



Direct Marketing Association of Washington

Make the most of your direct marketing career in fundraising!
Become a member of the very active, and largest, regional direct marketing association, the
Direct Marketing Association of Washington

- Your **membership keeps you connected** with over 1,000 other industry professionals committed to excellence in direct marketing fundraising. As part of your professional development, you will make important contacts to help you achieve even greater success as a direct marketer.
- You will have **opportunities to serve** in leadership and volunteer positions – placing yourself in the position of being an industry thought leader.
- Your **membership pays for itself** – enjoy discounted registration fees for educational programs offered by marketing experts from around the country, including the **Bridge to Integrated Marketing & Fundraising Conference** – the second largest direct marketing and fundraising conference in the country!
- Your **membership deepens your knowledge** through your participation in sessions offering invaluable lessons and the latest trends in direct marketing for fundraisers including, social media, postal regulations, membership development, fundraising, mailing lists, creative and copy, and more.

Your DMAW membership will help position you for greater success through our career-enhancing educational programs and networking. Through member participation, DMAW builds on the value of our profession in the marketplace and fortifies our industry's commitment to excellence!

All members, whether individual or named corporate, enjoy these benefits:

- 6 issues of our highly regarded newsletter, **Marketing AdVents** – Great information resource
- Complimentary listing in **DMAW Sourcebook** – the essential directory for direct marketers
- Access to members-only portions of the **DMAW website**, www.dmaw.org (login required)
- **Member-only discounts** on all educational and networking events hosted or co-hosted by DMAW including the Annual Bridge to Integrated Marketing & Fundraising Conference
- Weekly email with **industry job openings**
- Member discount on entries to the industry-recognized **MAXI Awards** competition
- **Social networking opportunities** including discussions on our LinkedIn page, or being a contributor to the DMAW blog, Twitter or Facebook

Choose the option that best suit you, your career or corporate goals!

- **Individual One Year** - \$230 a year for an Individual membership
- **Individual Two Years** - \$410 for a two-year **discounted** Individual membership
- **Individual Nonprofit** - \$175 a year for an Individual membership
- **Nonprofit Organization Membership** - \$675 a year for a maximum 5 members
- **Young Professional** - \$99 a year for an Individual membership
- **Student** - \$49 a year for a Student membership
- **Industry Emeritus** - \$99 a year for an Industry Emeritus
- **Three levels of Corporate Membership** – select the dues level that best suits your organization's size
 - Level 1: \$1,820 a year for maximum 10 members in one organization
 - Level 2: \$3,340 a year for maximum 20 members in one organization
 - Level 3: \$4,850 a year for maximum 30 members in one organization

Corporate members – for profit and nonprofit – enjoy these additional benefits:

- All your corporate members will share one common renewal date for easy, one-step processing
- **All staffers** enjoy member discounts, not just the “named” corporate members, *a real value for larger organizations*
- The ability to modify the member roster throughout the year to reflect staff changes
- Your company will be recognized as a thought leader when DMAW recognizes corporate member organizations by name

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DMAW PROGRAM DESCRIPTIONS

PROFESSIONAL EDUCATION DMAW offers a wealth of professional educational opportunities utilizing experts from around the country. Our programs include lunch & learn sessions, breakfast sessions, half and full-day seminars to one-hour keynote presentations and webinars. Each one covers topics important to today's direct marketer – learn through case studies today's best practices, the latest trends, regulations and tips – or if you are just starting out, we can give you the basics. Programs planned for this year will include but not be limited to:

- **Annual Meeting** – kicking off the year with a vision!
- **Fundraising Fundamentals Day-long Workshop** –great training ground, covering the basics of fundraising and marketing.
- **Critical Conversations Free Webinar Series** - covering the topics that keep fundraisers and marketers up at night!
- **Sustainer Day** – daylong session on sustainers – the bread and butter of fundraisers.
- **Production Day** – case in point that print is not dead – this session is held at a print shop for that hands-on experience and education!
- **List Bazaar** – daylong session dedicated to our list colleagues – the lists are the foundation of any good campaign!
- **Creative Day** – a great workshop focused on the creative of fundraising and marketing – from copywriting to colors to layout!
- **Multi-Channel Mini-Con** – Data Strategy and Digital Day merged to form Multi-Channel Mini-Con – a 2 day Conference which showcases experts in multi-channel and digital marketing.
- **Best of Direct Awards** – celebrating the best of the best in volunteers and professionals in our industry
- **MAXI Awards** – recognizing campaigns that get results!
- **Spring & Fall Membership Happy Hours** – just having plain ole fun with friends and colleagues!

These sessions offer a great opportunity to learn from informative speakers and network with your peers to hear what they are doing.

Have an expertise that you want to share? Consider becoming a speaker for a DMAW event! [Visit the DMAW Speaker Portal](#)

THE BRIDGE TO INTEGRATED MARKETING & FUNDRAISING CONFERENCE – The DMAW and the Association of Fundraising Professionals, Washington, DC Metro Area Chapter (AFP DC) annually produces the Bridge Conference with more than 100 educational programs designed to help you respond to the ever-changing marketplace with a dynamic **Solutions Showcase** and keynote speakers to inspire and energize you. On Wednesday, we've added the Faith & Fundraising Forum, dedicated to faith-based fundraisers and marketers and planned by The Nonprofit Alliance Catholic Development Council. Also, added on Wednesday is BridgeTECH – a full day focused on the technology professionals in our sector. Developed with the help of NAPCO/NonProfitPRO. Held mid-summer at the Gaylord National Hotel & Conference Center, National Harbor, MD. Stay connected to the Bridge Conference at www.bridgeconf.org.

DMAW MARKETING ADVENTS is the DMAW membership newsletter. Each issue features reports on industry developments, including postal regulations, DMAW member news, a calendar of upcoming events, as well as guest-authored articles of interest to everyone throughout direct marketing.

JOB EXCHANGE – The Job Exchange is DMAW's listing of job opportunities inside and outside the Washington, DC Metro region. It is printed in each issue of the **Marketing AdVents**, as well as being posted online. Additionally, every Friday, members receive a Job Exchange email detailing the latest job opportunities.

MAXI AWARDS – The annual MAXI Awards competition, **Marketing Awards for eXcellence & Innovation**, has steadily grown among direct response professionals who know that winning only comes to those who get results. The competition is open to both DMAW members and future-members; all entries are judged anonymously by practicing direct marketers to ensure that entries receive an equal chance of winning based on established criteria. The MAXI Awards Ceremony is held as a standalone event in the fall. Visit www.dma.org/award/maxi-award for more information.

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MEMBER RECOGNITION AWARDS – Each year at the annual Best of Direct, DMAW recognizes outstanding professionals in the industry – Emerging Leader, Rising Star, Partner of the Year, Volunteer of the Year, Industry All Star award and the coveted, Hall of Leaders. You must be a member to be considered for one of these awards.

VOLUNTEER OPPORTUNITIES – DMAW offers you plenty of opportunities to get involved to any degree you choose. We always welcome volunteers for all our programs. Over 200 members volunteered last year for the MAX! Awards, the Bridge Conference, to serve on various committees, to staff programs, to write copy, and even stuff envelopes and badges. It's a great way to stay informed, expand your professional and personal network and be involved with a group of your colleagues.

Want to volunteer? We'd love to have you! Just complete this form: [**I want to be a DMAW Volunteer!**](#)

For more information on these and other programs, be sure to visit DMAW at: www.dmaaw.org.