

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, to build relationships, to make new friends and to have you and your company in front of our membership.

Election Timeline:

Ballot Announced to the membership	by Monday, Oct. 8
Membership Voting Takes Place	Monday, Oct. 25 – Friday, Nov. 5
Board Retreat with New Board Members	Monday, November 29, 2021
2022 Board introduced at the Annual Business Meeting	January TBD, 2022

- **Official Two-Year Term:** January 2022 – December 31, 2023
 - **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 2022.)

Monthly Board Meetings

Monthly board meetings are held the third Thursday of every month currently virtually 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:

- Attendance to board meetings is preferred to be in person. Board members can attend by phone when needed; 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.). 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 board member with project or tasks, board members are encouraged to bring in “new”, “young” people who may be potential board candidates in the future.

Required Participation (this is all contingent on DMAW being able to conduct in-person events)

- 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 last Thursday of the month – this is where new board members are introduced)
- DMAW Program Retreat (usually in August)

- DMAW Board Retreat (usually in November-December)

Other Activities expected of the Board of Directors:

- Periodically contribute to the DMAW Blog
- As requested, respond to a variety of requests for communications throughout the year.
- As requested, speak for DMAW to a variety of constituencies
- Contribute speakers or topics for monthly luncheons, webinars, etc.
- Suggest possible sponsors for DMAW events.
- Not mandatory attendance but important DMAW programs:
 - MAXI Awards Ceremony & Reception
 - Monthly lunches
 - Our annual programs (Data Strategy Forum, DM101, Innovative Formats, Digital Day, etc.)
- Financial contributions
 - Would be most appreciated if board member could sponsor at least one lunch or the sponsorship from some other programs.

DMAW BOARD COMMITTEE OPPORTUNITIES

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

Programs

Programs are one of the most important benefits of belonging to DMAW. Our programs are what establish our relevancy to the membership. Serving as program chair (or co-chair) is an important position that requires focus and dedication.

The DMAW Board has established the process of conducting a board program retreat in August or September to layout the programs for the following year.

The revenues generated by the programs are what help sustain the DMAW.

As this is an important undertaking the Program Co-Chairs are tasked to form a committee of board and non-board members to accomplish the necessary tasks.

With the help of the DMAW staff, the Program Chair is responsible for overseeing **ALL** programs – this includes those directly chaired by board members **and** those chaired by non-board members – ensuring programs are kept on budget and on time. Consequently, regular communication with the chairs of specific programs is required to ensure the program stays targeted on its goals.

Marketing

The DMAW educational programs require marketing efforts yet keeping cost efficiencies in mind. Our primary marketing vehicle is email. Marketing tasks include:

- Working with Program Committee Co-Chairs, chairs of specific programs and the appropriate DMAW staff on the marketing of each program
 - With DMAW staff, if appropriate develop a marketing plan for a program
- Develop an email marketing calendar that is executed by DMAW staff

- Form a committee of copywriters, graphic designers and printers that will donate services to:
 - Write emails
 - Design print pieces
 - Print brochures, etc.
- Develop a plan to effectively utilize the Bridge Conference attendee list
- Assist with securing complimentary mail and email lists

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 and the DMAW staff. The primary tasks for the Social Media Chair include:

- Tweet and post marketing messages about upcoming events
- Monitor the DMAW online presence; championing the brand and ensuring the message crafted appropriately represents the DMAW.

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.

The Chair takes the lead in the development of activities that encourage non-members to join DMAW and encourage current members to continue their membership and become involved in volunteer activities.

Marketing Opportunity Partnerships Program (MOP Program - formerly Sponsorships)

This program was formerly known as Sponsorships. We don't want companies to feel as if they are just giving DMAW "hand-outs." We want these partnerships to be mutually beneficial. The companies give funds to DMAW and, in return, DMAW gives value to all their partners in the way of exposure to the members and nonmember audiences. This exposure comes in many forms from logo usage, to introducing speakers and more. We create these marketing opportunities for the companies – thus the name – Marketing Opportunity Partnerships.

DMAW depends upon the financial partnership of its corporate members for all their programs. 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 these partnerships can be identified. For the last three years, we have developed a bundled package program. Companies can select for the year, the program(s) they want to partner with us on and depending upon the level of their partnership, discounts are given or other benefits are received. There is value in this type of program as:

- It keeps us from “going to the well” to many times. We don’t have to keep going to the same potential sponsors each time something comes up.
- This has the potential of giving the sponsor year-long exposure at events and on the DMAW website.

MAXI LIAISON

The MAXI Awards board liaison provides the continuity and strategic insight to help develop and grow the program. Tasks of Board Liaison to the MAXI Awards include:

- Work with MAXI Programs Co-Chairs, MAXI Committee and DMAW staff on the applications and rules of entry
- If appropriate, serve on the Senior Judging Panel
- Work with DMAW staff to develop a multi-channel marketing program – to include print, web and email blasts
- With the DMAW Staff develop an awards ceremony committee comprised of a script writer, graphic designer and printer to donate or greatly reduce the cost of their services
- Assist with securing complimentary mail and email lists to help expand the outreach
- Assist with forming relationships with national print media to promote the program

In 2020, the MAXI program instituted online judging (as a result of COVID) and had the ceremony online as well. For 2021, MAXI continues to be virtual, and we look forward to being in-person in 2022.

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!

The process would be:

- The DMAW staff receives the request and then would forward a survey to the individual.
- The Volunteer Chair is notified of the individual’s interest.
- Once the volunteer completes the survey, the results are sent to the Volunteer Chair

The Volunteer Chair then:

- Contacts the potential volunteer to make a personal connection

- Work with other committee chairs and co-chairs who have expressed a need for volunteers to establish a fit.
- 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.
- Set and achieve goals

Marketing AdVents

Marketing AdVents, our 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.

For the entire life of **Marketing AdVents**, it has always been a printed newsletter, until 2020. When COVID sent everyone home, we realized we did not have enough home addresses, so for now, **Marketing AdVents** is only digital. We look forward to resuming print in 2022.

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 (this award was introduced in 2013 and is jointly presented with the DMAW Educational Foundation)
- 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. In 2021, 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 collaboration 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 collaborating 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.