daily efforts to make an extraordinary impact. 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.

The Alliance of Nonprofit Mailers

Stephen Kearney, Executive Director 1211 Connecticut Avenue, NW Suite 610 Washington, DC 20036 202-360-3776 steve@nonprofitmailers.org www.nonprofitmailers.org



For over 40 years, the Alliance of Nonprofit Mailers has been the leading voice for nonprofits on postal issues.

Formed by nonprofits, for nonprofits, and led by a board of 100% nonprofits, the Alliance fiercely advocates in all relevant venues: USPS senior leadership, the USPS Inspector General, Capitol Hill, the Postal Regulatory Commission, the Government Accountability Office, and the Mailers Technical Advisory Committee.

Join us in ensuring that we nonprofits are heard.

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.



Caging / Lockbox Services / Gift & Payment Processing / Acknowledgement

Accounting with Debts & Credits

Jessica Triandos, Charitable Registration Manager

2130 Priest Bridge Drive, Suite 10 Crofton, MD 21114

410-721-3946 jessica@awdc.org www.awdc.org



Accounting with Debits & Credits

We know accounting and reporting compliance for nonprofit organizations can be difficult, confusing, and time consuming. Let AWDC help with this task! We have a staff of knowledgeable and efficient individuals who can offer assistance with a myriad of nonprofit services.

Some of the services we provide include charitable state registrations (initials & renewals), bookkeeping, payroll services, tax preparation (I.R.S. Form 990s), and much more! Contact us today at 410-721-3946 for more information.

Deluxe

Tiffany Fortier 801 South Marquette Avenue Minneapolis, MN 55402 207-782-6858 tiffany.fortier@deluxe.com www.deluxe.com/nonprofit

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.

Using extensive experience, we combine proprietary technology with manual processing methods to accurately capture donation details based on your specific requirements and report them back to you.

Contact us to discover how we simplify and centralize donation processing with flexible, scalable, outsourcing options.

Direct Mail Processors, Inc.

Robb Wanner 1150 Conrad Court Hagerstown, MD 21740 301-812-0135

Cell: 301-641-7474 rwanner@dmpinc.net 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 acknowledgement 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.

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.



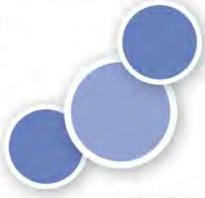
30 Years of Service

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- Direct Mail & Online
- · Timely Deposits
- · Non-Profit
- Commercial
- Government

For 30 years, DMP has been a leading provider of caging / lockbox, data capture, scanning & imaging, on-line donation processing, fulfillment and acknowledgment services.

www.dmpinc.net | 301.714.4700 sales@dmpinc.net





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.

If you require the best in caging services, please contact us. We're confident that, after exploring the unparalleled service we provide, you'll want to join the many nonprofit organizations who count on us to help them achieve their organizational goals.

Merkle Response Management Group

Kent Grove, President 100 Jamison Court Hagerstown, MD 21740 Direct Line: 301-797-4388 kgrove@merkleinc.com www.merkleresponse.com

MERKLE RESPONSE MANAGEMENT GROUP

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 39 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 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.nacha.org/nonprofits



Nacha

Nacha governs the thriving ACH Network, the payment system that drives safe, smart, and fast Direct Deposits and Direct Payments with the capability to reach all U.S. bank and credit union accounts. Electronic bank transfers are a safe, lower-cost way to help reach fundraising goals.

Visit www.nacha.org/nonprofits for a toolkit with a wealth of resources to help your organization start or enhance its







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Agents of Good is a direct response and individual giving collective that helps charities and agencies have more emotional and effective conversations with beautiful humans we call donors.

With more than 25 years' experience. our creative storytelling and effective communications is recognized worldwide. We collaborate with our clients on their direct response programs, strategically and creatively. If you want to make your fundraising inspire donors to give more and more often, give us a call.

Barry Cox, Copywriter

927 South Walter Reed Drive, Suite 26 Arlington, VA 22204 703-892-2577

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Smart, fast, experienced, affordable, versatile and, not least of all, quite good. Everything you've always wanted in a fundraising specialist but couldn't find ... until now.

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Let Bulletproof help your business put its best foot forward. Don't let a sneaky typo or error ruin your communications. With specific expertise in direct marketing, Bulletproof has seen it all. We understand your messaging, targets and hectic pace.

Trust Bulletproof to catch any mistakes so your audience receives your clean message loud and clear, just the way you intended.

Direct Creative, Inc.

Scott E. Huch, President 3701 South George Mason Drive Unit 2114-N Fall Church, VA 22041 703-300-2900 scott@directcreative.info www.directcreative.info



You need copy fast. You need to beat a control. You need creative that's on time and on budget. You need results.

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www.DirectCreative.info

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HackerAgency

Spyro Kourtis, CEO 1326 5th Avenue, Suite 350 Seattle, WA 98101 206-805-1500 Mobile: 425-503-5439

letstalk@hal21.com www.hal21.com



Are you looking to super-charge performance of your donor marketing programs?

At HackerAgency, generating ROI for our clients makes us a leader in direct marketing CRM.

Our full-service agency acts as an extension of your team - simplifying your life and exceeding your goals. Building multi-channel programs for Fortune 500, disruptor brands and non-profit clients for over 35 years we consistently improve performance. Ask about our record revenue growth for our newest client donor program,

Contact us now!

Impact Communications, Inc.

Kathy Swayze, CFRE, President 735 8th Street, SE, Floor 2 Washington, DC 20003 202-543-7671 kswayze@impactdc.com www.impactdc.com



communications

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.

Orange Element

Aaron Moore, CEO 1014 West 36th Street Baltimore, MD 21211 410-244-7221 x203 aaron@orange-element.com orange-element.com

Orange Elemen

Orange Element is a branding, design and marketing agency. We specialize in building solutions that define company brands to create audience engagement and impact.

Our solutions work together to deliver unique concepts, at the right time, to support business goals, short-term campaigns, long-term impact and new customer/donor acquisitions.

What's in it for you? A partner that believes every company holds a story worth telling. It's just a matter of telling the right one.

Production Solutions

Ben Harris, President 1953 Gallows Road, Suite 500 Vienna, VA 22182 703-734-5700 bharris@psmail.com www.productionsolutions.com

PRODUCTION

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.

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. Contact us today to experience the Production Solutions difference!

Pursuant

Kelley Hecht Stewart, Executive Vice President 15660 Dallas Parkway, Suite 1000 Dallas, TX 75248 917-620-1608 kelley.stewart@pursuant.com www.pursuant.com

PURSUAN

Pursuant is a full-service direct response agency specializing in fundraising, stewardship and marketing strategies for the non-profit sector. Inspired by your mission and committed to your results, we are powered by the most experienced leaders in the industry and our GivingDNA platform.

As your collaborative partner we work as a seamless extension of your team to leverage natural synergies across channels and levels of giving. The result: an omni-channel experiences that delivers results.

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/direct

Schultz & Williams

Schultz & Williams' Direct Response Fundraising—a mix of data-driven strategies and resonant creative for direct mail, email, social media and telemarketing—is the bedrock of every effective development program.

Through our Direct Response solutions, 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.

Sue Curran Design Art Direction | Print Management

Sue Curran, Art Director 43050 Elk Place Chantilly, VA 20152 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 eyecatching design and thorough print management skills, I take clients' projects from concept, design, and production through printing and mailing.

Whether you're communicating B2B or B2C, the bottom line is I'll design the creative, high-impact printed piece you need, on time and on budget! So, next time you have an upcoming print project, let's talk!

Please call to view my portfolio!



Whittier & Associates, Inc. Direct Response/Communications

Cory Scott Whittier 65 South Broadway Tarrytown, NY 10591 914-674-0230 x105 corv@whittiermail.com www.whittiermail.com



creative direct response and management

Over 30 years of experience

Small and medium-sized programs are our sweet spot. We provide both project and full-service management of donor fundraising, new donor acquisition, annual giving and membership programs, including production, copywriting, design, data analysis and planning. Our fees are surprisingly affordable, and our production costs are hard to beat!

Vallejo, Fred Direct Marketing Copy, Inc.

Fred Vallejo, Principal PO Box 4558 Park City, UT 84060 435-901-2015 fred.a.vallejo@gmail.com

Expert fundraising copy - direct mail, email, web - and creative consulting for leading national nonprofits, including environmental organizations, humane societies, humanitarian aid groups, museums, and many more.

As one client put it, "You're the copywriter I call when a package has to work."







2022 Volunteers THANK YOU to Our VOLUNTEERS

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Ann Kolakowski, The Humane Society of the United States

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At the **core** of true empowerment is data.

At the core of innovative data processing is CorePro Data Direct.



coreprodata.com

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, EMCM President 10432 Balls Ford Road, Suite 300 Manassas, VA 20109 703-542-4171 david@coreprodata.com www.coreprodata.com



CorePro Data Direct is a specialized data services bureau that works exclusively as an extension of your team to (very meticulously) analyze, correct, de-duplicate and enhance your database so you can direct your efforts towards the delivery of your message.

With nearly two decades of experience in intensive complex data scenarios and unorthodox requests, we are the solution to all of your data needs. Switch now to get to the core of your data!

DonorBase, Inc.

Belkys Reyes, VP, Sales 1 Byram Brook Place Armonk, NY 10504 402-836-3792 belkys.reyes@data-axle.com www.donorbase.com

Onor BASE®

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Our solutions include:

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- Email Audiences and Email append services
- Social and Display Audiences
- P2P Mobile Texting services
- Amazon Advertising
- Programable TV and Media Audience Campaigns

Frakture

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

frak:ture 🕓

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.

GivingDNA

Rebecca Gregory-Segovia, Executive Vice President 15660 Dallas Parkway, Suite 1000 Dallas, TX 75248 214-866-7700 rebecca.segovia@pursuant.com www.givingdna.com

Giving DNA

GivingDNA, the leading donor engagement platform, was purpose built to help you discover, segment, and engage your most valuable donors and advocates no matter where they are in their journey. Powered by Pursuant's 20+ years of fundraising and marketing expertise, GivingDNA helps fundraisers see their stories in their data and make better fundraising decisions.

We remove the guesswork, by providing blended first and third party data of the right donors, in a clear visualized and automated process to make strategic fundraising simple.

Jigyasa Analytics

Krishna Mehta, Principal 440 Millburn Avenue Millburn, NJ 07041 973-671-1590 kmehta@jigyasaanalytics.com www.jigyasaanalytics.com



Jigyasa's AI and automation driven, cost effective advanced analytics services can be utilized by all charities, irrespective of size. We do all the heavy lifting and provide seamless solutions, so that our clients can focus on what is important to them. Our offerings include analytics for:

- · Donor Acquisition
- · Donor Retention
- Lapsed Donor Activation
- High Value Donor Identification
- Contact Strategy Optimization

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

L@E | Meridian

Your Goals. Our Expertise. A Perfect Match.

For over 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.

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Arina Polukhina, Data Analytics Manager apolukhina@marketinggeneral.com

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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.

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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

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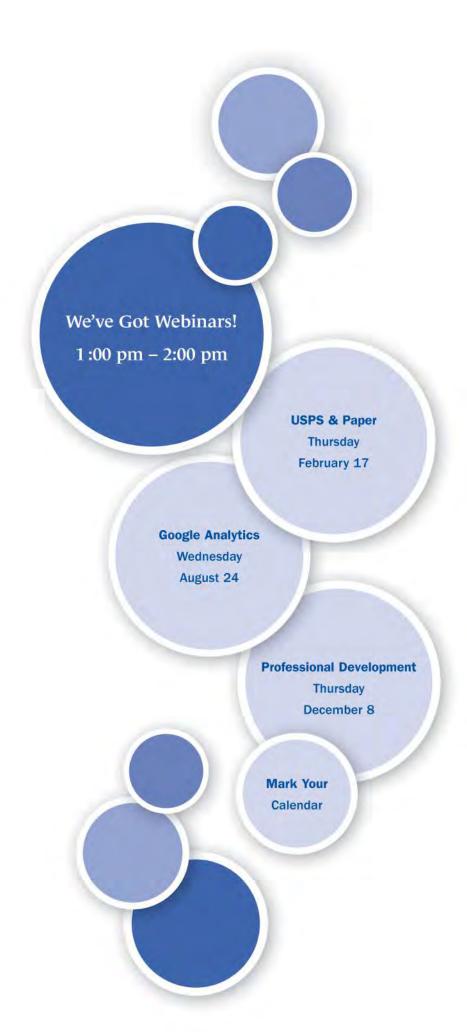
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Belardi Wong has the expertise you seek in the fundraising marketplace. We are one of the direct marketing industry's leading providers of brokerage, management, acquisition planning, campaign management, online marketing services, list compilation,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

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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.

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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.

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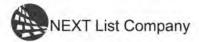


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RMI Direct Marketing

Len Zargo, Director, Business & Media Sales Development 44 Old Ridgebury Road Danbury, CT 06810 203-825-4636 Izargo@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.

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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,

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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.

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Eric Rardin, VP, Global Strategic **Partnerships**

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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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Integrated Direct Marketing

Michael Rooney, Principal 1250 Connecticut Avenue, NW Suite 700 Washington, DC 20036 202-261-6587

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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



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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.

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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

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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 101 West Main Street, Suite 400 Norfolk, VA 23510 757-636-3400 800-965-0577 scole@nexusdirect.com www.nexusdirect.com

Laura Rynkiewicz, Audience Strategist 757-761-4346 Irvnkiewicz@nexusdirect.com

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Imagine having a dedicated, collaborative, approachable, and effective team as your agency partner. Our decades of focus on donor and member behavior have led to recordbreaking 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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Pursuant

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Pursuant is a full-service direct response agency specializing in fundraising, stewardship and marketing strategies for the non-profit sector. Inspired by your mission and committed to your results, we are powered by the most experienced leaders in the industry and our GivingDNA platform.

As your collaborative partner we work as a seamless extension of your team to leverage natural synergies across channels and levels of giving. The result: an omni-channel experiences that delivers results.

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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/direct

Schultz & Williams

Schultz & Williams' Direct Response Fundraising—a mix of data-driven strategies and resonant creative for direct mail, email, social media and telemarketing—is the bedrock of every effective development program.

Through our Direct Response solutions, 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

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

The Engage Group can help you implement: Email Marketing Programs, Donation Form Optimization, Payment Solutions Implementation, Sustainer Recruitment, Year End Campaigns. Website Lead Generation & Conversion Pathways, Facebook Advertising, 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.

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

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you what we know.

The Lukens Company

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

institutions, advocacy groups, and faithbased organizations. Since our founding in 1986, TLC's passionate team of creatives have partnered with causeoriented organizations seeking innovative, data-driven strategies to achieve bold goals that change the world for the better.

TLC's multichannel services include creative storytelling, data and analytics, digital marketing, direct mail, email fundraising, market research, mobile engagement, program strategy and management, video and DRTV, and web development.

le thelukenscompany

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

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- Digital Web Inkjet Printing
- · Web Printing
- Sheetfed Printing
- Continuous Form & Sheet, Simplex & Duplex Imaging
- DOD Inkjet Imaging
- · Card/Stamp/Premium Affixing
- Up to 18 Pocket Inserting
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Allied Printing Resources

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Mike Anderson, Director, Business Development 703-399-6104 manderson@nowallied.com

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ENVELOPE CORPORATION

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.

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Dupli's Sticky notes are used every day by almost everyone. When imprinted with stationery designs, promotional advertising, take-one coupons, and direct mail messaging, they are a staple for work, home, and school. These Stik-Withit® self adhesive notes are effective and environmentally friendly. There is no better promotional product then a sticky note pad to keep your logo top of mind.

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MackayMitchell

Envelope Company"

For sixty years, MackayMitchell Envelope Company has provided clients with envelopes with a level of quality and service that has established us as one of the nation's premier envelope manufacturers. Responding to our customers' demands for timely, comprehensive service and consistent product quality, we have acquired stateof-the-art equipment and have employed innovative methods that provide solutions to our customers.

MackayMitchell has manufacturing capabilities in Minneapolis, MN and Mount Pleasant, IA., and we ship envelopes all across the country. We are very proud of our quality products, quick turnaround, prompt deliveries and worldclass customer service.

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Southwest Publishing & Mailing Corporation

Angie McAtee, Vice President 4000 SE Adams Street Topeka, KS 66609 785-380-8602 angie@swpks.com www.swpks.com



Southwest Publishing and Mailing Corporation

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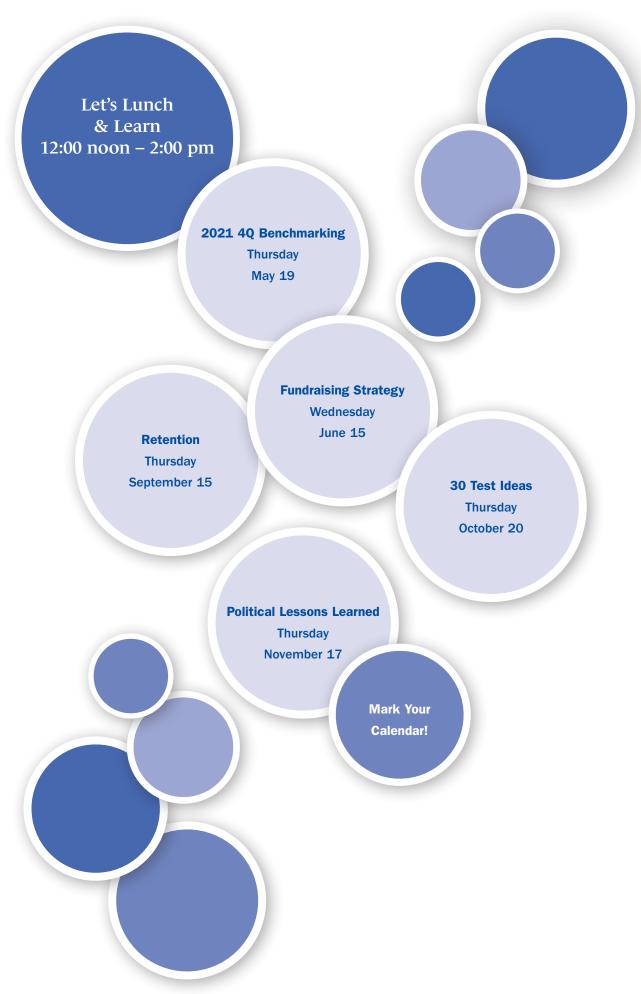
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3 plants running 24 hours a day to serve your envelope needs. Plants in Maryland, Pennsylvania and Iowa manufacturing 25 million envelopes a day. Delivering in our own fleet of trucks from Florida to Maine and the entire Mid-west. Flexo, Enhanced flexo, offset and flat sheet litho. 50 million plain envelopes in stock.







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AMi offers high quality direct mail. fulfillment, conference support, and logistic services. Count on us for traditional print and mail options and advanced technologies including Print on Demand and Color Variable Digital Printing, which gives you the flexibility of customizing printed communications and managing inventory.

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CMS is the single source for your marketing communication needs. As a full-service company, we are dedicated to providing state-of-the-art services to marketing communications, while saving

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Dupli

Jennifer Carahaly, Sales 2533 Yellow Springs Road Malvern, PA 19355 icarahaly@duplionline.com www.duplionline.com



Dupli's history is envelopes! Our converting capabilities will allow you to create unique envelopes that will get noticed. We are the largest envelope jet printers in the Northeast with over 1000 different envelope SKU's in stock ready for imprinting. Our technology and automated process allows us to efficiently print and ship thousands of orders daily.

Dupli's Sticky notes are used every day by almost everyone. When imprinted with stationery designs, promotional advertising, take-one coupons, and direct mail messaging, they are a staple for work, home, and school. These Stik-Withit® self adhesive notes are effective and environmentally friendly. There is no better promotional product then a sticky note pad to keep your logo top of mind.

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MERKL

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 39 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 and strategy & analytics. Let Merkle RMG help you cultivate stronger relationships with your donors as a partner in your fundraising success!

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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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- Read & Write Technology (Camera Match)
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- Located in Midwest for Postal Optimization
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Barton Cotton Graphics

Larry Vogel, President 3030 Waterview Avenue Baltimore, MD 21230

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Barton Cotton Graphics, located in Baltimore, MD, operates out of a 250,000 square foot facility with over 200 dedicated team members. BCG offers a unique combination of services to the graphics and direct mail markets, including litho and digital printing, post-press finishing (foil stamping, embossing, die cutting, UV coating), and full-service mailing and fulfillment capabilities. We offer inserting machines that can handle up to 20 inserts.

Bigeye Direct, Inc.

Damon Smith, CEO 703-966-7848 damon@bigeyedirect.com

Jake Brown, President 540-903-2083 jake@bigeyedirect.com

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EdgeMark Partners is a leading direct mail production management company providing a full range of services to our retail and nonprofit clients for over thirty years. From stewarding direct mail projects through the entire production process to helping clients develop creative packages from scratch, the EdgeMark team works closely together to go above and beyond client expectations every day.



Japs-Olson Company

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Mike Huddleston, National Sales Representative

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Redfield Direct LLC

Jeanne Pickett 15418 Weir Street, Suite 309 Omaha, NE, 68137 402-341-0364 ipickett@redfielddirect.com www.redfielddirect.com

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2022 Schedule at a Glance

* Subject to Change

Wednesday, July 27, 2022

8:00 AM - 10:00 AM Pre-Conference Registration

10:00 AM - 4:00 PM Pre-Conference Workshops (separate ticket required)

2:00 PM - 5:00 PM Conference Registration Open

4:30 PM - 6:30 PM 42nd Annual DMAW MAXI Awards Program & Reception

(separate registration)

Thursday, July 28, 2022

7:00 AM - 5:00 PM Registration Open

7:30 AM - 8:15 AM Share a Cup of Joe with the Bridge Conference Pros Join our Bridge Conference

veterans - and learn how to make the most out of your Bridge Conference

Experience!

8:15 AM - 9:20 AM 12 Breakout Sessions

9:30 AM - 10:45 AM Opening General Session featuring Keynote Speaker: Marilu Henner -

Actress, Producer, Radio Host and Author

10:00 AM - 6:30 PM Solutions Showcase Open

10:45 AM - 11:15 AM Solutions Showcase Refreshment Break

12:15 PM - 2:15 PM Solutions Showcase Lunch & Prizes

2:15 PM - 3:30 PM 12 Breakout Sessions

3:30 PM - 4:00 PM Solutions Showcase Refreshment Break

5:15 PM - 6:30 PM Solutions Showcase Networking Reception

Friday, July 29, 2022

7:00 AM - 2:00 PM Registration Open 8:15 AM - 9:20 AM 12 Breakout Sessions 9:30 AM - 10:45 AM General Session

10:00 AM - 2:00 PM Solutions Showcase Open

10:45 AM - 11:15 AM Solutions Showcase Refreshment Break

12:15 PM - 2:00 PM Solutions Showcase Lunch & Prizes

2:00 PM - 3:15 PM 12 Breakout Sessions

3:15 PM - 4:30 PM Closing General Session and Reception

You can also find the MAXI Award winners on display and place a bid at the DMAW EF Online Auction.



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CONCORD DIRECT

Concord Direct is an innovate. collaborative, and donor-centric agency that partners with our clients to deliver a suite of fundraising and general agency services. Nonprofits rely on our years of experience delivering analytics, strategy, creative, execution, media buying, reporting and planning to achieve results in any channel - online or offline.

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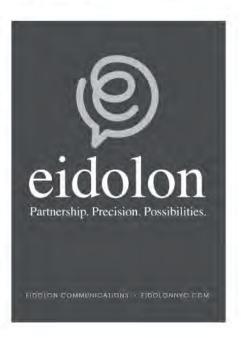
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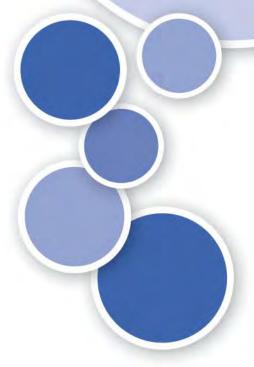
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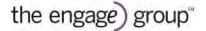








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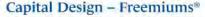
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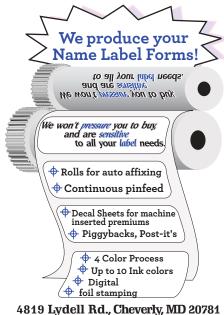
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www.pursuant.com

PURSUANT.

Pursuant is a full-service direct response agency specializing in fundraising, stewardship and marketing strategies for the non-profit sector. Inspired by your mission and committed to your results, we are powered by the most experienced leaders in the industry and our GivingDNA platform.

As your collaborative partner we work as a seamless extension of your team to leverage natural synergies across channels and levels of giving. The result: an omni-channel experiences that delivers results.

Royle Printing

Steve Szoczei, Sales Representative 745 South Bird Street Sun Prairie, WI 53590

240-210-3331 szoczei@rovle.com www.royle.com



Over seventy years ago, Royle Printing started as an independently owned and operated publishing and printing company. Today, we're still independently owned, serving the print community through providing exceptional print and distribution services.

Royle Printing specializes in producing high-impact catalogs for the direct mail industry and magazines for associations, publishers, universities and corporate partners. From our central location in the great state of Wisconsin, we serve a wide variety of clients with varying needs and expectations.

Our unique and modern production platform provides great flexibility with print formats and distribution plans. Contrary to popular belief, we believe strongly in the power of print and have pressed forward with investments in personnel, technology and a new stateof-the art press to keep us relevant for years to come.

RRD Marketing Solutions

Dan Perrone, VP, Sales 4101 Winfield Road Warrenville, IL 60555 847-340-1250 daniel.j.perrone@rrd.com www.ms.rrd.com



Optimize Engagement

RRD Marketing Solutions helps organizations optimize engagement with their donors across all touchpoints. Our direct mail services offer an unparalleled depth of resources for nonprofits, and our performance-based testing strategies have produced winning donor campaigns for decades.

Let us help you grow your business through innovative, highly personalized campaigns that help acquire, retain and grow your customer base.

Southwest Publishing & Mailing Corporation

Angie McAtee, Vice President 4000 SE Adams Street Topeka, KS 66609 785-380-8602 angie@swpks.com www.swpks.com



Southwest Publishing and Mailing Corporation

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

- Flexo, jet, 10 color litho printing.
- Laser, inkjet, and embossing personalization. New Screen Truepress Jet 520ZZ - Full-Color Variable Printing System
- Lettershop and mailing services.
- High speed inserters, master mailers, matched mailings, 24/7 production.
- · One Stop Lettershop for the most competitive pricing.

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

· Hand work & fulfillment.

The Production Management Group, Ltd.

Polly Papsadore, SVP, Business Strategy 7160 Columbia Gateway Drive Suite 300 Columbia, MD 21046 410-290-0667 polly@pmgdirect.net www.pmgdirect.net



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

Our team of seasoned production experts handles everything from initial planning, campaign execution, printing, data processing and mailing services to postal logistics and reporting. Our extensive network of carefully selected, high quality suppliers are ready to meet each client's unique needs. Our data hygiene, data processing, merge and analytics services are offered in-house, providing you with an exceptional level of quality control and responsiveness. Our postal optimization services expedite delivery, decrease postal costs and provide free mail tracking.





Tidewater Direct is a trade printer specializing in direct mail components. With UV, heatset, coldset and inkjet web presses and a full bindery, Tidewater supports direct mail manufacturers and direct mail agencies alike. Tidewater's 3 plants, 200,000 square feet of manufacturing space, and over 150 employees gives its customers a competitive edge to source all of the components for a direct mail campaign that go inside the envelope.

TIDEWATER DIRECT, LLC

Geoffrey Eisenberg, President 300 Tidewater Drive Centreville, MD 21617 410-758-1500 geisenberg@tidewaterdirect.com www.tidewaterdirect.com

Tidewater Direct LLC

Geoffrey Eisenberg, President 300 Tidewater Drive Centreville, MD 21617 410-758-1500 geisenberg@tidewaterdirect.com www.tidewaterdirect.com



Tidewater Direct is a trade printer specializing in direct mail components. With UV, heatset, coldset and inkjet web presses as well as a full trade bindery, Tidewater supports direct mail manufacturers and direct mail agencies alike. Tidewater's 3 plants, 200,000 square feet of manufacturing space, and over 150 employees gives its customers a competitive edge to source all of the components for a direct mail campaign that go inside the envelope.



Telephone Fundraising & Donor Services

CAPTEL

Phil Smith, President & CEO 300 Fifth Street, NE Washington, DC 20002 202-546-6874 psmith@captel.net www.captel.net



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.

CAUSEWORX

Geoff Lloyd, CEO 416-846-2980 geoff.lloyd@causeworx.ca www.causeworx.ca



We specialize in:

- Planned Giving
- Mid-Donor
- Monthly Sustainers

The phone is the fundraiser's greatest relationship building opportunity!

HCB Communications

Michael Blakely, CEO 305-55 King Street St. Catharines, ON L2R 3H5 866-416-8034 x6052 mblakely@hcbcommunications.com www.hcbcommunications.com



With fundraisers trained to engage in non-scripted conversations and, industry leading, predictive modeling, HCB provides profitable tele-fundraising with positive donor experiences. Offering a full suite of outbound programs, SMS integration and a 24/7 inbound donor care center, HCB can help you discover the full, relationship building, potential of the phone. Let HCB design a customized, donor focused, phone strategy for you because at HCB, our success is in creating your success.

Marketing General Incorporated

Charity Moody, Manager, Telemarketing Services

625 North Washington Street, Suite 450 Alexandria, VA 22314 703-739-1000 cmoody@marketinggeneral.com www.marketinggeneral.com



HELPING MEMBERSHIP ORGANIZATIONS GROW

Marketing General's award-winning telemarketing team has a combined 34 years of experience serving the professional association community. Our highly qualified and experienced calling partners are PCI compliant and have passed the highest quality control and performance standards.

Whether we are retained to renew lapsed memberships and certifications, increase meeting attendance, or conduct surveys, we carefully match our callers with clients and their respective programs to achieve the very best results.

For more information visit www.marketinggeneral.com or contact Charity Moody at 703-706-0376.

Merkle Response Management Group

Kent Grove, President 100 Jamison Court Hagerstown, MD 21740 Direct Line: 301-797-4388 kgrove@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 39 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 and strategy & analytics. Let Merkle RMG help you cultivate stronger relationships with your donors as a partner in your fundraising success!

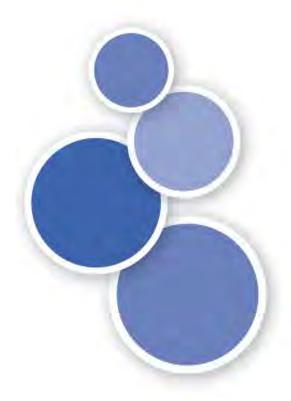
Public Interest Communications, a Division of Signia

Jim Chmielewski, VP. Client Services 7700 Leesburg Pike, Suite 416 South Falls Church, VA 22043 703-847-8300 jim@pic1.com 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.

PIC's respect of our client's missions and their constituents' intelligence produces superior results - higher response rates, donation amounts, member retention rates, member surveying and polling and net income.





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.

Let's Lunch & Learn 12:00 noon - 2:00 pm

> 2021 4Q Benchmarking Thursday

May 19

Fundraising Strategy Wednesday June 15

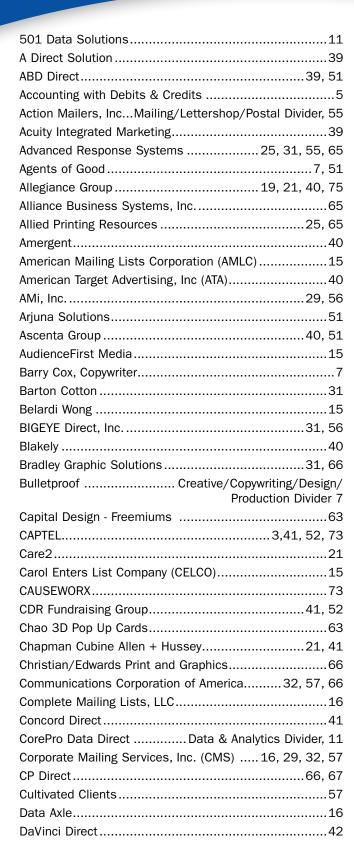
30 Test Ideas Thursday October 20

> **Political Lessons Learned** Thursday November 17

Retention **Thursday** September 15

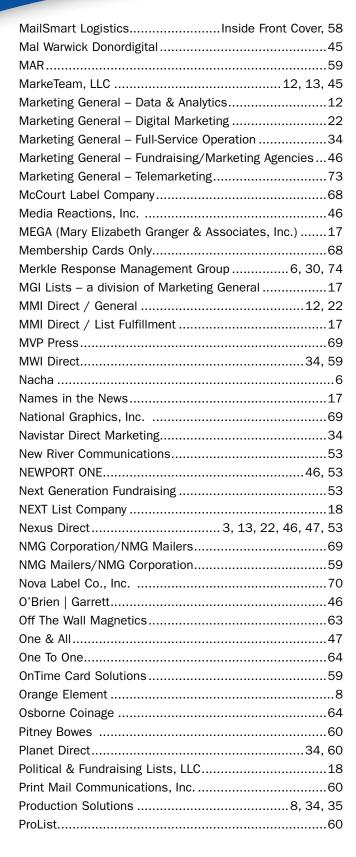
> Mark Your Calendar!

Index



Deluxe	5
Design Distributors, Inc.	57
Diamond Envelope Corporation	25
Direct Creative, Inc	7
Direct Mail Processors, Inc	5, 29
Direct Mail Works	33
DonorBase, Inc.	11, 16, 21
Dupli	25, 29, 66
EAGLE Graphics Inc	67
Edge Direct	42, 52
EdgeMark Partners	33
Eidolon Communications	42
EngageUSA	6
EnvyPak	26
EPACO Direct, Inc.	16
Faircom New York	43
Four Star Printing	67
Frakture	11
Fulfillment House Inc	57
GivingDNA	11, 19
Grantmail Direct Marketing, Ltd	63
Greater Giving	43
HackerAgency	8, 44, 58
HCB Communications	73
Hub Labels, Inc Printers (Including Specialty)	Divider, 67
Huntsinger & Jeffer, Inc.	44, 52
Huntsinger & Jeffer List Services	16
Image Direct Group LLC	58
Impact Communications, Inc	8, 52
INTEGRAM	58
Integrated Direct Marketing3,	21, 44, 52
Japs-Olson Company Back Co	ver, 33, 68
Jigyasa Analytics	12
K2D Strategies	45
KAP	17
Kenmore Envelope	26
L & E Meridian Table of Contents Divider,	12, 34, 58
Lautman Maska Neill & Company	45
MackayMitchell Envelope Company	26

Index



Prospects Influential List Brokers18	8
Public Interest Communications74	4
Pursuant	0
Redfield Direct LLC35	5
ResourceOne35	5
RHA Marketing 36	6
RKD Group48	8
RMI Direct Marketing18	8
Robertson Mailing List Company (RMLC)18	8
Royle Printing70	0
RRD Marketing Solutions36, 72	1
RWT Production36	6
Sanky Communications, Inc54	4
Saturn Corporation13	
Schultz & Williams, Inc	4
Sisk Fulfillment Service30	
SMS Direct62	1
Southwest Publishing & Mailing Corp27, 30, 36, 61, 72	1
Stephen Winchell & Associates	8
Sue Curran Design	9
The Alliance of Nonprofit Mailers	3
The Delta Group4, 54	4
The Engage Group23	3
The Harrington AgencyFull-Service Fundraising	
& Marketing Agencies Divider, 23, 48	8
The Lukens Company23, 48	8
The Production Management GroupInside Back Cover	r,
36, 61, 72	
Tidewater Direct72	2
Tri State Envelope27	7
Universal Mailing Service37	
Vallejo, Fred / Direct Marketing Copy, Inc	
Ventura Associates International LLC64	
Washington Marketing Group – The List Store Data Providers/List Brokerage & Management Divider, 18	
Whittier & Associates, Inc	
Wiland	
Zulu Nyala54, 64	
- '	





2022 DMAW Membership Application

STEP #1	- INITIAL MEMBER PR	ROFILE					
Name _				Title			
Organiza	ition						
hone			Email _				
Vork Ac	dress			City		ST	Zip
lome A	ddress			City		ST	Zip
	- PAYMENT INFORM n serious about my caree				as an:		
Indi	vidual Member			Ind	lividual Nonprofit	t Memb	per
□ Or	e (1) Year @ \$230			□ □	ne (1) Year @ \$:	175	
D TV	VO YEARS for just	\$410! Saving	s of \$40)!	WO YEARS for ju	st \$31	5! Savings of \$40!
heck e	nclosed made payable	e to DMAW or cl	harge my:	□ Visa	☐ MasterCard	□ A	MEX
IGNATU	RE is required				Print Cardholder Name (as it appea	ars on the card)
ard Num	those						Expiration Date
ard Nun	iber						expiration Date
TEP #3	No. of London						
/ly firm	provides the following	ng service(s):					
	Analytics & Reporting	3			se Fundraising Agency		Postal Logistics
	Caging Services	129.00.00			eting Agency	100	1 Printer
☐ Fundraising/Marketing Consultant ☐		B. B. S.			Production Management		
(independent) Co-operative Databases			DRTV/DR RadioEnvelope Manufacturer			Social Media Technology	
ā	ALTERNATION OF THE PROPERTY OF	565	_				Telefundraising/Marketing
	CRM		<u> </u>	Lettershop			Video Production
		giene		List Broker/N	Manager		Other (please specify)
	Graphic Design	0.4.5		Modeling			
Ay Nor	profit focuses on:						
	Animal Welfare		☐ Higher	Education		☐ Polit	ical
	Arts & Culture	ı	☐ Human	Services		☐ Profe	essional Trade Association
	Environment	Į.	International Affairs			☐ Publ	ic & Society Benefit
	Faith Communities		☐ K-12 Sc			Othe	er (please specify)
	Foundations			l Research		-	
	Healthcare	V.	→ Military	y/Fraternal			
TEP #4	- Job Function - Plea	se select the cat	egory list	ed below whi	ch best describes you	ur Job Fu	inction.
☐ Account Services ☐ Business Stra		strategist/	Development	☐ Copywriter/Edit	or E	Creative/Graphic Designer	
□ Data Analyst □ Digital/SE				☐ DR Marketer		□ DRTV/Radio	
☐ Email Marketer ☐ Fundraise				☐ Government Affairs		Оп	
☐ List Manager/Broker ☐ Mobile M		Marketer				Researcher	
☐ Social Media Marketer ☐ Telemark		reter □ Web		☐ Web Developer	eb Developer		
7	r, please specify:						

STEP #5: Send completed application with payment to: DIRECT MARKETING ASSOCIATION OF WASHINGTON | Attn: Membership

11709 Bowman Green Drive, Reston VA 20190-3501 | email: Ann@dmaw.org



We're Here for You!

PMG is Your Trusted Partner **Through Thick and Thin**

We're constantly monitoring postage, mail delivery, data and production trends and impacts, and finding ways to keep your direct marketing programs on track.

We expect more challenges ahead, and we're ready! We continue to advocate for you every day.

Learn more at pmgdirect.net hello@pmgdirect.net | 410.290.0667

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- Remarkable direct mail production cost and postal savings
- Expedited mail delivery and free mail tracking
- Digital marketing and fundraising support
- · Exceeding expectations in quality, accuracy and service



MailSmart Logistics

POSTAL LOGISTICS



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> DIGITAL MARKETING

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Patrick Beddor pbeddor@japsolson.com 952.912.1466





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