

**Don't miss these great investment opportunities!**

- Partner with the 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/or products!
- Fit us into your marketing budget for the year!
- The more events you partner with us, the higher the savings you receive!

**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 A \$800 value!
- \$5,500 – or More      Get one half page ad in Marketing AdVents! A \$1200 Value!

Name		
Title		
Company		
Address City		
City	State	Zipcode
Phone (    )	Email	
Signature	Date	
<b>Payment Information:</b>	Please charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX	
Total Lunch & Learns:	\$ _____	<input type="checkbox"/> Please send me invoice for payment by check
Total Webinars:	\$ _____	
Total Happy Hours:	\$ _____	
Total Focused Programs:	\$ _____	
TOTAL: \$ _____	Card # _____	Exp. _____
Discount %: \$ _____	Signature _____	
Amount Due: \$ _____	Name on card _____	
Billing address _____		
* Email investment form to: Beth Holcomb – beth@dmaw.org   Questions: 703-689-DMAW (3629) *		

# 2022 MARKETING OPPORTUNITIES PARTNER PROGRAM

AN EXCITING NEW YEAR IS COMING!

Check which opportunity(ies) you would like and total on page 1!

**All Events listed are in person, unless noted as virtual or webinar**

· Subject to Change as dictated by the CDC and Local Government Agencies

## **LUNCH & LEARNS – Exclusive Opportunities**

12:00 Noon – 2:00 PM – Projected attendance at each event is 30-50 professionals.

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Enjoy premium content with a delicious lunch and time dedicated for networking with your peers

**\$1,250 per Lunch & Learn benefits include:**

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

Select the Lunch & Learns that best ties with your marketing plan:

- |  |  |
|--|--|
| <input type="checkbox"/> Wednesday, March 16: <u>Digital Advertising</u>                       | <input type="checkbox"/> Thursday, September 15: <u>Topic TBD</u>    |
| <b>SOLD</b> <input checked="" type="checkbox"/> Wednesday, April 6: <u>Premium vs. Mission</u> | <u>(Welcome Series OR Retention)</u>                                 |
| <input type="checkbox"/> Thursday, May 19: <u>2021 Q4 Benchmarking</u>                         | <input type="checkbox"/> Thursday, October 20 30: <u>Test Ideas</u>  |
| <input type="checkbox"/> Wednesday, June 15: <u>Fundraising Strategy</u>                       | <input type="checkbox"/> Thursday, November 17: <u>KPI/Analytics</u> |

**TOTAL Lunch & Learn Opportunities @\$1,250/each x \_\_\_\_\_ (# of L&L) \$ \_\_\_\_\_**

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## **Webinars – (4) Opportunities for Each**

1:00 PM – 2:00 PM – Projected number of participants for each webinar (depending upon topic)  
is 60-100 individual sign-ups. \$750 per webinar.

**\$750 per Webinar benefits include:**

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

**Webinar Dates:**

- Thursday, February 17: USPS & Paper
- Wednesday, August 24: Google Analytics
- Thursday, December 8: Professional Development

**TOTAL Webinar Series Opportunity @\$750/each x \_\_\_\_\_ = \$ \_\_\_\_\_**

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## **Member Appreciation Happy Hours**

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

**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 (2) complimentary non-member registrations
- Logo in PowerPoint
- Post-event registration list (with emails)
- Recognition on signage at event

### **Happy Hour Dates:**

- Wednesday, March 16
- NEW** Thursday, March 31  
(Young Professionals)
- Wednesday, August 24
- Thursday, September 29

**TOTAL Happy Hour Opportunities @\$500/each x \_\_\_\_\_ \$\_\_\_\_\_**

Sign up for all four and receive a \$100 discount!

## **List Bazaar – An In Person Event**

Thursday, May 12, 2022 | 10 AM - 4 PM

Projected attendance at each event is 30-50 professionals.

**Connect with your list industry peers and gain access to an exclusive forum to talk and learn about the most important issues in this sector !**

- Company logo & link on program landing page
- Logo & link in promotional emails
- One (1) complimentary non-member registration
- Post-event registration list (with emails)
- Recognition at event

- Wi-Fi Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Partner Recognition with Wi-Fi login code
- Session Marketing Opportunity – 3 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Lunch Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Refreshment Break – 1 available ..... \$750**

**NEW! Young Professionals Events**

Projected attendance at each event is 50 young professionals (age 35 and under).

**Join your peers in the future of the industry! This is a group of up-and-coming young professionals getting involved in DMAW with educational programming, networking, and more**

**\$500 – (3) Opportunities, benefits include:**

- Company logo & link on program landing page
- Logo & link in promotional emails
- Two (2) complimentary non-member registrations
- Post-event registration list (with emails)
- Recognition at event
- Recognition on signage at event

**Dates:**

- Wednesday, June 1 (Time TBD) **2 Opportunities Still Available**
- Wednesday, November 2 (Time TBD) **2 Opportunities Still Available**

**Check which opportunity(ies) you would like and total on page 1!**

**FOCUSED PROGRAMS**

Our programs are focused on a specific area of direct marketing and are usually limited in size to accommodate an attendee's maximum learning opportunity.

**All marketing opportunities receive:**

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

**Thursday, March 31, 8:30 am - 4:30pm – DM 101 Workshop**

**Join young professionals or those new to the industry to learn about the various roles of your colleagues, how all the campaign elements fit together and what the greater impact can be.**

- Wi-Fi Marketing Opportunity – 10 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Session Marketing Opportunity – 6 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce session presenter
- SOLD**  **Lunch Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
- Breakfast – 1 available ..... \$750**
  - One (1) Complimentary Event Registrations

**Wednesday, April 27, 8:30 am - 4:30pm – Production Day**

A comprehensive view of DM101 drilling down on the production aspect

- Wi-Fi Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Session Marketing Opportunity – 6 available ..... **5 AVAILABLE** ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce session presenter
- SOLD**  **Lunch Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
- Breakfast – 1 available ..... \$750**
  - One (1) Complimentary Event Registration

**Thursday, May 5, 8:30 am - 4:30pm – Creative Day**

Come learn and share with the experts on what pivoting and Integration is in the COVID Era Creative!

- Wi-Fi Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Session Marketing Opportunity – 6 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce session presenter
- Lunch Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
- Breakfast – 1 available ..... \$750**
  - One (1) Complimentary Event Registrations

**Wednesday, June 29, 8:30am – 4:30pm – Digital Day**

All things digital fundraising covered including topics like metrics, data-collection, to strategy and understanding how to use this data to get stakeholder buy-in.

- Wi-Fi Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Session Marketing Opportunity – 6 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce session presenter
- Keynote Marketing Opportunity (Exclusive) – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce keynote presenter
- SOLD**  **Lunch Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce keynote presenter
- SOLD**  **Breakfast – 1 available ..... \$750**
  - One (1) Complimentary Event Registrations

**Thursday, September 29, 8:30am – 4:30pm – Sustainer Day**

Join the experts in the field of sustainer fundraising and marketing to share their knowledge from fledgling programs that you want to grow to large programs in search of fresh ideas.

- Wi-Fi Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Session Marketing Opportunity – 6 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Introduce session presenter
- Lunch Marketing Opportunity – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
- Breakfast – 1 available ..... \$750**
  - One (1) Complimentary Event Registration
- Refreshment Break – 1 available ..... \$750**
  - One (1) Complimentary Event Registration
  - Sponsor can provide one item to attendees (Qty: 125)

**Tuesday, October 18, 8:30am – 6:00pm – Data Strategy Forum**

We'll be discussing how to embrace innovation to raise more money, increasing impact with topics such as digital transformation with new channels and strategies legacy channels such as direct mail and television with modern technology and hyper-targeted data and so much more.

- Live Stream – 1 available ..... \$2,500**
  - Two (2) Complimentary Event Registrations
  - Logo on live stream sessions
  - Sponsor can provide one item to attendees (Qty: 125)
- Badge – 1 available ..... \$2,000**
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Tote Bag – 1 available ..... \$2,000**
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Keynote – 1 available ..... \$1,250**
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Closing Keynote – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Breakfast – 1 available ..... \$1,000**
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Lunch – 1 available ..... \$1,250**
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Wi-Fi – 1 available ..... \$1,250**
  - Two (2) Complimentary Event
  - Sponsor can provide one item to attendees (Qty: 125)
  - Business card with company logo and Wi-Fi connection distributed at event



# 2022 MARKETING OPPORTUNITIES PARTNER PROGRAM

AN EXCITING NEW YEAR IS COMING!

- SOLD** Networking Reception – 1 available ..... **\$1,000**
- Session Partner – 5 available ..... **\$1,000**
  - Two (2) Complimentary Event Registrations · Introduce the session presenter
- Refreshment Break – 1 available ..... **\$850**
  - Two (2) Complimentary Event Registrations · Sponsor can provide one item to attendees (Qty: 125)
- Water Bottle – 1 available ..... **\$850**
  - One (1) Complimentary Event Registrations · Logo on a customized 8oz bottle of water
- Coffee Sleeve – 1 available ..... **\$850**
  - Two (2) Complimentary Event Registrations · Logo printed on coffee sleeve
- Tabletop Display – 5 available ..... **\$850**
  - One (1) Complimentary Event Registrations · Put your brand on display for everyone to see!

**TOTAL Focused Program Opportunities ..... \$ \_\_\_\_\_**

*Return to page 1 with your total and add up your other opportunities for a grand total and get your discount!*



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**NEW!**

## **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 and teased out in DMAW's Monthly Update.
- Your content will be teased out one time on social media posts on LinkedIn, Facebook and Twitter.
- 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 for easily searchable content (coming soon!)

### **Guidelines for Submitting Content**

- Content must be submitted by the 20th of each month.
  - Original content, or original content repurposed is requested.
- Content will be reviewed and must be approved by the Committee before publication.
- Content cannot be a sales document, instead it should be:
  - Case studies
  - 101-type training material
  - Top "ten" list, etc.
  - Best practices
  - We strongly encourage your content to contain 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](mailto:info@dmaw.org).
- Provide contact information for reviewer.
- If approved, investment will be due immediately.
- Questions call: 703-689-DMAW (3629).

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



FOR GIVING STRONGER!  
PERSONAL  
ers, this is our mantra and continuous  
do we show people the value of your  
work? Let them experience the impact?  
t their dollars will do transformative things  
ause?  
helps to tell your story, allows you to  
ize your thank-yous, and provide an  
ive and engaging experience for donors. In  
this, new world, do-it-yourself video platforms  
d — here are a few to review:  
thankview.com  
gratevid.com  
vidyard.com  
and here's a link to some inspired by inspiring  
profit videos for you to view:  
/youtube

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

Continued on page 8  
**er Advised Funds: Building an  
ent Gift Processing System**  
Shrish Saeed and Marc Almanzor



**Saeed**  
Advised Funds (DAFs), which serve as  
able investment accounts that allow  
s to recommend gifts for specific causes,  
seen a recent surge in popularity due to  
ease of use and relatively low barrier to  
ablish. Their financial impact on nonprofit  
izations has been apparent, but what  
about their operational impact?  
Until recently, DAF gifts were entered into

the system manually, creating operational  
challenges, like errors in data and delays in  
reporting. At Doctors Without Borders/Medicines  
Sans Frontières (MSF), the rising use of  
DAF giving has driven us to adapt to this  
challenge and ultimately led us to  
we process these gifts.  
Beginning in 2019, we started  
Ridley Charitable upload pro  
automated process to upload  
of the most significant benefits to  
has been that DAF gifts are now delivered  
electronically and consolidated into one file.  
This means that they do not have to be parsed  
manually through the mailing system, resulting  
in a reduction in the number of  
are sent to our caging vendor.

**DMAW MARKETING ADVENTS**

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

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



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



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

JEFF  
communications manager at an environ  
With a big program and a sm  
could do to keep up with the  
in a member of the leadership



**In this issue:**  
Direct Response Integrates With Mid-Level  
Mail & Parsed Giving

<b>FEATURES</b>
Multichannel Marketing
Mid-Level Messaging Pivot
<b>COLUMNS</b>
Creative Techniques to Try
Tactics With Big Impact
Out of the Trenches
<b>DEPARTMENTS</b>
President's Perspective
DMAW Calendar
Quick Takes
News Notes
DMAW/EF
Member Spotlight

**Check out the Marketing AdVents rate card included with this 2022 Marketing Opportunities booklet! Don't miss the video ads in digital versions of Marketing AdVents!**

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