

- Partner with 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 products!
- Fit us into your marketing budget for the year!
- The more events you partner with us, the higher the savings you receive!
- Don't miss these great investment opportunities!

Discounts are based on your marketing plan for the events listed below:

- \$2,000 - \$2,999 5% Discount
- \$3,000 - \$5,499 Get One Third Page Ad in Marketing AdVents! \$800 Value!
- \$5,500 - or More Get One Half Page Ad in Marketing AdVents! \$1200 Value!

| | | |
|--|---|--|
| Name | | |
| Title | | |
| Company | | Company URL |
| 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 Coffee Talks: | \$ _____ | <input type="checkbox"/> Please send me invoice for payment by check |
| Total Webinars: | \$ _____ | |
| Total Happy Hours: | \$ _____ | |
| Total Focused Programs: | \$ _____ | |
| TOTAL: \$ _____ | Card # _____ | Exp. _____ |
| Discount %: \$ _____ | Name on card _____ | |
| Amount Due: \$ _____ | Billing address _____ | |
| <p>Email investment form to: Beth Holcomb – beth@dmaw.org Questions: 703-689-DMAW (3629)</p> | | |

Check which opportunities you would like and total on page 1!

Coffee Talks – Exclusive Opportunities!

9:00 AM – 10:30 AM – Projected attendance at each event is 20-25 professionals (In-Person)

Enjoy a cup during these topic driven conversations with an expert host and your peers!

\$500 per Coffee Talk Benefits include:

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

Coffee Talk Dates:

Wednesday, May 3: Donor Advised Funds Wednesday, July 19: Sustainers

TOTAL Coffee Talk Opportunities: \$500/each x ____ = \$ _____

Webinars – 4 Opportunities per Webinar!

1:00 PM – 2:00 PM – Projected attendance at each webinar is 60-100 professionals (Virtual)

Enjoy premium content presented by industry experts!

\$750 Webinar Benefits include:

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

Webinar Dates:

Thursday, February 16: Google Analytics

TOTAL Webinar Opportunities: \$750/each x 1 = \$ _____

Check which opportunities you would like and total on page 1!

Member Appreciation Happy Hours!

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

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 complimentary non-member registrations
- Post-event registration list (with emails)
- Recognition on signage at event

Happy Hour Dates:

- Thursday, March 23: Spring Happy Hour! Thursday, September 21: Fall Happy Hour!

TOTAL Happy Hour Opportunities: \$500/each x ____ = \$ _____

Young Professional Events!

Projected attendance at each event is 50 young professionals, age 35 and under (In-Person)

5:30 PM - 7:30 PM for listed YP Happy Hours and 12:00 PM - 2:00 PM for listed YP Lunch & Learn

Join fellow young professionals learning, networking, and getting involved in DMAW!

\$500 per YP Event Benefits include:

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

Young Professionals Event Dates:

- Thursday, April 20: YP Speed Networking Happy Hour
 Thursday, July 13: YP Summer Happy Hour
 Tuesday, September 12: YP Lunch & Learn

TOTAL YP Event Opportunities: \$500/each x ____ = \$ _____

Check which opportunities you would like and total on page 1!

DMAW Annual Keynote Kick-Off & Business Meeting!

6:00 PM – 9:00 PM – Projected attendance at this event is 65 - 75 professionals (In-Person)

Partnering with the DMAW Annual Meeting is a great opportunity to get in front of DMAW leadership! This reception includes new board member introductions, interesting speakers, & industry forecasts.

\$500 DMAW Annual Meeting Benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- One complimentary registration
- Post-event registration list (with emails)
- Recognition from emcee at event
- Logo on opening PowerPoint

DMAW Annual Meeting Event Date:

Thursday, January 19: DMAW Annual Meeting!

TOTAL DMAW Annual Meeting Opportunity: \$500/each x 1 = \$ _____



Check which opportunities you would like and total on page 1!

Focused Programs – Exclusive Opportunities

DMAW Focused Programs are educational programs covering specific topics in direct marketing!

All Focused Program benefits include:

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

DM 101 Workshop – Thursday, March 23, 8:30 AM - 4:15 PM

Join newcomers in the industry to learn about the various roles in direct marketing and how it all fits together!

- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Distribute One Take-Away to Attendees
 - Session Marketing Opportunity – 6 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Introduce Session Presenter
 - Lunch Marketing Opportunity – 1 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Breakfast Marketing Opportunity – 1 Available (\$750)**
 - 1 Complimentary Registration
-

Production Day – Thursday, April 27, 8:30 AM - 3:30 PM

Attendees get a comprehensive view of all the latest in direct mail and production!

- Tote Bag Opportunity – 1 Available (\$1,200)**
 - Company Logo on Tote
 - 2 Complimentary Registrations
- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Distribute One Take-Away to Attendees
- Session Marketing Opportunity – 6 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Introduce Session Presenter
- Lunch Marketing Opportunity – 1 Available (\$1,000)**
 - 2 Complimentary Registrations
- Breakfast Marketing Opportunity – 1 Available (\$750)**
 - 1 Complimentary Registration

Check which opportunities you would like and total on page 1!

List Bazaar – Thursday, May 11, 9:30 AM - 4 PM

Connect with your industry peers and discuss the latest updates in list strategy!

- Opening Keynote Partner – 1 Available (\$1,250)
 - 2 Complimentary Registrations
 - Introduce Session from Podium

 - Happy Hour Opportunity – 2 Available (\$1,000)
 - 2 Complimentary Registrations

 - Wi-Fi Marketing Opportunity – 1 Available (\$1,000)
 - 2 Complimentary Registrations
 - Partner Recognition with Wi-Fi Login Code

 - Session Marketing Opportunity – 5 Available (\$1,000)
 - 2 Complimentary Registrations
 - Distribute One Take-Away to Attendees

 - Lunch Marketing Opportunity – 1 Available (\$1,000)
 - 2 Complimentary Registrations
 - Distribute One Take-Away to Attendees

 - AM or PM Refreshment Break – 2 Available (\$750)
 - 1 Complimentary Registration
 - Partner Recognition During Break
-

Creative Day – Thursday, June 15, 9 AM - 5 PM

Learn new copy, design, and creative ideas from leading industry experts!

- Opening Keynote Partner – 1 Available (\$1,200)
 - 2 Complimentary Registrations
 - Introduce Opening Session

- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)
 - 2 Complimentary Registrations
 - Distribute One Take-Away to Attendees

- Session Marketing Opportunity – 4 Available (\$1,000)
 - 2 Complimentary Registrations
 - Introduce Session Presenter

- Lunch Marketing Opportunity – 1 Available (\$1,000)
 - 2 Complimentary Registrations

- Breakfast Marketing Opportunity – 1 Available (\$750)
 - 1 Complimentary Registration

- Afternoon Break – 1 Available (\$750)
 - 1 Complimentary Registration

NEW! "Multi-Channel Mini Con" – 2 Day Event

Wednesday and Thursday, October 11-12, 9:30 AM - 5 PM

Multi-Channel Mini Con will cover all things data strategy and digital over two days!

- Live Stream Partner – 1 Available (\$2,500)**
 - 2 Complimentary Registrations
 - Logo on Live Stream Sessions

 - Badge Wallet Partner – 1 Available (\$2,000)**
 - 2 Complimentary Registrations
 - Logo on Badge Wallet

 - Tote Bag Partner – 1 Available (\$2,000)**
 - 2 Complimentary Registrations
 - Logo on Tote Bag
- *Please note: Event dates are subject to change!**
- Happy Hour Opportunity – 1 Available (\$2,000)**
 - 2 Complimentary Registrations
 - Recognition at Happy Hour

 - Day 1 – Opening Keynote – 1 Available (\$1,250)**
 - 2 Complimentary Registrations
 - Opportunity to Introduce the Session

 - Day 2 – Closing Keynote – 1 Available (\$1,250)**
 - 2 Complimentary Registrations
 - Opportunity to Introduce the Session

 - Wi-Fi Marketing Opportunity – 1 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Partner Recognition with Wi-Fi Login Code

 - Session Marketing Opportunity – 12 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Introduce Session

 - Lunch Marketing Opportunity – 1 Available *per day* (\$1,000)**
 - 2 Complimentary Registrations
 - Distribute One Take-Away to Attendees

 - Water Bottle Partner – 1 Available (\$1,000)**
 - 2 Complimentary Registrations
 - Logo on Water Bottle

 - AM or PM Refreshment Break – 2 Available *per day* (\$750)**
 - 1 Complimentary Registration
 - Partner Recognition During One Break

 - Coffee Sleeve Partner – 1 Available (\$750)**
 - 1 Complimentary Registration
 - Logo on Coffee Sleeve

 - Add-On Raffle Partner – 5 Available to Existing Event Sponsors (\$500)**
 - 1 Complimentary Registration

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 in DMAW's "Monthly Update."
- Your content will be showcased on LinkedIn, Facebook, and Twitter posts.
- 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 as easily searchable content!

Guidelines for Submitting Content:

- Content must be submitted by the 20th of each month.
- Original content, or original content re-purposed is requested.
- Content will be reviewed and approved by DMAW Committee before publication.
- Content cannot be a "sales" document, but instead one of the following: Case studies, 101-type training material, top "ten" list, best practices, etc.
- We strongly encourage including 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.
- If you have any questions at all, please call: 703-689-DMAW (3629).

FOR GIVING STRONGER!
DONALD
...this is our motto and continuous
...do we show people the value of your
...work? Let them experience the impact?
...their dollars will do transformative things
...next?
...helps to tell your story, allows you to
...for your thank yous, and provide an
...and engaging experience for donors. In
...the new world, don't yourself! Video platforms
...@ -- here are a few to review:
...thankyou.com
...grateful.com
...video.com
...to have a link to some inspiring
...profile videos for you to view.
...@DMAW

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

Marketing
Publication of the Direct Marketing Association

**Advised Funds: Building an
Efficient Gift Processing System**
By Brian Speed and Marc Almanzor

The system annually, creating operational
challenges, for even in 2020 and despite
reporting. At DonorsDirect, the rising
Sales President (SDP), the rising
DAF giving has driven us to address
challenge and ultimately reduce
we process these gifts.
beginning in 2019, we started
Daily Charitable advised pro-
cessed and process to various
of the most significant variables
has been that DAF gifts are now delivered
electronically and consolidated into one file.
This means that they do not have to be processed
manually through the making system, resulting
in a reduction in the number of
are sent to our logging and

DMAW MARKETING ADVENTS

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

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

Marketing AdVents
Direct Marketing Association of Washington DMAW September 2023 • Vol. 59 • No. 7
... Tuesday Campaign

**Multichannel Marketing
Engage Your Supporters With
By Maureen Wallbeoff**

Multichannel, omnichannel
digital, direct response, text
email messages, webinars,
content, social media, pri-
phone solicitation. Audit
challenges and events (B
virtual and in-person).
I don't know about y
but I'm already exhausted from listing the di-
methods we use to engage our supporters-
forget about actually using these as effecti-
communication and fundraising tools.

JEFF
exhausted, too. He's the donor
communications manager at an environ-
mentally. With a big program and a stu-
could do to keep up with the
... a member of the leadership

In this issue:
Direct Response Integration With the Use
Mail & Personal Calling

FEATURES
Multichannel Marketing
Mid-Level Messaging Pivot

COLUMNS
Creative Techniques to Try
Tactics With Big Impact
Out of the Trenches

DEPARTMENTS
President's Perspective
DMAW Calendar
Quick Takes
News Notes
DMAW/EP
Member Spotlight

Check out the Marketing AdVents rate card included with this 2023 Marketing Opportunities booklet! Don't miss the video ads in digital versions of Marketing AdVents!

Email investment form to: Beth Holcomb – beth@dmaw.org | Questions: 703-689-DMAW (3629)