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DIRECT
IMPACT
MARKETING INSIGHTS FOR DRIVING NONPROFIT SUCCESS **DMAW**
Direct Marketing Association of Washington



pg. 8

Behavioral Science:
The Full Story

By Frank O'Brien



INSIDE:

Where 'Audience-First'
and 'Omnichannel'
Fundraising Strategies
Truly Differ

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FEATURED EVENT

**DMAW & TNPA Nonprofit
Fundraisers Symposium**
March 12-14

See page 3 for more upcoming events.

DMAW
Direct Marketing Association of Washington

MARKETING INSIGHTS FOR
DRIVING NONPROFIT SUCCESS

DIRECT IMPACT

Marketing Insights for Driving Nonprofit Success

Bold new format. The content members love, elevated!

A Must-Read Magazine for Fundraisers & Marketers

- **Published 6 times a year** – delivering insights, strategies, and innovations directly to the industry's top decision-makers.
- **Spotlighting influential voices** – from well-regarded industry veterans to rising stars.
- **Featuring top professionals** – the buyers, sellers, creators, and strategists driving direct marketing and fundraising for the nation's largest nonprofits, political organizations, agencies, and associations.
- **Mailed directly to members & available online** – ensuring long-lasting visibility for your brand.

Why Advertise?

Your ad is placed contextually for maximum impact alongside:

- Thought-provoking case studies
- Emerging industry trends
- Critical updates on laws & regulations
- Exclusive thought leadership & expert insights

New for 2025: Smarter Ad Placement! When you book your ad:

- **Select your preferred issue numbers** (e.g., Issue #2 and Issue #5), and we'll do our best to accommodate your choices.
- **No preference?** Our editorial team will place your ad in the **most relevant** issue based on your company's expertise and overall ad placement strategy.
- To ensure the **best reader experience**, we reserve the right to adjust placements as needed – always optimizing for **maximum visibility and engagement**.

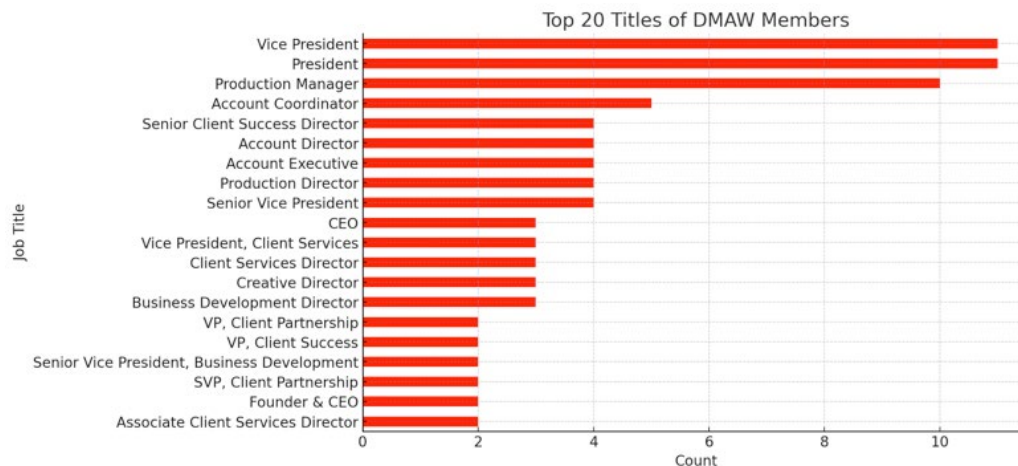
Direct Impact builds on the success of **Marketing AdVents**, a consistently top-rated member benefit. It reflects DMAW's commitment to fostering a **thriving, informed, and results-driven direct** response community.

As the flagship publication of DMAW – the leading direct marketing association – **Direct Impact** connects fundraisers and marketers with **premier education, valuable industry insights, and meaningful professional connections** to drive greater mission success in the nonprofit and social impact sector.

Our members come from a wide range of sectors within the direct marketing and fundraising industries, including:

- AI and Machine Learning
- Advocacy & Political Consultants
- Caging/Lockbox Services/Gift &
- Payment Processing/Acknowledgments
- Creative/Copywriting/Design/Production
- Data & Analytics
- Data Providers/List Brokerage & Management /Cooperative Databases
- Database Management/CRMs/Technology Platforms & Tools
- Digital Marketing/Mobile/Social Media/Email
- DRTV/Video Storytelling & Production
- Envelope Printers & Manufacturers
- Fulfillment Services
- Full Service Direct Mail Production Operations
- Full Service Fundraising & Marketing Agencies
- Fundraising & Marketing Consultants
- Mailing Services/Lettershop/Postal Logistics
- Premiums, Promotional Products
- Printers (including Specialty)
- Telephone Fundraising & Donor Services
- Website Design & Services

If your business serves any of these areas, **advertising in *Direct Impact*** puts your brand in front of the decision-makers who can benefit most from your services. Don't miss the opportunity to engage with this highly targeted and influential audience!



RATES & SIZES

AD SIZE OPTIONS	AD SPECS	STATIC AD	PRINT + MULTIMEDIA AD
2-Page Spread Sponsorship	7-1/4" wide x 10" high each	\$2,500	\$3,500
Cover #2, 3, or 4	7-1/4" wide x 10" high	\$1,925	\$2,925
Full Page	7-1/4" wide x 10" high	\$1,800	\$2,800
2/3 Page	4-3/4" wide x 10" high	\$1,500	N/A
1/2 Page	7-1/4" wide x 4-3/4" high	\$1,200	\$2,200
1/3 Page Square	4-3/4" wide x 4-3/4" high	\$800	N/A
1/3 Page Vertical	2-3/4" wide x 10" high	\$800	N/A
1/6 Page Vertical	2-1/4" wide x 4-3/4" high	\$600	N/A

Multiple Ads Afforded a 10% Discount at time of order!

PUBLICATION SCHEDULES

ISSUE	INSERTION DUE DATE	MATERIALS DUE
Jan/Feb - Issue #1	Dec 4	Dec 13
Mar/Apr - Issue #2	Feb 14	Feb 26
May/Jun - Issue #3	Apr 14	Apr 23
Jul/Aug - Issue #4	Jun 13	Jun 24
Sep/Oct - Issue #5	Aug 15	Aug 26
Nov/Dec - Issue #6	Oct 2	Oct 14

Reach decision-makers. Drive results.
Advertise in *Direct Impact!*

If Your Company Is in Direct Marketing or Fundraising...
DMAW's ***DIRECT IMPACT*** is Your Audience!

Seize the opportunity to **showcase your company's impact** to a highly targeted, engaged market. With a ***Direct Impact*** Partner Spotlight, you can tell your brand's story and gain enhanced visibility through a two-page spread, custom-tailored to highlight your products or services.

Your Partner Spotlight Includes:

- **Two-Page, Center Spread** featuring your **Brand Spotlight**
(A compelling 750-word article* and a full-page, 4-color ad)
- **Optional multimedia or video ad** on the new digital edition of the magazine

Your Brand Investment: \$2,500

This is your chance to stand out and engage with industry professionals eager for fresh insights, innovation, and inspiration. **Showcase Your Impact** in ***Direct Impact*** and elevate your brand's influence where it counts.

**The package includes a full-page, informational (non-promotional) article of 750-800 words, bylined by a person of your choice.*

Billing Information

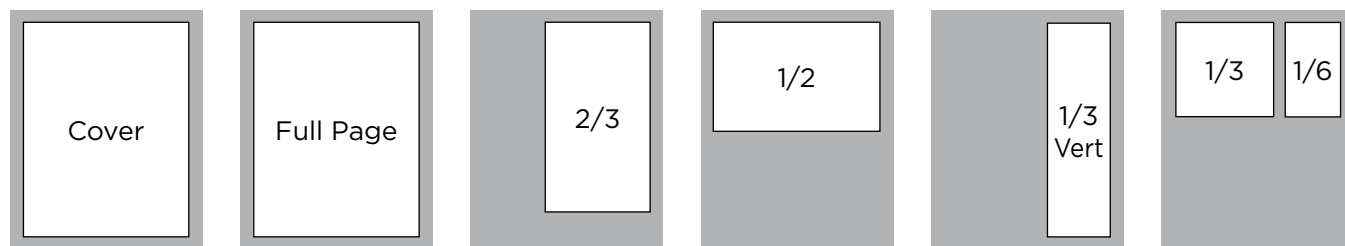
Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____



Publication trim size: 8-1/2" wide x 11" high

No Bleed Advertisements

Insertion Dates:

Include all that apply

- ☐ January/February
- ☐ March/April
- ☐ May/June
- ☐ July/August
- ☐ September/October
- ☐ November/December

4-Color Advertisement Size:

- | | |
|---|---|
| ☐ 2-Page Sponsorship \$2,500 | ☐ 2/3 Page \$1,500 |
| ☐ 2-Page Sponsorship w/video \$3,500 | ☐ 1/2 Page \$1,200 |
| ☐ Cover \$1,925 | ☐ 1/2 Page w/video \$2,200 |
| ☐ Cover w/video \$2,925 | ☐ 1/3 Page Vert. \$800 |
| ☐ Full Page \$1,800 | ☐ 1/3 Page \$800 |
| ☐ Full Page w/video \$2,800 | ☐ 1/6 Page \$600 |

Payment Options & Authorization

- ☐ Check enclosed (payable to DMAW). Mail this form with check to:
DMAW HQ, 11709 Bowman Green Drive, Reston, VA 20190

- ☐ Please bill me

- ☐ Credit Card ☐ Visa ☐ MasterCard ☐ American Express

Name that appears on card (print): _____

Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

Print Name: _____

Total Amount Due:

\$ _____