

This is a professional commitment and as DMAW is a volunteer-driven organization, board members must be committed to the success and growth of the organization. Serving on the board is a great opportunity to demonstrate your leadership in the industry, build relationships, make new friends, and have you and your company or organization in front of our membership.

Election Timeline:

Deadline for Nominees	Friday, September 9, 2022
Ballot Announced to the membership	by Monday, Sep. 26
Membership Voting Takes Place	Monday, Oct. 17 – Friday, Oct. 28
Board Retreat with New Board Members	Monday, December 5, 2022
Best of Direct	Wednesday, Nov. 30, 2022
2023 Board introduced at the Annual Business Meeting	January TBD, 2023

- **Official Two-Year Term:** January 2023 – December 31, 2024
 - **Request that new board members attend the board retreat date and time to be determined** as a form of orientation so that come January, new board members can begin in earnest.
 - **Request that new board members attend the Annual Business Meeting** – New board members are officially announced at the January Annual Business meeting (to be confirmed for January 2023.)

Monthly Board Meetings

Monthly board meetings are held the third Thursday of every month currently in-person and virtually, from 3pm – 5pm.

When in-person it is usually at SEIU, 1800 Massachusetts Ave., NW – following our in-person monthly lunch & learn. Aside from the obvious current virtual requirements, here are some basic expectations:

- In-person attendance is preferred. Board members can attend by Zoom; in-person attendance though is important to ensure a high-functioning board.
- Should a Board Member be absent four or more times per year from regularly scheduled meetings of the Board, it shall be within the discretion of the Board to ask for such member’s resignation. Failing resignation, the Board has the option to terminate the Board Member and select a new member to complete the term of the vacated position.

Board – Primary question asked is how much time is involved. Best answer:

- Take on a particular role or project (e.g., marketing, membership, programs, etc.). The amount of time depends upon the specific project – maybe an hour or two/week.
- Intent is not to burden any one individual but to keep volunteer efforts well distributed so no one person carries a heavy load. To assist a board member with a project or tasks, board members are encouraged to bring in new, young professionals who may be potential board candidates in the future.

Required Participation

- Attend one day of the Bridge Conference and work the DMAW booth for a few hours
- Attend Best of Direct
- Attend Annual Meeting in January (usually third Thursday of the month – this is when new board members are introduced)
- DMAW Program Retreat (usually in August)
- DMAW Board Retreat (usually in late November-early December)

Other Activities expected of the Board of Directors:

- Work on at least one committee (see committee opportunities attached)
- If possible, contribute a DMAW Blog
- Contribute ideas, speakers and topics for monthly luncheons, webinars, etc.
- Suggest possible sponsors for DMAW events.

While mandatory attendance is not required to these events, it's great any time a board member can participate in one or more of these activities.

- MAXI Awards Ceremony & Reception
- Monthly lunches
- Our annual day-long programs (Data Strategy Forum, DM101, Digital Day, Sustainer Day, etc.)

DMAW BOARD COMMITTEE OPPORTUNITIES

All DMAW committees are staffed and assisted by the DMAW HQ staff.

Programs

Our programs are an important member benefit and demonstrate the relevance of DMAW in today's market, as well as generate revenues that help sustain DMAW. The programs we produce help educate our members. The DMAW Board conducts a program retreat in August or September to identify the programs for the following year.

Marketing

The DMAW programs require marketing efforts. Our primary marketing vehicle is email. Marketing tasks include forming a committee of copywriters, graphic designers (and possibly printers) that will donate services; work with Program Committee Co-Chairs to market each program. Develop an email marketing calendar to be executed.

The Social Media Chair is part of the Marketing Committee and works hand-in-hand with the Marketing Chair to ensure an integrated marketing campaign, the Social Media Chair coordinates Facebook & LinkedIn posts, tweets, etc. Currently, postings are handled by volunteers.

The DMAW is active in the following Social Media channels:

- Blog Name: @thedmaw – <http://thedmaw.wordpress.com>
- Twitter Handle: @thedmaw – <http://twitter.com/thedmaw>
- Facebook: <http://www.facebook.com/thedmaw>
- LinkedIn: Direct Marketing Association of Washington (search for name in LinkedIn groups)

Membership

The Membership Chair is responsible for creating and implementing plans for the growth and development of the organization's membership. Recruiting new members, retaining current members, encouraging attendance at functions and seeking member opinions/input are all activities that are in the purview of the membership chair. The membership chair (or co-chairs) is encouraged to put together a membership committee to assist in the work of this position.

Most importantly, the membership committee has initiated a focus on engaging young professionals. A membership subcommittee comprised of young professionals has been formed and they are in the process of planning events to engage upcoming fundraisers and marketers.

Marketing Opportunity Partnerships Program (MOP Program - formerly Sponsorships)

Formerly known as Sponsorships, with this new name our intent is to convey that this is a partnership that is mutually beneficial. The companies invest in a DMAW program and, in return, DMAW gives value to all their partners in the way of exposure to the members and nonmember audiences, through logo usage, to the introduction of speakers, signage, and more.

These partnerships allow DMAW to offer lower registration rates to attendees – or in some cases even offer the event free to members.

Each year we establish an early program calendar so that partnership opportunities can be identified. For four years, we have developed a bundled package program and in 2022 we have been able to take the process online.

MAXI LIAISON

The MAXI Awards board liaison provides the continuity and strategic insight to help develop and grow the program. The Liaison work closely with MAXI Programs Co-Chairs, MAXI Committee and DMAW staff on the applications and rules of entry. The Liaison ensures the MAXI competition is promoted via print, web and email blasts. If required, the Liaison assists the DMAW Staff to develop the awards ceremony committee comprised of a script writer, graphic designer and printer to donate or greatly reduce the cost of their services

In 2022, the MAXI program used an online entry platform for submissions and all judging was done online as well.

Volunteers

The DMAW staff regularly receives via phone call, email or info@dmaw.org requests from members about how and where they can volunteer for the organization. These requests need to be tracked and properly directed to a committee or individual. We do not want to lose any assistance being freely offered!

When the DMAW staff receives the request, the Volunteer Chair is notified of the individual's interest and the chair reaches out to the potential volunteer to make a personal connection and find out their interests. The chair then directs the volunteer to one of the many DMAW committees or programs.

The DMAW staff member would track all volunteer assignments so that they could be notified for the year-end volunteer recognition award program (Best of Direct). Volunteers receive a certificate at the end of the year recognizing their service. The names of the volunteers for these certificates would come from the DMAW staff.

Marketing AdVents

Marketing AdVents, our bi-monthly newsletter, has been refreshed and a committee oversees its publication, sets the themes, assists with securing articles, and works closely with the designer and editor. **Marketing AdVents**, is now available in both print and digital formats.

DMAW Volunteer Recognition Awards

The Awards chair, working with the Volunteer and Membership chairs, will be responsible for conducting the DMAW Volunteer Recognition Awards program. The current awards include:

- Volunteer of the Year
- Partner of the Year
- Rising Star
- Industry All Star Award Recipient (jointly presented with the DMAW EF)
- DMAW Board Appreciation Award

These awards can be added to or deleted depending upon their relevancy. The nomination process normally begins in June and award recipients are notified in September.

Public Policy Committee

This committee, on an as needed basis, follows legislative and postal issues, alerting members to their impact and the need for any member feedback.

Strategic Planning Committee

In 2019, DMAW developed a three-year strategic plan. Throughout 2022, the goals of this plan were reviewed and updated, including adding DMAW's DEI initiative. This committee continues to keep the board and the various committees stay on track with the goals set forth in the strategic plan.

Collaboration Committee

One of the pillars of the Strategic Plan is collaborating with other organizations, whether it is on policy or programs. This committee seeks collaborative opportunities.

Ad Hoc Committee

Bylaws Committee – The board has noted that a couple of changes are required to reflect the way the organization is currently doing business.

Diversity, Equity & Inclusion (DEI) Committee

This newly formed committee is to help DMAW promote diversity, equity and inclusion within the organization as well as collaborate with other organizations to ensure DEI best practices in the entire sector. The DMAW values the diversity of experiences, ideas, people, and organizations in our community. We believe diversity makes our sector stronger. We strongly encourage and seek involvement from people of color, including bilingual and bicultural individuals, women, men, people with disabilities, veterans, and LGBTQI individuals, and/or from professionals working for organizations serving those groups.

The DEI committee is establishing a scholarship program and will be working with the DMAW Educational Foundation with intent of attracting a diverse group of young people to the fundraising and direct marketing sector. We have also recently won a \$1500 grant from Capital One towards our DEI efforts.