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Your Mail, Our Mission

Please see our listings on
pages 34 and 54



Direct Marketing Association of **Washington**

2025 Sourcebook **YELLOW PAGES DIRECTORY**

TABLE of CONTENTS

Advocacy & Political Consultants	3
Caging / Lockbox Services / Gift & Payment Processing / Acknowledgement	5
Creative / Copywriting / Design / Production	7
Data & Analytics	11
Data Providers / List Brokerage & Management / Cooperative Databases	15
Database Management / CRMs / Technology Platforms & Tools	19
Digital Marketing / Mobile / Social Media / Email	21
DRTV / Video Storytelling & Production	25
Envelope Printers & Manufacturers	27
Fulfillment Services	31
Full-Service Direct Mail Production Operations	33
Full-Service Fundraising & Marketing Agencies	39
Fundraising & Marketing Consultants	49
Mailing Services / Lettershop / Postal Logistics	53
Premiums / Promotional Products & Contests	59
Printers (Including Specialty) / Direct Mail Production	61
Telephone Fundraising & Donor Services	71
Web Design & Services	73
Index by Company	74

ADVERTISING INDEX

Action Mailers, Inc.	Mailing Services/Lettershop/Postal Logistics Divider, 53
Allied Printing Resources	27, 61
AMi, Inc.	Inside Back Cover, 31, 53
Avid	Data Providers/List Brokerage & Management / Cooperative Database Divider, 11, 19
BIGEYE Direct, Inc.	33, 54
Blakely	40
Concord Direct	40, 41
CorePro Data Direct	Data & Analytics Divider, 11
CP Direct	Printers (Including Specialty)/Direct Mail Production Divider, 62
DaVinci Direct	40, 41
DCM, Inc.	71
Direct Mail Processors, Inc.	5, 31
Direct Mail Works	34
Eagle Mailing, Inc.	Table of Contents Divider, 34, 54
Eidolon Communications	42
Harrington Agency	21, 42, 43
Hub Labels, Inc.	63
L & E Meridian	Fulfillment Services Divider, 12, 36, 55
Lautman Maska Neill & Company	44
MailSmart Logistics	Inside Front Cover, 56
MarkeTeam, LLC	12, 13, 44
Membership Cards Only	64, 65
NMG Corporation/NMG Mailers	56, 66
NNE Marketing	46
Nova Label Co., Inc.	66, 67
Planet Direct	Full-Service Direct Mail Production Operations Divider, 37, 57, 66
Sisk Fulfillment Service	32
Sue Curran Design	9
The Production Management Group	Back Cover, 38, 58, 68
Tidewater Direct	69

DMAW MISSION STATEMENT



DMAW MISSION –

Our mission is to provide education, networking, and professional development programs for our community and members to encourage and support the highest ethical business standards and to promote the field of nonprofit direct response marketing, fundraising, and advocacy to have a lasting impact on nonprofit missions.

DMAW VALUES –

- Ethical business practices
- Helping others make better mission impacts
- Improving the recognition of the profession
- Continual learning

DMAW VISION –

A vibrant, growing, supportive, and informed direct response fundraising and marketing community.

DMAW DEI STATEMENT –

The DMAW recognizes that diversity makes us better, and we are committed to equity and inclusion across race, gender, age, religion, identity, experience, physical or mental ability, ethnicity, and perspective. We commit ourselves to an earnest and wholehearted effort to include and welcome all people. Furthermore, we commit ourselves to dismantling any inequities discovered within our policies, systems, programs, and services. We remain steadfast in our commitment to provide mentorship, education, and networking opportunities to all members, knowing that these tools will be instrumental in the professional growth of future leaders of our industry.

ADVOCACY & POLITICAL CONSULTANTS

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In 1965 Richard Viguerie, with 12,500 Goldwater for President \$50+ donors, founded the world's first, ideological/political, direct marketing advertising agency and list company.

Today, the 12,500 conservative donors have grown to over 10,000,000. Our 80+ employees will mail 300 million postal letters in 2025-2026.

For over 60 years, Richard Viguerie and the world-class American Target Advertising marketers have raised 7.8 billion dollars and mailed 5 billion letters for traditional Judeo/Christian charities, colleges, right-of-center causes and candidates using our 10,000,000+ donor names.

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CAPTEL is a national leader in telemarketing and direct mail for associations, nonprofits and political organizations.

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Integrated Direct Marketing

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Integrated Direct Marketing is a full-service fundraising, marketing, and communications agency dedicated to helping nonprofits prosper and grow in today's challenging marketplace.

Let our experienced team help you successfully recruit new supporters while strengthening bonds with existing donors and activists.

Services include cross-channel strategic planning and analysis, message development, audience targeting, modeling, copywriting, graphic design, acquisition list planning, telemarketing management, and production.

K2D Strategies

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kkirchoff@k2dstrategies.com
www.k2dstrategies.com



A full-service, multi-channel direct response fundraising agency, K2D Strategies, was founded with a single goal in mind: deliver impactful member and donor development strategies along with extraordinary client services exclusively to nonprofit organizations making a difference.

With a primary focus on direct response fundraising, our team brings years of experience in strategic planning, growing programs, and rebuilding infrastructure for nonprofits via direct mail, digital channels and telemarketing to advance their mission work.

Nexus Direct

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Lin Peacock, Senior Solutions Advisor
202-812-7951

lpeacock@nexusdirect.com



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fixmyfundraising@nexusdirect.com

The Alliance of Nonprofit Mailers

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 Washington, DC 20036
202-360-3776
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 www.nonprofitmailers.org



For over 40 years, the Alliance of Nonprofit Mailers has been the leading voice for nonprofits on postal issues.

Formed by nonprofits, for nonprofits, and led by a board of 100% nonprofits, the Alliance fiercely advocates in all relevant venues: USPS senior leadership, the USPS Inspector General, Capitol Hill, the Postal Regulatory Commission, the U.S. Court of Appeals, the Government Accountability Office, and the Mailers Technical Advisory Committee.

Join us in ensuring that we nonprofits are heard.

The Delta Group USA, Inc.

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For over 33 years, DMP has been the leading provider of caging/lockbox, data entry, data scanning/imaging, strategic information, high touch donor processing, and acknowledgement services to the Nonprofit and Commercial Community. Our outstanding client services team not only provides great customer service but, they are experts on the industry and are able to provide feedback on best practices, process improvements, and trends within the industry.

Since 1992, we have grown our business by offering unparalleled customer service, our flexibility to accommodate special requirements and by developing the best system practices available today. Also, DMP offers customized response processing, our real-time Strategic Information System, analytical reporting and is PCI DSS compliant to handle all credit card transactions.



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EngageUSA is dedicated to serving the unique needs of nonprofit organizations like yours. Our state-of-the art lockbox system is unrivaled and provides our clients with the fastest, most accurate and secure caging services available.

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CAGING / LOCKBOX / PROCESSING



CREATIVE / COPYWRITING / DESIGN / PRODUCTION

American Target Advertising™, Inc. (ATA)

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In 1965 Richard Viguerie, with 12,500 Goldwater for President \$50+ donors, founded the world's first, ideological/political, direct marketing advertising agency and list company.

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For over 60 years, Richard Viguerie and the world-class American Target Advertising marketers have raised 7.8 billion dollars and mailed 5 billion letters for traditional Judeo/Christian charities, colleges, right-of-center causes and candidates using our 10,000,000+ donor names.

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Let Bulletproof help your business put its best foot forward. Don't let a sneaky typo or error ruin your communications. With specific expertise in direct marketing, Bulletproof has seen it all.

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Direct Creative, Inc.

Scott E. Hutch, *Founder & Owner*
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www.directcreative.info



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We think with you to develop campaign strategy and compelling creative for your direct response, mid-level, and gift planning programs. Impact Communications is here to help you change the world, one story at a time.

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Moore's agencies have the top creative minds in the sector to create compelling campaigns for you. We use the only Neuro-Fundraising® Lab to hone that messaging to be most effective.

We use Moore's SimioCloud data and machine learning advantages to deliver your message to the most effective audience, customized to them and their journey to monthly, mid-level, or major donor giving.

NEWPORT ONE

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ONE CAN MAKE A DIFFERENCE

One person. One donor. One nonprofit organization can change the world. And Newport ONE is the ONE to help.

Newport ONE is a full-service fundraising agency working in all channels to engage and inspire your donors and fuel your mission.

With Newport ONE's NSIGHTS data intelligence system coupled with our expert creative thinking and innovative ideas; we help organizations reimagine how direct response fundraising should work.

Nexus Direct

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Making the world a better place since 2004.

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Schultz & Williams

Schultz & Williams' Direct Response Fundraising—a mix of data-driven strategies and resonant creative for direct mail, email, social media and telemarketing—is the bedrock of every effective development program.

Through our Direct Response solutions, S&W helps nonprofits reach their fundraising goals by implementing high performance customized multi-channel campaigns, building membership programs, moving donors through a continuum of giving opportunities and cultivating support for mid-level giving, major gifts and planned giving.

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1955

The AAJRC began publishing its annual "Giving USA".

1955

Giving from individuals, foundations, and corporations in the US totaled \$7.7 billion.



In the 1950s, businesses, nonprofits, and political campaigns turned to direct mail to reach consumers...one of the few measurable forms of advertising at the time.

A small group of local Washington, DC Metropolitan area industry professionals gathered over lunch to exchange ideas, build best practices, and explore new ways to leverage direct mail and mail-order catalogs.

This led to the founding of The Mail Club of Washington in 1955.

By 1973, the group grew and evolved into the Direct Marketing Club of Washington.

Later becoming the Direct Marketing Association of Washington (DMAW).

In the early days, DMAW was at the forefront; supporting members with education, networking, and the sharing of knowledge, including having a Council on Catalogs that existed until 2008!

- **The godfather of direct mail is widely recognized as Aaron Montgomery Ward.** In 1872, Ward launched a creative catalog that consisted of only one page, but that page would change the way shopping was done all over the world.
- **Richard Sears** sent out his first printed mailer selling jewelry and watches in 1888, followed six years later by what would become the iconic **Sears & Roebuck catalog**.

1955

Sears's annual sales topped \$3 billion.

THANK YOU to our 2024 CORPORATE MEMBERS

AARP Foundation Washington, DC	Hub Labels, Inc. Hagerstown, MD	OnPoint Data Strategy Ashburn, VA
ABD Direct Washington, DC Milwaukee, WI	Human Rights Campaign Washington, DC	Paralyzed Veterans of America Washington, DC
Action Mailers Ashton, PA	Huntsinger & Jeffer, Inc. Richmond, VA	PETA Foundation Norfolk, VA
Acuity Integrated Marketing Ft Meyers, FL	Integrated Direct Marketing Washington, DC	Planet Direct Manassas, VA
American Israel Public Affairs Committee Washington, DC	Jane Goodall Institute Washington, DC	PMG Columbia, MD
American Target Advertising Manassas, VA	K2D Strategies Arlington, VA	Production Solutions Vienna, VA
Avalon Consulting Group Washington, DC	Lautman Maska Neill & Company Washington, DC	RKD Group Plano, TX
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Faircom New York New York, NY	NNE Marketing Lexington, MA	TrueSense Marketing Warrendale, PA
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AKwire connects the data and key stakeholders to create a shared understanding of donor performance and potential. We work with teams to develop short and long-term revenue forecasts with strategic investment plans, donor improvement targets, and pipeline migration that moves donors up to higher giving levels.

Through a combination of descriptive, diagnostic, and predictive analytics, we can help you figure out what to do next to achieve your goals.

AMS Experts

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With over 20 years of experience, AMS Experts specializes in supporting AMS and CRM platforms to enhance efficiency and member engagement. Our comprehensive services include AMS/CRM consulting, Data Management, Business Intelligence, AI-driven solutions, Power Platform, SharePoint, Azure, AWS, and Staff Augmentation.

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Avid

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Fundraisers want to scale impact, but disconnected data and manual processes slow them down. Their tools track donor activity, but they don't work together—leaving fundraisers stuck managing technology instead of engaging donors.

Avid, the first-ever fundraising agency in the cloud, unifies data from across all your systems, highlights key insights, and delivers AI-powered strategies. It doesn't just show reports—it provides recommendations and automates execution, helping fundraisers reach the right donors at the right time.

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Emily Farrell, *List Broker*

Shannon Weingarten, *AE Manager/Model Specialist*

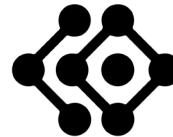
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CELCO

CELCO has built a strong client base while establishing a solid reputation for superior service, harnessing new technology and knowledgeable fundraising expertise.

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GivingDNA

Ryan Carpenter, *VP, Client Success*
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**GivingDNA™**

GivingDNA leads the charge in nonprofit strategy, boasting a revolutionary data analytics platform with unmatched segmentation capabilities.

Fueled by next-generation technology, this user-friendly tool empowers organizations to finely tailor engagement strategies, pinpoint high-potential donors, and maximize fundraising impact with precision. With an intuitive interface facilitating effortless navigation, users take control, shaping a future where impactful interactions and precisely cultivated relationships become the norm. Notably, most nonprofits experience a significant return on investment within just 90 days, underscoring GivingDNA's immediate and transformative impact on fundraising success.

Built on top of decades of fundraising expertise at Allegiance Group and Pursuant, GivingDNA fuels insights and strategy across your organization.

1955

On the Waterfront
 led the Academy
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 nominations and eight
 wins, including
 Best Picture.

L & E Meridian

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- Real Pen
- Full Production
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LS Direct is the leader in digitally driven direct mail. Our dynamic marketing technology provides the ability and speed to send highly personalized, intent-driven programmatic direct mail to convert prospects and website visitors, retain and reactivate donors and increase sustainer giving.

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Jeff Huberty, *President*
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Our easy-to-use modeling solutions and DonorOpticsSM dashboards are designed to help you take control of your marketing and make smarter strategic decisions in real time, anytime.



We see you. And we can make sure your potential donors see you, too.

With over 30 years of data analytics, strategy, and creative expertise, MarkeTeam's insightful fundraising experts are uniquely skilled and deeply committed to driving the revenue that fuels your mission. That's because your mission is our mission, and we don't succeed until you do.

Our easy-to-use modeling solutions and *DonorOpticsSM* dashboards are designed to help fundraisers like you take control of your marketing and make smarter strategic decisions in real time, anytime.

See what MarkeTeam can do for your mission.

mkteam.com | jhuberty@mkteam.com

Moore

Gretchen Littlefield, *CEO, Moore*

4200 Parliament Place, 3rd Floor

Lanham, MD 20706

888-249-6408

<https://wearemoore.com/contact-us/>
www.wearemoore.com



Moore's SimioCloud uses the latest machine learning on vast consumer data sets to create donor intelligence that engages donors and improves your fundraising across all channels.

You'll be able to get the right message to the right person at the right time in the right channel with the most data, the smartest identity resolution, the advantage of AI, the fastest data, and the only omnichannel solution.

MMI Direct

John Bell, VP, Sales & Marketing

7160 Columbia Gateway Drive
Suite 300

Columbia, MD 21046
310-372-9010
john@mmidirect.com
www.mmidirect.com



Our process. Your great results.SM

Experience and expertise matter, especially during these challenging times. A pioneer in data hygiene/data processing for over 30 years, MMI Direct provides innovative and customized data solutions which allow our clients to mail in the most efficient and effective manner. We provide the data processing intelligence (strategic know-how and attention to detail) that make your campaigns successful. Our services

include data hygiene, merge/purge, merge optimization, ask string optimization, data enrichment (including email, mobile phone and congressional appends), postal processing, segmentation, analytic services (including matchback analysis to identify indirect donations to your campaigns) and ad hoc data projects.

We're also experts in the execution of list rental fulfillment, a vital revenue generator for our clients. We've been the leading list fulfillment company for decades, and understand that fast and accurate file updates, counts, orders and delivery are the key to your success.

Our goal, each and every day, is to add value to our clients' direct mail programs. Contact us today regarding your next campaign. MMI Direct is an independent, employee-owned company and we believe in advocating for our clients every day!

Nexus Direct

Kelly King, Director, Strategy & Program Planning
757-319-0178
 kking@nexusdirect.com

Lin Peacock, Senior Solutions Advisor
202-812-7951
 lpeacock@nexusdirect.com



Making the world a better place since 2004.
 One company, one team, and your partner.

Decades of creating record-breaking results for nonprofits just like yours.

Committed to supporting your organization in making a lasting impact.

Resulting in an unbreakable bond between your supporters and your organization.

Let us help you! Call us, text us, or email us! We look forward to hearing from you.

What's keeping you up at night?

Let's talk about it...

fixmyfundraising@nexusdirect.com

Saturn Corporation

John Yost
 9701 Apollo Drive, Suite 237
 Largo, MD 20774
706-482-8601
 jyost@saturncorp.com
 www.saturncorp.com



Saturn Corporation is an Enterprise Software Technology Provider of next-generation DRM solutions. The company provides complex solutions to clients worldwide. Saturn provides solutions in the Nonprofit, Healthcare Foundation, and Higher Education markets.

The Eprisa DRM technology is the only Translytical Data Platform combining the power of Artificial Intelligence-based algorithms with a robust donor database CRM and Data Warehouse Platform.

The Eprisa DRM gives clients the ability to create multi-channel fundraising campaigns directly into AI/Machine Learning.

VeraData: The Donor Science Company

Diana Richardson, Marketing Manager
 1910 Park Meadows Drive
 Fort Myers, FL 33907
239-204-5000
 drichardson@veradata.com
 www.veradata.com



We walk the walk with our clients, sharing the common goal of increasing philanthropic giving.

We equip nonprofits with the right data to transform fundraising decision-making and drive donor acquisition and engagement. Our innovative strategies allow us to adapt to a changing donor landscape and generate fundraising success. Our goal is to unlock the full potential of philanthropy and build a future where nonprofits can increase giving, maximize impact, and drive positive change.

Wiland

Dan Wells, EVP, Nonprofit
 1900 Duke Street, Suite 605
 Alexandria, VA 22314
303-485-8686
 Cell: 540-226-1488
 dwells@wiland.com
 www.wiland.com



Wiland is the best predictor of donor response. By applying advanced predictive analytics to the largest donor database in America, Wiland helps nonprofits reach people ready to give now and make multiple gifts at a high rate.

Wiland is the leading partner of nonprofits seeking to fuel their growth with solutions across channels, including digital.

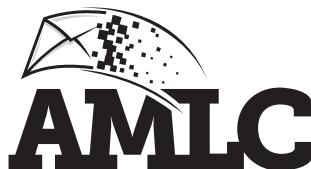
1955

*Thirteen-year-old Sandra Sloss of Granite City, IL was the Scripps National Spelling Bee winner, correctly spelling the word **crustaceology**.*

DATA PROVIDERS / LIST BROKERAGE & MANAGEMENT / COOPERATIVE DATABASES

American Mailing Lists Corporation™ (AMLC)

Dorothy Miller, *President*
9625 Surveyor Court, Suite 400
Manassas, VA 20110
571-292-5806
dorothy@amlc.info
www.amlclists.com



American Mailing Lists Corporation™
Conservative Donors R Us

In 1965 Richard Viguerie, with 12,500 Goldwater for President \$50+ donors, founded the world's first, ideological/political, direct marketing advertising agency and list company.

Today, the 12,500 conservative donors have grown to over 10,000,000. Our 80+ employees will mail 300 million postal letters in 2025 - 2026.

For over 60 years, Richard Viguerie and the world-class American Target Advertising marketers have raised 7.8 billion dollars and mailed 5 billion letters for traditional Judeo/Christian charities, colleges, right-of-center causes and candidates using our 10,000,000+ donor names.

Belardi Wong

Jeanette Cassano, *Senior Vice President*
580 2nd Street, Suite 250
Oakland, CA 94607
510-621-1421
jeanettec@belardiwong.com
www.belardiwong.com/fundraising



Belardi Wong has the expertise you seek in the fundraising marketplace. We are one of the direct marketing industry's leading providers of brokerage, acquisition planning, campaign management, online marketing services, list compilation, digital services, shared mailings, and insert media.

We represent clients across all spectrums of the nonprofit market: animal welfare, cultural arts, environmental/wildlife/conservation, health, human services, international relief/advocacy, progressive advocacy causes, political candidates & committees, societal benefit, and zoos/aquariums.

Care2.com, Inc.

Eric Rardin, *Chief Revenue Officer*
3141 Stevens Creek Boulevard
Suite 40394
San Jose, CA 95117
703-473-2825
eric@care2team.com
www.care2services.com



Care2 is the world's largest social network for good. Our members support, and donate, to organizations championing human rights, saving the environment, protecting animal welfare, and other great causes.

Care2 helps nonprofit organizations acquire new donor leads, grow their email and SMS lists, retain donors, reactivate lapsed supporters and mobilize activists to win advocacy victories. For more information, please contact Eric Rardin at eric@care2team.com.

CELCO

Kelly Leech, *Principal*
Andrew Giffen, *Principal*
Emily Farrell, *List Broker*
Shannon Weingarten, *AE Manager/Model Specialist*
Misty Chambers, *Senior/Managing List Manager*
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Springfield, VA 22151
571-560-2215
571-483-8435
www.carolenterslists.com



CELCO has built a strong client base while establishing a solid reputation for superior service, harnessing new technology and knowledgeable fundraising expertise.

Our knowledge exceeds the basics of lists and encompasses issues that affect all mailers, including; marketing and industry trends, analysis, fundraising development, special projects, merge purge, direct mail production, privacy issues.

Civic Shout

Josh Nelson, CEO
josh@civicshtout.com
www.civicshtout.com/partners

CIVIC SHOUT

Looking to build power and raise more money for your cause? Wish you could do it without the risk and hassle of Facebook ads? Meet Civic Shout—the new ad platform for progressive causes in the know.

Organizations and agencies like Greenpeace, M+R, and Amnesty International are using Civic Shout to grow their email lists and drive website traffic for significantly less effort and money than they're used to. And now, you can too.

Data Axle Nonprofit

Richard Geiger, Senior Vice President
13155 Noel Road, Suite 1750
Dallas, TX 75240
866-DATAXLE
nonprofit@data-axle.com
www.dataaxlenonprofit.com

data axle NONPROFIT

Data Axle Nonprofit is dedicated to driving powerful results by harnessing data-driven analytics and cutting-edge technology to provide insightful, targeted strategies within an omnichannel environment. Our mission is to empower organizations to effectively reach and engage their audiences across multiple platforms, ensuring a cohesive and impactful message.

We are the only organization in the industry that owns and operates two large nonprofit cooperative databases, Apogee and Donorbase, supplemented with AI-powered modeling and predictive analytics tools.

Our experienced and passionate team is committed to helping our clients build and implement programs that enable them to meet and surpass their goals. Our collaborative approach prioritizes understanding each nonprofit's unique needs, and together, we create pathways for sustainable growth and meaningful impact in the communities they serve.

For more information, visit www.dataaxlenonprofit.com.

EPACO Direct, Inc.

Emily L. Davis, Senior List Manager
100 M Street, SE, Suite 600
Washington, DC 20003
855-935-3500
emily@epacodirect.com
www.epacodirect.com



EPACO Direct delivers High-Dollar fundraising solutions!

Our friendly, dedicated staff can assist with list selections, recommendations, accelerated turnaround times.

Your proven source for Republican, Charitable and Military donors since 1978.

- Over 100,000,000 donor names rented.
- Over 8,500 orders fulfilled.
- More than 300 political mailers.
- Hundreds and hundreds of charitable mailers.

***** Special: \$10.00 Off Base and 25% Broker Commission on all orders. *****

A Veteran owned company.

Huntsinger & Jeffer List Services

Shannon Holleman, Manager, List Services
809 Brook Hill Circle
Richmond, VA 23227
804-266-2499
needlists@huntsingerjeffer.com
www.huntsinger-jeffer.com



To advance your fundraising mission, your list selections must go deeper than merely using the lists your competitors

use. H&J List Services, backed by more than 60 years of leading agency knowledge and experience, will help you reach beyond the obvious and provide the lists that will have the greatest impact on your results.

Discover the difference they can make for you!

MEGA, Inc. (Mary Elizabeth Granger & Associates, Inc.)

Kris Matthews, President
2112 Belair Road, Suite 4A
Fallston, MD 21047
410-842-1170
Cell: 410-458-7892
kris@maryegranger.com
www.maryegranger.com



With over 40 years of experience, MEGA delivers unmatched expertise in list brokerage, list management, and strategic consultation for nonprofits. From global relief, mission oriented, faith based, and health related charities, to consumer catalogues, MEGA empowers clients to reach and engage audiences effectively, driving results in direct mail campaigns.

Our Services:

- **Audience Acquisition** – Target & engage donors/members/buyer/subscribers.
- **Campaign Strategy & Analytics** – Comprehensive mail planning/digital insights optimized outreach.
- **List Management & Fulfillment** – Expert list management/strategic data optimization.
- **Data Processing** – Merge-purge/cooperative database modeling/lapsed optimization.

Discover how MEGA can elevate your next campaign. Contact us today!

MMI Direct

Charlie Rice, *List Fulfillment Team Leader*
 7160 Columbia Gateway Drive
 Suite 300
 Columbia, MD 21046
410-561-1500
 charlie@mmidirect.com
 www.mmidirect.com



Our process. Your great results.SM

Designed for the data provider, MMI List Fulfillment's List Assist product is an excellent tool for sorting and producing direct mail and email list orders. Our self-service platform is easy to use for clients who want hands-on access, or you can rely on MMI's expert team to run counts, and produce and ship orders. Understanding the quick turnaround required in today's data market, List Assist counts are fast and orders usually ship within minutes of approval.

MMI has been providing List Fulfillment services for over 30 years and was a pioneer in providing online data services. MMI specializes in building and maintaining quality nonprofit, business-to-business and consumer data files. Our professionals know the data business and work together with data managers and owners to provide clean, segmented and responsive files. MMI Direct is an independent, employee-owned company and we believe in advocating for our clients every day!

Moore

Gretchen Littlefield, *CEO, Moore*
 4200 Parliament Place, 3rd Floor
 Lanham, MD 20706
888-249-6408
<https://wearemoore.com/contact-us/>
www.wearemoore.com



Moore's SimioAudience co-op uses AI/machine learning and hundreds of data points on every American adult to provide better acquisition results, finding donors other co-ops can't. And Moore's audience strategists for list brokerage and management have more than 30 years of experience in data solutions, with unmatched expertise in creating successful data-driven integrated strategies.

We put your audience first in every channel, with every message, any time.

Names in the News CA, Inc.

Suzanne McGuire, *CEO*
 2930 Domingo Avenue, Unit 380
 Berkeley, CA 94705
510-302-4600
suziemcguire@nincal.com
www.namesinthenews.com



For over 50 years Names in the News has the privilege of working with a wide gamut of clients – representing organizations from progressive political, public interest, environmental, animal rights, civil rights, cultural arts, public broadcasting, international relief, disease/charitable and publication markets.

Your Names in the News team will provide a collaborative partnership, sophisticated strategy development, and solutions targeted to your organizational goals. Contact Suzie McGuire, President for more information suziemcguire@nincal.com.

NEXT List Company

Glenn B. Hiner, *Managing Director*
 11350 Random Hills Road, Suite 800
 Fairfax, VA 22030
877-550-NEXT (6398)
ghiner@nextlistcompany.com
www.nextlistcompany.com

**NEXT List Company**

NEXT List manages over 1.5 million political, charitable and environmental donor names. The core of our business is the fifty plus years of proven list rental and management experience.

Featuring: Democratic Discerning Donors (\$100+, L12 mo.) Universe 500,000+; Base \$95/m. Recency: L24, L12, L6 and L3 months; Average age: 71; Gender 55% Female; Avg. R/r .72%; Avg. Donation \$68.50. NEXTPlus Optimization +\$15/m. Visit our website to view our impressive current and past users.

Political & Fundraising Lists

Eric Woolf, *Managing Partner*
 190 East Post Road, 2nd Floor
 White Plains, NY 10601
914-771-5096
info@politicalfundraisinglists.net
www.politicalfundraisinglists.net

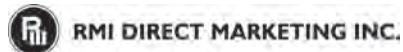
**POLITICAL & FUNDRAISING LISTS**

PFL offers the most comprehensive new to market sources for both charitable and political marketers, including regional and national coverage.

We provide a unique opportunity for mailers to reach contributors by the causes they so passionately support, via mailing, telemarketing and e-mail.

RMI Direct Marketing

Len Zargo, *Director, Business & Media Sales Development*
44 Old Ridgebury Road
Danbury, CT 06810
203-825-4636
lzargo@rmidirect.com
www.rmidirect.com



2025 marks the 40th anniversary of RMI Direct Marketing. Since our inception in 1985, we have been a privately owned direct marketing firm and now offer List Brokerage, List Management, and Digital Services. Our expertise spans the non-profit and consumer marketplace and our goal is to find the ideal prospect combined with the right message.

At RMI, our clients receive personalized, world-class service from a long-standing, dedicated and professional staff. Let us put our experience to work for your next campaign.





2024 MAXI Awards



Recognizing Opportunities, Connections & Community



FOCUS ON DONORS » NOT DASHBOARDS

Avid

Fundraisers want to scale impact,

but disconnected data and manual processes slow them down. Their tools track donor activity, but they don't work together—leaving fundraisers stuck managing technology instead of engaging donors.

Avid, the first-ever fundraising agency in the cloud,

unifies data from across all your systems, highlights key insights, and delivers AI-powered strategies. It doesn't just show reports—it provides recommendations and automates execution, helping fundraisers reach the right donors at the right time.



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Allegiance Group

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sales@teamallegiance.com
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Partnering with nonprofits to increase revenue, engage more supporters and grow brand reach.

We create integrated digital and direct mail campaigns, build award-winning websites and mobile apps, and provide custom fundraising software and loyalty programs.

We bring together the best marketing and fundraising strategists, developers, creatives, and analysts to deliver custom plans to support our nonprofit partners' unique and vital missions.

AMS Experts

Sadiq Lalani, *Principal*
4000 Legato Road, Suite 1100
Fairfax, VA 22033
703-738-5948
Cell: 703-655-7256
info@ams-experts.com
www.ams-experts.com



With over 20 years of experience, AMS Experts specializes in supporting AMS and CRM platforms to enhance

efficiency and member engagement. Our comprehensive services include AMS/CRM consulting, Data Management, Business Intelligence, AI-driven solutions, Power Platform, SharePoint, Azure, AWS, and Staff Augmentation.

AMS Experts is dedicated to helping associations and nonprofits achieve their goals through innovative technology solutions.

Let us help you turn your information assets into valuable tools that drive growth and value for your organization.

Avid

Erik Tomalis, *Chief Revenue Officer*
5810 Tennyson Parkway, Suite 102
Plano, TX 75024
469-860-3346
erik@avidai.com
www.avidai.com



Fundraisers want to scale impact, but disconnected data and manual processes slow them down. Their tools track donor activity, but they don't work together—leaving fundraisers stuck managing technology instead of engaging donors.

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GivingDNA

Ryan Carpenter, *VP, Client Success*
214-866-7928
ryan.carpenter@teamallegiance.com
teamallegiance.com
givingdna.com



GivingDNA™

GivingDNA leads the charge in nonprofit strategy, boasting a revolutionary data analytics platform with unmatched segmentation capabilities.

Fueled by next-generation technology, this user-friendly tool empowers organizations to finely tailor engagement strategies, pinpoint high-potential donors, and maximize fundraising impact with precision. With an intuitive interface facilitating effortless navigation, users take control, shaping a future where impactful interactions and precisely cultivated relationships become the norm. Notably, most nonprofits experience a significant return on investment within just 90 days, underscoring GivingDNA's immediate and transformative impact on fundraising success.

Built on top of decades of fundraising expertise at Allegiance Group and Pursuant, GivingDNA fuels insights and strategy across your organization.

Moore

Gretchen Littlefield, CEO, *Moore*

4200 Parliament Place, 3rd Floor

Lanham, MD 20706

888-249-6408

<https://wearemoore.com/contact-us/>

www.wearemoore.com



Stop the CRM shuffle: store your direct marketing, grants, volunteer, major gift, event, foundation, and planned giving all in one place. We'll work with your accounting system, caging, and other systems you need to integrate. Plus, we play well with Moore solutions like SimioCloud.

We view every nonprofit CRM user as a relationship. There's support when you need it and no toll for every time you want to get your data.



1955

The US postal system did not yet use zip codes, and the advertising industry did not actively employ computers.

- *Nonprofit (1.6oz.) Bulk Mail Rate \$0.01*
- *First Class Mail Rate \$0.03*

1955

Average cost of:

- *New House \$10,950*
- *Coffee \$0.31*
- *Gallon of Gas \$0.23*
- *Coca-Cola \$0.05*
- *Loaf of Bread \$0.18*
- *Hamburger \$0.15*
- *Gallon of Milk \$0.92*
- *1lb. Chicken \$0.45*
- *1lb. Sirloin Steak \$0.77*



DIGITAL MARKETING / MOBILE / SOCIAL MEDIA / EMAIL

Allegiance Group

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www.teamallegiance.com



Partnering with nonprofits to increase revenue, engage more supporters and grow brand reach.

We create integrated digital and direct mail campaigns, build award-winning websites and mobile apps, and provide custom fundraising software and loyalty programs.

We bring together the best marketing and fundraising strategists, developers, creatives, and analysts to deliver custom plans to support our nonprofit partners' unique and vital missions.

Care2.com, Inc.

Eric Rardin, *Chief Revenue Officer*
3141 Stevens Creek Boulevard
Suite 40394
San Jose, CA 95117
703-473-2825
eric@care2team.com
www.care2services.com



Care2 is the world's largest social network for good. Our members support, and donate, to organizations championing human rights, saving the

environment, protecting animal welfare, and other great causes. Care2 helps nonprofit organizations acquire new donor leads, grow their email and SMS lists, retain donors, reactivate lapsed supporters and mobilize activists to win advocacy victories. For more information, please contact Eric Rardin at eric@care2team.com.

Civic Shout

Josh Nelson, CEO
josh@civicshout.com
www.civicshout.com/partners

CIVIC SHOUT

Looking to build power and raise more money for your cause? Wish you could do it without the risk and hassle of Facebook ads? Meet Civic Shout—the new ad platform for progressive causes in the know.

Organizations and agencies like Greenpeace, M+R, and Amnesty International are using Civic Shout to grow their email lists and drive website traffic for significantly less effort and money than they're used to. And now, you can too.

Harrington Agency

Jessica Harrington, President
267-972-9427
jessica@theharringtonagency.com
www.theharringtonagency.com



We don't think like everyone else. We believe our industry has become too risk-adverse, too satisfied with the status quo, too siloed, and too unwilling to look for growth in uncomfortable places. The Harrington Agency has

invested in resources to look beyond today's trends so that you can stay ahead of your competition and future proof your program. We'd love to show you what we know.

Philanthropy isn't what you do. It defines who you are. Who will you be today?

Integrated Direct Marketing

Michael Rooney, Principal
1250 Connecticut Avenue, NW
Suite 700
Washington, DC 20036
202-261-6587
Fax: 202-261-6589
mrooney@idm-dc.com
www.idm-dc.com



Integrated Direct Marketing is a full-service fundraising, marketing, and communications agency dedicated to helping nonprofits prosper and grow in today's challenging marketplace.

Let our experienced team help you successfully recruit new supporters while strengthening bonds with existing donors and activists.

Services include cross-channel strategic planning and analysis, message development, audience targeting, modeling, copywriting, graphic design, acquisition list planning, telemarketing management, and production.

LS Direct**Tim Mooney, Director, Marketing Services**4 Suffern Place
Suffern, NY 10901**303-886-0871**tmooney@lsdirect.com
www.lsdirect.com

LS Direct is the leader in digitally driven direct mail. Our dynamic marketing technology provides the ability and speed to send highly personalized, intent-driven programmatic direct mail to convert prospects and website visitors, retain and reactivate donors and increase sustainer giving.

We help our clients drive donor and constituent conversion and achieve proven incremental ROI at every stage of the donor journey. We are the trusted one-stop partner for predictive analytics, printing, mailing, and business intelligence.

MMI Direct**John Bell, VP, Sales & Marketing**7160 Columbia Gateway Drive
Suite 300

Columbia, MD 21046

310-372-9010john@mmidirect.com
www.mmidirect.comOur process. Your great results.SM

Experience and expertise matter, especially during these challenging times. A pioneer in data hygiene/data processing for over 30 years, MMI Direct provides innovative and customized data solutions which allow our clients to mail in the most efficient and effective manner. We provide the data processing intelligence (strategic know-how and attention to detail) that make your campaigns successful. Our services include data hygiene, merge/purge, merge optimization, ask string optimization, data enrichment (including email, mobile phone and congressional

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Moore**Gretchen Littlefield, CEO, Moore**4200 Parliament Place, 3rd Floor
Lanham, MD 20706**888-249-6408**

<https://wearemoore.com/contact-us/>
www.wearemoore.com



We create digital strategies that work seamlessly across digital channels, but support and coordinate with your other direct response channels.

We customize your digital communications through addressable channels like email, texting, or programmatic audio, video, or display. We bring unparalleled scope for linear DRTV, radio, and other digital services. Boost your response today across every digital subchannel.

Nexus Direct**Kelly King, Director, Strategy & Program Planning****757-319-0178**

kking@nexusdirect.com

Lin Peacock, Senior Solutions Advisor
202-812-7951

lpeacock@nexusdirect.com



Making the world a better place since 2004.

One company, one team, and your partner.

Decades of creating record-breaking results for nonprofits just like yours.

Committed to supporting your organization in making a lasting impact.

Resulting in an unbreakable bond between your supporters and your organization.

Let us help you! Call us, text us, or email us! We look forward to hearing from you.

What's keeping you up at night?

|

Let's talk about it...

fixmyfundraising@nexusdirect.com

Schultz & Williams, Inc.

L. Scott Schultz, President
Sarah P. Hartke, VP, Direct Response
 One Penn Center at Suburban Station
 1617 JFK Boulevard, Suite 1700
 Philadelphia, PA 19103
215-625-9955
 sphartke@schultzwilliams.com
 www.schultzwilliams.com/direct

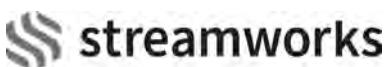
Schultz & Williams

Schultz & Williams' Direct Response Fundraising—a mix of data-driven strategies and resonant creative for direct mail, email, social media and telemarketing—is the bedrock of every effective development program.

Through our Direct Response solutions, S&W helps nonprofits reach their fundraising goals by implementing high performance customized multi-channel campaigns, building membership programs, moving donors through a continuum of giving opportunities and cultivating support for mid-level giving, major gifts and planned giving.

Streamworks

Christine Finnegan, Director, Direct Response Marketing
 3640 Pheasant Ridge Drive
 Blaine, MN 55127
800-328-5680
 info@streamworksmn.com
 www.streamworksmn.com

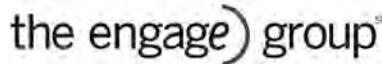


With a full spectrum of **Direct Response Fundraising** services all under one roof, Streamworks experienced team can help you create powerful multi-channel campaigns that **build donor relationships** and drive your mission forward.

We **Tailor your strategy** to align with your unique values and objectives. **Harness data-driven insights** to pinpoint the most receptive donors. **Execute cost-efficient direct mail and digital campaigns** that inspire action and deliver results.

The Engage Group

Mathew Harkins, Director
 7160 Columbia Gateway Drive
 Suite 300
 Columbia, MD 21046
443-539-2650
 mathew@engageyourcause.com
 www.engageyourcause.com



The Engage Group helps nonprofits large and small optimize their digital presence to raise more fundraising revenue, build engagement and generate awareness.

The Engage Group works across any email and fundraising platform, and can help you implement: Email Marketing Programs, Email Production, Donation Form Optimization, Payment Solutions, Sustainer Recruitment, Year End Campaigns, Website Lead Generation & Conversion Pathways, Digital Advertising, Membership Programs, Technology Platform Review & Migration, Technology Integration Projects, Strategy & Creative Support, Peer-to-Peer Platforms, Campaign Management and Reporting & Analysis. We also provide Direct Mail Campaign Integration via Email, Digital Advertising, and Omnichannel Solutions.

The Engage Group brings the capabilities of a full-service agency, with a support team approach. We can work with you on individual projects or as an ongoing partner. Our senior developers and strategists have deep, technical experience working on digital marketing and fundraising programs.

Whether you need technical, strategic or design support - or a combination of these, The Engage Group is ready to help! We are an employee-owned company.

The Lukens Company

Seth Colton, President
 2800 Shirlington Road, 9th Floor
 Arlington, VA 22206
703-845-8484
 seth@thelukenscompany.com
 www.thelukenscompany.com



The Lukens Company (TLC) is an award-winning full-service marketing agency that provides expert direct response, donor development, and fundraising services to nonprofits, cultural institutions, advocacy groups, and faith-based organizations. Since our founding in 1986, TLC's passionate team of creatives have partnered with cause-oriented organizations seeking innovative, data-driven strategies to achieve bold goals that change the world for the better.

TLC's multichannel services include creative storytelling, data and analytics, digital marketing, direct mail, email fundraising, market research, mobile engagement, program strategy and management, video and DRTV, and web development.



Direct Marketing Association of **Washington**

YOUNG PROFESSIONAL HAPPY HOUR

THURSDAY, APRIL 24
6:00 PM – 8:00 PM
CITY TAP / DUPONT

SPRING HAPPY HOUR

THURSDAY, MAY 8
5:00 PM – 6:30 PM
ARLINGTON CINEMA
& DRAFT HOUSE

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1955

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In 1955, direct mail marketing in the USA was a significant advertising medium, with spending exceeding \$1 billion.

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1955

Walter Weintz created a test mailing that included two real pennies.

The response rate was promising, but as Weintz and his staff prepared to launch a national mailing, they stumbled onto an obstacle: where to get their hands on the necessary 40 million pennies.

The US Mint would not produce pennies on demand.

So, the firm turned to vendors of gum ball machines in the New York City region who, as a side venture, cleaned the pennies they collected and resold them at a small profit to banks and businesses.

With the help of those pennies -

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Allied Printing Resources

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EdgeMark Partners

John Weeks, Director, Business Development

4510 Cox Road, Suite 305

Glen Allen, VA 23060

804-967-2000 x106

Cell: 804-370-1717

jweeks@edgemarkpartners.com

www.edgemarkpartners.com



EdgeMark Partners manages every aspect of direct mail production, including complex program management, print and mailing services, package development, data analysis, postal logistics, and Informed Delivery.

In business for over thirty-five years, EdgeMark's production management experts consistently deliver the results our clients are looking for, all while providing our white-glove, concierge style customer service.

Excel Mailing Services

Timothy Franklin, Partner

6900 English Muffin Way, Suite N
Frederick MD 21703

410-259-0990

tfranklin@excel-mailing.com



Excel Mailing Services A FULL-SERVICE DIRECT MAIL PRODUCTION COMPANY Located in Frederick Maryland, organically grown beginning in March of 2005 with approximately 90 employees.

As a medium-size business, we continue to make investments in our team members, equipment, and technology to better assist our customers & valued partners.

Specializing in:

- Data Processing
- Direct Mail Production- Print personalization and Fulfillment

- Inserting capabilities includes 10 x 13 and up to 16 pockets.
- Match mailings with fully integrated camera systems
- Postal Optimization
- Envelope Jet Printing
- Coin Affixing

Committed to bringing our customers unmatched service, on time and budget. Providing each valued customer with expertise, knowledge, and insight. With flexibility and responsiveness working directly with our business partners.

Unmatched Experience with Customer Driven Goals!

Freedom

Scott Liebert, SVP, Sales & Marketing

1101 South Janesville Street
Milton, WI 53563

608-373-6577

sliebert@fgs.com

www.fgs.com



Freedom combines technology, project engineering, and over 39 years of direct marketing experience to offer one of the industry's most robust data-driven direct marketing platforms.

Freedom's platform is built around postal optimization solutions that are proven to drive down the cost of postage and logistics while reducing cycle time, resulting in precision in-home delivery.

Contact Freedom today to learn how we provide flawless execution on one of the most advanced direct mail platforms. We support our clients' missions of delivering highly effective consumer communications integrated into their cross-channel marketing platforms.

Fulfillment House Inc.

John Lawlor, CEO

22880 Glenn Drive, Suite 120

Sterling, VA 20164

703-707-8844

jlawlor@fhinc.net

www.fhinc.net



Serving the Direct Mail Industry for over twenty years, Fulfillment House, Inc. has the experience to manage all of your direct mail marketing and fundraising campaigns. FHI provides high quality on-site data processing, printing, laser and inkjet personalization, labels, bindery, machine and hand-work, including high speed inserters with Read Write technology and up to 10x13 inserting.

At Fulfillment House, our passion and commitment have gained us a reputation for delivering unmatched service and results to clients of all sizes and across a variety of industries. We streamline costs and maximize quality to create both happy customers and continuous business growth. Let our expert team transform your next marketing project.

Contact us today and find out how you can take advantage of the proven quality and results we're known for in the DC Metro Area!

L & E Meridian

Scott Bobowick, Executive Vice President
8000 Corporate Court
Springfield, VA 22153
703-913-0300
sbobowick@l-e.com
www.l-e.com

L&E | Meridian

Your Goals. Our Expertise. A Perfect Match.

For over 38 years, L&E Meridian has been at the forefront in our industry offering professional services in high-volume data processing, digital printing and mail. We specialize in variable print applications, fulfillment, mailing services and project execution. We consistently strive to meet and exceed expectations and stay ahead of the curve in technology and services.

Services Offered:

- Variable Printing
- Digital Color Printing
- Envelope Printing
- Mailing Services
- Real Pen
- Full Production
- Data Services

Let's Work Together.

Mark X inc

Renzo Bugnatto, CEO
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Hampstead, NC 28443
650-766-5130
info@markxinc.com
www.markxinc.com



Your One Source for Print, Promotional and Apparel

Mark X offers affordable full print production services designed to help nonprofit organizations reduce costs while increasing outreach and

engagement. We provide a range of products, including print materials, promotional items, signage, and apparel.

From Direct Mail to Event Materials, we can support your mission with high-quality solutions. Our fulfillment services include letter shop, pick and pack, and handwork. Contact us to learn how we can help you save money and maximize your impact.

Marketing Card Technology, LLC (MCT)

Sri Lala, VP, Direct Mail
1213 Butterfield Road
Downers Grove, IL 60515
630-985-7900
info@mctechnology.com
www.mctechnology.com



Are you looking for a partner for highly personalized, hyper targeted mail that drives acquisitions? Are you interested in working with a lettershop that can provide IN-HOUSE membership card manufacturing, personalization, and match-affixing?

We provide full-service direct mail production services and help businesses across a variety of sectors employ the power of direct mail to achieve their customer acquisition and retention goals. Beyond our in-house card production, we offer state-of-the-art full-color, roll-fed and cut-sheet digital form printing, high-speed inserting, 3-way match at insert, and much, much more.

U.S.-based and minority-owned. Let us handle your next direct mail project!

MDI Imaging & Mail

Jake Ryan, President
jaker@mdimail.biz

Andy Ihle, Dir., Business Development & Client Relations
andy@mdimail.biz

21955 Cascades Parkway
Sterling, VA 20166
571-334-2898
www.mdimail.biz

MDI Imaging & Mail

YOUR PARTNERS IN DIRECT MAIL

At MDI, we combine speed, precision, and expertise to deliver exceptional results for your direct mail campaigns. With a focus on efficiency and quality, we can complete your projects within 1-2 weeks if needed, setting the industry standard for performance and reliability.

Why Choose MDI?

- Unmatched Turnaround Time
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- Cutting-Edge Technology
- Reliable Partnership

Ask us about our Unique URGENT GRAM product to get your mail out even faster!

Moore

Gretchen Littlefield, *CEO, Moore*
 4200 Parliament Place, 3rd Floor
 Lanham, MD 20706
888-249-6408
<https://wearemoore.com/contact-us/>
www.wearemoore.com



Moore provides end-to-end services for your direct mail production, including envelope manufacturing, conventional and digital printing, complex camera matching, card affixing, handwork, lettershop, and commingling. We're built for capacity, efficiency, productivity, and redundancy.

We've invested in industry-leading digital presses and finishing equipment to personalize each mail piece so you can speak directly to each individual. Our robust partnerships ensure we get the job done even during supply chain disruptions and shortages.

MWI Direct

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 4900 Superior Street
 Lincoln, NE 68504
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 Cell: 402-610-0835
mike.huddleston@mwidirect.com
www.mwidirect.com



For 30 years, MWI Direct has been a trusted and valued partner providing clients with direct mail execution.

Our range of equipment, from cut sheet to web and conventional to digital, enables us to handle all your direct mail programs. Centrally located in the Midwest for economical mail distribution.

Commitment and partnership with our customers are the hallmarks of our business. We look forward to partnering with you.

PLANET DIRECT

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 11050 Challenger Court
 Manassas, VA 20109
703-368-8474 x121
ryan@planetdirectmail.com
www.planetdirectmail.com



Planet Direct is the area's premier one-stop shop for direct mail marketing.

We Do It All!

- Data Services
- Prepress Services
- Offset Web Printing
- Envelope Printing
- Full Color Digital Printing
- Variable Data Personalization
- Bindery Services
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- Postage Logistics

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Dan Perrone, VP, Sales
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847-340-1250
daniel.j.perrone@rrd.com
www.ms.rrd.com



Optimize Engagement

RRD's Direct Marketing solutions help organizations optimize engagement with their donors across all touchpoints. Our direct marketing services offer an unparalleled depth of resources for

nonprofits, and our performance-based testing strategies have produced winning campaigns for decades.

Let us help you grow your business through innovative, highly personalized, and integrated touchpoint strategies that help you acquire, retain, and grow your customer base.

RWT Production

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 8932 Orange Hunt Lane
 Annandale, VA 22003
301-325-9897
jthomas@rwtproduction.com
www.rwtproduction.com



RWT Production is a leading direct mail production management company providing the best product at the best price. We are a group of highly dedicated and extremely talented production managers with extensive experience in direct mail production.

Each member of the RWT team has been on both sides of the production equation, which means we have a keen understanding of your needs. And we pride ourselves on not only meeting expectations, but exceeding them.

Sepire, LLC

Jason Shudy, National Account Director
 565 Willowbrook Center Parkway
 Willowbrook, IL 60527
312-736-2326
 sales@sepire.com
 www.sepire.com



Communicate with your clients on their terms. Sepire is a leading provider of direct mail and omnichannel communications solutions built to help organizations create meaningful connections online and off.

Certified by the WBENC as a woman-owned business and by HITRUST as one built to deliver unmatched security, Sepire provides timely, personalized, communications for organizations like yours—on time and on budget. Get to know more about what we do at sepire.com/nonprofit.

Streamworks

Christine Finnegan, Director, Direct Response Marketing
 3640 Pheasant Ridge Drive
 Blaine, MN 55127
800-328-5680
 info@streamworksmn.com
 www.streamworksmn.com



With a full spectrum of Direct Response Fundraising services all under one roof, Streamworks experienced team can help you create powerful multi-channel campaigns that build donor relationships and drive your mission forward.

We Tailor your strategy to align with your unique values and objectives. Harness data-driven insights to pinpoint the most receptive donors. Execute cost-efficient direct mail and digital campaigns that inspire action and deliver results.

The Production Management Group, Ltd.

Jaime Grams, SVP, Business Strategy
 7160 Columbia Gateway Drive
 Suite 300
 Columbia, MD 21046
410-290-0667
 jaime.grams@pmgdirect.net
 www.pmgdirect.net



PMG is an independent, employee-owned company providing full-service direct mail production management to nonprofits and agency partners.

Our team of seasoned production experts handles everything from initial planning, campaign execution, printing, data processing and mailing services to postal logistics and reporting. Our extensive network of carefully selected, high quality suppliers are ready to meet each client's unique needs.

Our data hygiene, data processing, merge and analytics services are offered in-house, providing you with an exceptional level of quality control and responsiveness. Our postal optimization services reduce postal costs, provide consistent, predictable mail delivery and offer free outbound and return mail tracking. We help you save even more on postage (often lots more!) by managing your USPS Promotions discounts – we handle all the details for you. We also provide regular updates and guidance to clients on environmental sustainability trends, innovations and investments across our network of supplier-partners.

1955

Campbell's developed the Green Bean Casserole Bake recipe.



FULL-SERVICE FUNDRAISING & MARKETING AGENCIES

A Direct Solution

Erica Waasdorp, President
PO Box 757
Marston Mills, MA 02648
508-428-4753
erica@adirectsolution.com
www.adirectsolution.com



A Direct Solution: Helping Nonprofits raise sustainable revenue through Appeals and Monthly Giving.

A Direct Solution: founded by President Erica Waasdorp in 2003, is a direct response firm focused on sustainer acquisition, growth and retention and direct mail and email campaigns for nonprofits.

Erica Waasdorp, author of *Monthly Giving*, *The Sleeping Giant*, *Monthly Giving Made Easy*, *the Monthly Donor Road Map* and numerous e-books, including: Top 7 Questions about Monthly Giving, Starter and Marketing Kits. She's a sought-after blogger, speaker and webinar presenter and AFP Master Trainer.

For more information, contact Erica at erica@adirectsolution.com or check out www.adirectsolution.com.

Acuity Integrated Marketing

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443-964-5360
carlos.carbo@acuityim.com
www.acuityim.com



Acuity Integrated Marketing provides effective, quality fundraising campaign packages with Vision for the non-profit segments. We employ industry-best practices to help our clients to reach their strategic goals.

AIM's Team combines our outstanding production capabilities, Data Analysis and award-winning Design to any part of your campaign to help reach your goals. Please give us a call to see how we can partner with you.

Allegiance Group

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Partnering with nonprofits to increase revenue, engage more supporters and grow brand reach.

We create integrated digital and direct mail campaigns, build award-winning

websites and mobile apps, and provide custom fundraising software and loyalty programs.

We bring together the best marketing and fundraising strategists, developers, creatives, and analysts to deliver custom plans to support our nonprofit partners' unique and vital missions.

American Target Advertising™, Inc. (ATA)

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Fax: 703-392-7654
mloux@americantarget.com
www.americantarget.com



In 1965 Richard Viguerie, with 12,500 Goldwater for President \$50+ donors, founded the world's first, ideological/political, direct marketing advertising agency and list company.

Today, the 12,500 conservative donors have grown to over 10,000,000. Our 80+ employees will mail 300 million postal letters in 2025-2026.

For over 60 years, Richard Viguerie and the world-class American Target Advertising marketers have raised 7.8 billion dollars and mailed 5 billion letters for traditional Judeo/Christian charities, colleges, right-of-center causes and candidates using our 10,000,000+ donor names.

Ascenta Group

Sarah Flis, COO
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Lindenhurst, NY 11757
917-744-0622
sarah@ascentagroup.com
www.ascentagroup.com



Nonprofit leaders rely on Ascenta to develop customized strategies that extend their reach in the communities and markets that matter most for their causes. Through face-to-face fundraising, we engage community members, spread awareness and enroll new donors to make ongoing monthly contributions.

Ascenta understands the complexities of the donor lifecycle. We're committed to providing you with the people, data and technology required to lay a clear path to exceptional ROI and growth.

Call us today and find out how you can start growing your sustainer program in 2025!

Blakely

Amy Pawluk, COO
amy@blakelyfundraising.com
blakelyfundraising.com



We steer clear of cookie-cutter solutions. While playing it safe might bring short-term gains, real growth comes from asking tough questions, digging deep into the data, and creating strategies designed to move you forward.

Our proven success in integrated direct response fundraising, donor acquisition, retention and cultivation, along with our expertise in growing annual giving portfolios, mid-level, planned giving and sustainer programs, sets us apart.

By blending your data with our research and donor insights, we create strategies that ignite action and inspire meaningful, lasting change. That's the Blakely difference.

**Cookie cutters
are for bakers,
not fundraisers.**



Blakely

CAPTEL

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Alexandria, VA 22314
202-546-6874
Mobile: 202-841-1280
psmith@captel.net
www.captel.net



CAPTEL®

CAPTEL is a national leader in telemarketing and direct mail for associations, nonprofits and political organizations.

The firm specializes in association PAC fundraising and membership development for the many of the Nation's leading professional and business associations.

CAPTEL also provides major donor and broad-based fundraising services for political organizations, public policy institutions and nonprofit organizations.

Concord Direct

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Bert Salter, Senior Director, Client Development
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**CONCORD
DIRECT**

Concord Direct is a strategic fundraising and marketing company that works exclusively with nonprofit organizations to enhance their impact by increasing revenue, growing their supporter base, and helping them serve the right people.

We collaborate with our clients, sharing our strategic, creative, and production services for direct mail, digital, and web development to design the right fit solutions to achieve results in any channel.

DaVinci Direct

Steven J. Maggio, President & CEO
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steve@davinci-direct.com
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DAVINCI

DaVinci Direct is an omnichannel fundraising agency with a national reputation for increasing response and revenue for nonprofit organizations like yours. Innovative strategy, award-winning creative and advanced analytics for direct mail, email, web, social media and integrated programs.

Let DaVinci develop customized, data-driven solutions to solve your fundraising challenges.



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Let's discuss how
we can move the needle
on your goals.

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Blending Art & Science To Build Omnichannel Fundraising Programs



Contact Steve Maggio | steve@davinci-direct.com
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Eidolon Communications

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 201 West 16th Street, Suite 8A
 New York NY 10011
917-541-5935
 jag@eidolonnyc.com
 www.eidolonnyc.com



Eidolon Communications is a full-service direct marketing agency delivering results (donor AND revenue growth) through award-winning creative and high-performing direct marketing campaigns rendered with precision and cutting-edge strategies.

With more than 30 years of experience, Eidolon executes goal-oriented, cost-effective, message-driven, multi-channel campaigns that enhance organizational connections with donors and strengthen their commitment to your mission.

Services include strategy and planning, budgeting and analysis, top-notch in-house copy and design, production management, and a dedication to partnership and collegial client relationships.

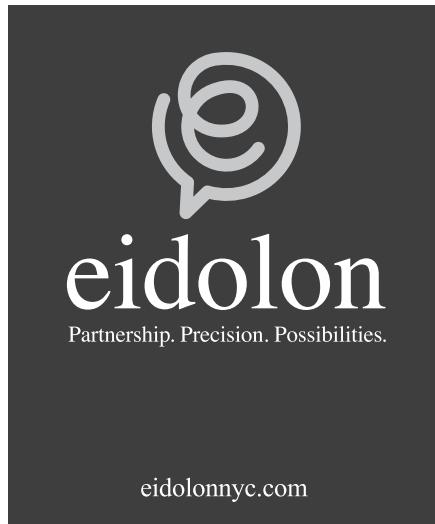
Faircom

Diana Richardson, *Marketing Manager*
 12 West 27th Street
 New York, NY 10001
212-727-3876
 drichardson@veradata.com
 www.faircomny.com



At Faircom, our team is dedicated to creating transformative change – leveraging award-winning strategies that empower nonprofits to engage donors at every level and through every giving channel.

We optimize channel integration, targeting, segmentation, and your budget to propel your long-term vision into the future.



Greater Giving

Kimberly Bauman, *Area Marketing Manager*
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 Direct: 503-597-0343
 kbauman@greatergiving.com
 www.greatergiving.com



A *Global Payments* Company

Seamless Fundraising. Online, in-room, and everything in-between. Connect your fundraising efforts with donors — no matter where they are! From planning stages, through your live or virtual event, to reconciliation, we offer a complete, reliable secure solution — resulting in increased revenue for your organization.

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Harrington Agency

Jessica Harrington, *President*
267-972-9427
 jessica@theharringtonagency.com
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We don't think like everyone else. We believe our industry has become too risk-adverse, too satisfied with the status quo, too siloed, and too unwilling to look for growth in uncomfortable places. The Harrington Agency has invested in resources to look beyond today's trends so that you can stay ahead of your competition and future proof your program. We'd love to show you what we know.

Philanthropy isn't what you do. It defines who you are. Who will you be today?

Huntsinger & Jeffer, Inc.

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Communication is the rhythm that meets needs, enriches lives, and helps us prosper. Since our founding in 1964, Huntsinger & Jeffer has mastered the art of impactful communication, partnering with nonprofit organizations and others to amplify their missions and create a world that's healthier, happier, and safer for all.

As fundraising partners, we'll amplify your mission, inspire action, and make a greater impact for all. Let's do more— together.

Bold. Brave. Better.



A different
fundraising experience



The
Harrington
Agency

(267) 972-9427
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K2D Strategies

Karin Kirchoff, *Founder & President*

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A full-service, multi-channel direct response fundraising agency, K2D Strategies was founded with a single goal in mind: deliver impactful member and donor development strategies along with extraordinary client services exclusively to nonprofit organizations making a difference.

With a primary focus on direct response fundraising, our team brings years of experience in strategic planning, growing programs, and rebuilding infrastructure for nonprofits via direct mail, digital channels and telemarketing to advance their mission work.

Integrated Direct Marketing

Michael Rooney, Principal
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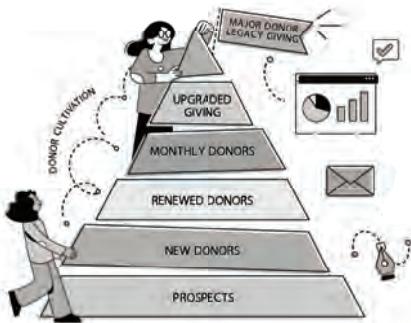
Integrated Direct Marketing is a full-service fundraising, marketing, and communications agency dedicated to helping nonprofits prosper and grow in today's challenging marketplace.

Let our experienced team help you successfully recruit new supporters while strengthening bonds with existing donors and activists. Services include cross-channel strategic planning and analysis, message development, audience targeting, modeling, copywriting, graphic design, acquisition list planning, telemarketing management, and production.

Your Partners In Growth

At Lautman, we create fully integrated, customized solutions to help nonprofits find, cultivate and keep committed donors.

Ours is a unique way of partnering with extraordinary nonprofits to help them fulfill their missions.



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Lautman Maska Neill & Company is an award-winning consulting firm specializing in direct response fundraising for nonprofits. We help acquire, retain, and upgrade donors through cost-effective, multi-channel strategies that build lasting relationships.

Our experts are committed to growing your program and helping nonprofits fulfill their missions.

Mal Warwick Donordigital

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mwd
MAL WARWICK • DONORDIGITAL

Mal Warwick Donordigital is an integrated fundraising, advocacy, and advertising agency that has worked with exceptional nonprofit organizations and progressive political candidates and causes since 1979. Our senior level professionals provide strategic insight, in-depth analysis, award-winning creative, and comprehensive management services.

Our focus is integrating direct mail, online, telephone, mobile/SMS, and social marketing. We bring passion and innovation to the exceptional causes our clients serve. That passion enables us to help our clients build outstanding fundraising programs and enduring long-term relationships with their donors.

MarkeTeam

Jeff Huberty, President
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www.mkteam.com



MarkeTeam

Partner with the right team!

With over 30 years of data analytics, strategy, and creative expertise, MarkeTeam's insightful fundraising experts are uniquely skilled and deeply committed to driving the revenue that fuels your mission. That's because your mission is our mission, and we don't succeed until you do.

Our easy-to-use modeling solutions and DonorOpticsSM dashboards are designed to help you take control of your marketing and make smarter strategic decisions in real time, anytime.

Marketing General Incorporated

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rick@marketinggeneral.com
www.marketinggeneral.com

**MARKETING
GENERAL**
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HELPING MEMBERSHIP ORGANIZATIONS GROW

Marketing General Incorporated is North America's largest and most experienced association marketing agency. MGI is a full-service strategic partner that designs and implements proven programs that grow membership, dues, and non-dues revenue. Publisher of the annual Membership Marketing Benchmarking Report, we are the only firm whose account teams and senior staff include Certified Direct Marketers.

MGI is Many Great Individuals who enable membership organizations to achieve their full potential. Visit www.marketinggeneral.com or contact Rick Whelan at 703-706-0350.

Media Reactions, Inc.

Ron Guberman, *President*
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ron@mediareactions.com
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Use Direct Response TV to boost the response of all your other media! Media Reactions can show you how you can measure your broadcast response just like you do your mail and Internet.

Our unique Direct Response Tracking System lets us analyze individual broadcast placements on cost per response or conversion basis instead of relying on often irrelevant ratings. Track new members or donations to the exact spot, network, date, time and copy that generated them. From spot production and placement to response center coordination ... we can help you do it all. Call us.

Moore

Gretchen Littlefield, *CEO, Moore*
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Lanham, MD 20706
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<https://wearemoore.com/contact-us/>
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We can be your omnichannel agency, moving past channel thinking to deliver your message wherever your donors are: to their mailbox, TV screen, mobile, computer, and beyond.

We have the top creative minds in the sector to create compelling campaigns for you. Our SimioCloud data and machine learning advantages mean you have the most effective audiences in acquisition and donor and can put donors on the journey to monthly, mid-level, and major donor giving.

NEWPORT ONE

Craig DePole, *President*
524 Seaward Drive
Severna Park, MD 21146
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cdepole@newportone.com
www.newportone.com



ONE CAN MAKE A DIFFERENCE

One person. One donor. One nonprofit organization can change the world. And Newport ONE is the ONE to help.

Newport ONE is a full-service fundraising agency working in all channels to engage and inspire your donors and fuel your mission.

With Newport ONE's NSIGHTS data intelligence system coupled with our expert creative thinking and innovative ideas; we help organizations reimagine how direct response fundraising should work.

Nexus Direct

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kking@nexusdirect.com

Lin Peacock, *Senior Solutions Advisor*
202-812-7951
lpeacock@nexusdirect.com



Making the world a better place since 2004.

One company, one team, and your partner.

Decades of creating record-breaking results for nonprofits just like yours.

Committed to supporting your organization in making a lasting impact.

Resulting in an unbreakable bond between your supporters and your organization.

Let us help you! Call us, text us, or email us! We look forward to hearing from you.

What's keeping you up at night?

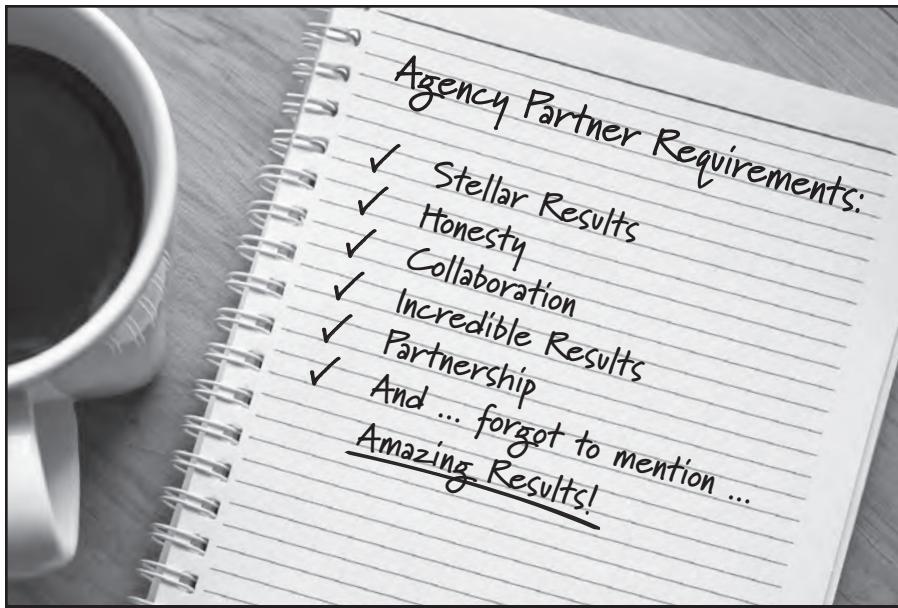
Let's talk about it...

fixmyfundraising@nexusdirect.com

1955

Rosa Parks refused to give up her seat leading to the Montgomery bus boycott.





O'Brien | Garrett

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 tweaver@obriengarrett.com
 www.obriengarrett.com



O'BRIEN • GARRETT

O'Brien | Garrett's vision is to change the way organizations engage their supporters to drive real world outcomes.

Combining our unique, research-based approach with some of the most innovative minds, we help our clients thrive in a rapidly changing fundraising landscape.

Contact us today and find out how we can design creative and strategic programs tailored to the unique qualities of your organization.



NNE Marketing is an award-winning, multi-channel direct response agency that works with some of the top non-profits in the country. Contact us today to discover how we can help yours.

781.862.8111
 info@nnemarketing.com
 nnemarketing.com



NNE Marketing

Chris Law, Principal & Co-Founder
 1666 Massachusetts Avenue, Suite 14
 Lexington, MA 02420
978-729-1313
 claw@nnemarketing.com
 www.nnemarketing.com



Do you want a different – more successful – approach for your direct marketing program?

NNE Marketing is a multichannel, direct response fundraising agency built on optimizing constituent relationships to create a more efficient, donor-centric dialogue – translating to stronger retention and increased revenue.

Our fresh strategic approach and innovative methods, combined with our experience, bring best practices and new ideas to your program.

NNE's experienced team is ready to customize fundraising solutions on behalf of your organization.

RKD Group

Justin McCord, SVP, Marketing & Communication
 2701 Dallas Parkway, Suite 650
 Plano, TX 75093
214-755-9752
 jmccord@rkdgroup.com
 www.rkdgroup.com



RKD Group is a growth-obsessed, digital-forward, direct response solutions provider for hundreds of nonprofits in the U.S. and Canada.

With more than 500 team members, RKD Group delivers innovative strategies, creative leadership and data-driven solutions to accelerate revenue growth and build lasting donor relationships. For more information, visit www.rkdgroup.com.

Schultz & Williams, Inc.

L. Scott Schultz, President
Sarah P. Hartke, VP, Direct Response
One Penn Center at Suburban Station
1617 JFK Boulevard, Suite 1700
Philadelphia, PA 19103
215-625-9955
sphartke@schultzwilliams.com
www.schultzwilliams.com/direct

Schultz & Williams

Schultz & Williams' Direct Response Fundraising—a mix of data-driven strategies and resonant creative for direct mail, email, social media and telemarketing—is the bedrock of every effective development program.

Through our Direct Response solutions, S&W helps nonprofits reach their fundraising goals by implementing high performance customized multi-channel campaigns, building membership programs, moving donors through a continuum of giving opportunities and cultivating support for mid-level giving, major gifts and planned giving.

Streamworks

Christine Finnegan, Director, Direct Response Marketing
3640 Pheasant Ridge Drive
Blaine, MN 55127
800-328-5680
info@streamworksmn.com
www.streamworksmn.com

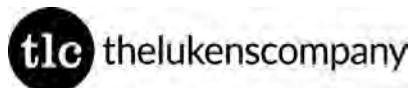


With a full spectrum of **Direct Response Fundraising** services all under one roof, Streamworks experienced team can help you create powerful multi-channel campaigns that **build donor relationships** and drive your mission forward.

We **Tailor your strategy** to align with your unique values and objectives. Harness data-driven insights to pinpoint the most receptive donors. Execute **cost-efficient direct mail** and **digital campaigns** that inspire action and deliver results.

The Lukens Company

Seth Colton, President
2800 Shirlington Road, 9th Floor
Arlington, VA 22206
703-845-8484
seth@thelukenscompany.com
www.thelukenscompany.com



The Lukens Company (TLC) is an award-winning full-service marketing agency that provides expert direct response, donor development, and fundraising services to nonprofits, cultural institutions, advocacy groups, and faith-based organizations. Since our founding in 1986, TLC's passionate team of creatives have partnered with cause-oriented organizations seeking innovative, data-driven strategies to achieve bold goals that change the world for the better.

TLC's multichannel services include creative storytelling, data and analytics, digital marketing, direct mail, email fundraising, market research, mobile engagement, program strategy and management, video and DRTV, and web development.

TrueSense

John Thompson, CMO
502 Keystone Drive
Warrendale, PA 15086
301-792-8680
john.thompson@truesense.com
www.truesense.com



Family-owned TrueSense Marketing practices Full-Circle Fundraising, delivering omnichannel strategies without the silos common in other agencies. This integration seamlessly powers your donors' journeys across their acquisition, cultivation, reactivation, and upgrading experiences. Your TrueSense partners are recognized thought leaders who will bring their fundraising expertise to your program every day.

Deepen your donor relationships with AI-powered models, primary research, analytics, inspired creative, omnichannel media management, and print/mail production, all under a single unified business model.



- **VELCRO** is patented.
- **The first Microwave Oven** was designed for home use.
- **The first Wireless Television Remote Control, The Zenith Flash-Matic, was invented.**

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CELEBRATING
The logo for the 70th anniversary of DMAW features the number "70" in a large, stylized, silver-colored font. The "7" is positioned above the "0", and both digits have a metallic, reflective texture. Above the "70", the word "CELEBRATING" is written in a smaller, silver-colored, sans-serif font. Below the "70", the word "YEARS" is written in a large, silver-colored, sans-serif font.

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thedmaw](http://twitter.com/thedmaw)

WEBSITE:

www.dmaw.org

FACEBOOK: DMAW

[http://www.facebook.com/
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QUESTIONS:

info@dmaw.org

LINKEDIN:

Direct Marketing
Association of Washington

(search for name in
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FUNDRAISING & MARKETING CONSULTANTS

American Target Advertising™, Inc. (ATA)

Mark Loux, Senior Vice President
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Manassas, VA 20110
703-392-7676
Fax: 703-392-7654
mloux@americanarget.com
www.americanarget.com



In 1965 Richard Viguerie, with 12,500 Goldwater for President \$50+ donors, founded the world's first, ideological/political, direct marketing advertising agency and list company.

Today, the 12,500 conservative donors have grown to over 10,000,000. Our 80+ employees will mail 300 million postal letters in 2025-2026.

For over 60 years, Richard Viguerie and the world-class American Target Advertising marketers have raised 7.8 billion dollars and mailed 5 billion letters for traditional Judeo/Christian charities, colleges, right-of-center causes and candidates using our 10,000,000+ donor names.

Ascenta Group

Sarah Flis, COO
138 South 1st Street, Suite 110
Lindenhurst, NY 11757
917-744-0622
sarah@ascentagroup.com
www.ascentagroup.com



Nonprofit leaders rely on Ascenta to develop customized strategies that extend their reach in the communities and markets that matter most for their

causes. Through face-to-face fundraising, we engage community members, spread awareness and enroll new donors to make ongoing monthly contributions.

Ascenta understands the complexities of the donor lifecycle. We're committed to providing you with the people, data and technology required to lay a clear path to exceptional ROI and growth.

Call us today and find out how you can start growing your sustainer program in 2025!

CAPTEL

Phil Smith, CEO
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Alexandria, VA 22314
202-546-6874
Mobile: 202-841-1280
psmith@captel.net
www.captel.net



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CAPTEL is a national leader in telemarketing and direct mail for associations, nonprofits and political organizations.

The firm specializes in association PAC fundraising and membership development for the many of the Nation's leading professional and business associations.

CAPTEL also provides major donor and broad-based fundraising services for political organizations, public policy institutions and nonprofit organizations.

GIG

Jean Broaddus, Vice President
1320 Greenway Drive, Suite 100
Irving, TX 75038
312-882-6128
jean.broaddus@whatsthegig.com
www.whatsthegig.com



engaging people

At GIG, we are passionate about helping nonprofits achieve their fundraising goals. For over 20 years, we have been an industry leader in building and scaling effective face-to-face monthly giving programs through private/retail site and residential canvassing worldwide.

Contact our team of expert fundraisers to learn how to create a sustainable and predictable source of income that can fuel your mission and make a lasting impact!

Huntsinger & Jeffer, Inc.

Cheryl Martin, CEO
cheryl@huntsingerjeffer.com

Louise Moore, CFRE, President
louise@huntsingerjeffer.com



809 Brook Hill Circle
Richmond, VA 23227
804-266-2499
info@huntsingerjeffer.com
www.huntsinger-jeffer.com

Communication is the rhythm that meets needs, enriches lives, and helps us prosper. Since our founding in 1964, Huntsinger & Jeffer has mastered the art of impactful communication, partnering with nonprofit organizations and others to amplify their missions and create a world that's healthier, happier, and safer for all.

As fundraising partners, we'll amplify your mission, inspire action, and make a greater impact for all. Let's do more— together.

Impact Communications, Inc.

Kathy Swayze, CFRE, President
600 Massachusetts Avenue, NW
Suite 250
Washington, DC 20001
202-543-7671
kswayze@impactdc.com
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We think with you to develop campaign strategy and compelling creative for your direct response, mid-level, and gift planning programs. Impact Communications is here to help you change the world, one story at a time.

Integrated Direct Marketing

Michael Rooney, Principal
1250 Connecticut Avenue, NW
Suite 700
Washington, DC 20036
202-261-6587
Fax: 202-261-6589
mrooney@idm-dc.com
www.idm-dc.com



Integrated Direct Marketing is a full-service fundraising, marketing, and communications agency dedicated to helping nonprofits prosper and grow in today's challenging marketplace.

Let our experienced team help you successfully recruit new supporters while strengthening bonds with existing donors and activists.

Services include cross-channel strategic planning and analysis, message development, audience targeting, modeling, copywriting, graphic design, acquisition list planning, telemarketing management, and production.

MEGA, Inc. (Mary Elizabeth Granger & Associates, Inc.)

Kris Matthews, President
2112 Belair Road, Suite 4A
Fallston, MD 21047
410-842-1170
Cell: 410-458-7892
kris@maryegranger.com
www.maryegranger.com



With over 40 years of experience, MEGA delivers unmatched expertise in list brokerage, list management, and strategic consultation for nonprofits. From global relief, mission oriented, faith based, and health related charities, to consumer catalogues, MEGA empowers clients to reach and engage audiences effectively, driving results in direct mail campaigns.

Our Services:

- Audience Acquisition – Target & engage donors/members/buyer/subscribers.
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Discover how MEGA can elevate your next campaign. Contact us today!

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We can be your omnichannel consultants, moving past channel thinking to deliver your message wherever your donors are: to their mailbox, TV screen, mobile, computer, and beyond.

We have the top creative minds in the sector to create compelling campaigns for you. Our SimioCloud data and machine learning advantages mean you have the most effective audiences in acquisition and donor and can put donors on the journey to monthly, mid-level, and major donor giving.

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1955

- *Elvis Presley was the most famous singer and known as the "King of Rock and Roll".*
- *RCA Records paid \$35,000 to Sun Records for his contract.*

Political & Fundraising Lists

Eric Woolf, Managing Partner
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 White Plains, NY 10601
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Schultz & Williams, Inc.

L. Scott Schultz, President

Sarah P. Hartke, VP, Direct Response
One Penn Center at Suburban Station
1617 JFK Boulevard, Suite 1700
Philadelphia, PA 19103
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www.schultzwilliams.com/direct

Schultz & Williams

Schultz & Williams' Direct Response Fundraising—a mix of data-driven strategies and resonant creative for direct mail, email, social media and telemarketing—is the bedrock of every effective development program.

Through our Direct Response solutions, S&W helps nonprofits reach their fundraising goals by implementing high performance customized multi-channel campaigns, building membership programs, moving donors through a continuum of giving opportunities and cultivating support for mid-level giving, major gifts and planned giving.

The Delta Group USA, Inc.

Steve LeBlanc, President

1934 Old Gallows Road, Suite 350
Vienna, VA 22182
703-914-1266 x56
steve@deltagroup.info
www.deltagroup.info



A full-service direct mail agency located near Washington, DC. We specialize in fundraising and consulting to nonprofits and conservative political campaigns.

We develop cost effective direct mail program strategies for each client.

Our team consists of a network of highly skilled direct mail professionals with experience in copy, lists, analytics, print and data.



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MAILING SERVICES / LETTERSHOP / POSTAL LOGISTICS

Action Mailers, Inc.

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ddobbin@actionmailer.com

Danielle Dobbin-Santone, Client
Services Manager
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610-859-0500
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Action Mailers is a full-service lettershop and forms printer with over 50 years of experience serving the direct mail community.

Services include: forms printing & personalization all in one process using next generation Ricoh Digital Inkjet presses, plus high speed lasers for simplex and duplex imaging. Complete lettershop services with over 47 standard & jumbo inserters. Match mailing specialist, card, label & coin affixing, data processing, BMC/SCF drop shipments, commingling services and an on-site USPS facility.

Advanced Response Systems

Nick Reinking, VP, Sales & Marketing
13175 George Weber Drive
Rogers, MN 55374
763-201-9105
nick@advanced-response.com
www.advanced-response.com



ARS is a full-service direct marketing company, specializing in high volume print & mailshop production.

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AMi, INC.

Milton G. Olekson, President & CEO
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AMi offers high quality direct mail, fulfillment, conference support, and logistic services. Count on us for traditional print and mail options and advanced technologies including Print on Demand and Color Variable Digital Printing, which gives you the flexibility of customizing printed communications and managing inventory.

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- BMC/SCF drop shipping, & co-mingling service

Discover Bigeye See Better Results!

Damon Smith, CEO
703-966-7848 dsmith@bigeyedirect.com

Jake Brown, President
540-903-2083 jbrown@bigeyedirect.com
22469 Ladbrook Dr Sterling, VA 20166

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Bigeye Direct, Inc.

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22469 Ladbrook Dr
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BIGEYE D I R E C T

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Cultivated Clients

Mary Ann Ault, *Founder*

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www.cultivatedclients.com



Cultivated Clients provides authentic handwritten services (no technology – actual people, sitting at a table with a pen). All our mail is sent in a hand addressed envelope with a first-class postage stamp of your choice. Since all our services are completed by hand, we can easily handle unique fulfillment projects that need matched, assembled, inserted, and/or sealed by hand.

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David Padilla, *MCP, MDP, EMCW*
Chief Operations Officer
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Timothy Franklin, *Partner*
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Excel Mailing Services A FULL-SERVICE DIRECT MAIL PRODUCTION COMPANY Located in Frederick Maryland, organically grown beginning in March of 2005 with approximately 90 employees.

As a medium-size business, we continue to make investments in our team members, equipment, and technology to better assist our customers & valued partners.

Specializing in

- Data Processing
- Direct Mail Production- Print personalization and Fulfillment
- Inserting capabilities includes 10 x 13 and up to 16 pockets.
- Match mailings with fully integrated camera systems
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Fulfillment House Inc.

John Lawlor, *CEO*
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703-707-8844
 jlawlor@fhinc.net
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Serving the Direct Mail Industry for over twenty years, Fulfillment House, Inc. has the experience to manage all of your direct mail marketing and fundraising campaigns. FHI provides high quality on-site data processing, printing, laser and inkjet personalization, labels, bindery, machine and hand-work, including high speed inserters with Read Write technology and up to 10x13 inserting.

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INTEGRAM

Expedited Communications

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 awood@integram.com
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L & E Meridian

Scott Bobowick, *Executive Vice President*
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 sbobowick@l-e.com
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L&E | Meridian

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For over 38 years, L&E Meridian has been at the forefront in our industry offering professional services in high-volume data processing, digital printing and mail. We specialize in variable print applications, fulfillment, mailing services and project execution. We consistently strive to meet and exceed expectations and stay ahead of the curve in technology and services.

Services Offered:

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- Digital Color Printing
- Envelope Printing
- Mailing Services
- Real Pen
- Full Production
- Data Services

Let's Work Together.

LS Direct

Tim Mooney, *Director, Marketing Services*
 4 Suffern Place
 Suffern, NY 10901
303-886-0871
 tmooney@lsdirect.com
 www.lsdirect.com



LS Direct is the leader in digitally driven direct mail. Our dynamic marketing technology provides the ability and speed to send highly personalized, intent-driven programmatic direct mail to convert prospects and website visitors, retain and reactivate donors and increase sustainer giving.

We help our clients drive donor and constituent conversion and achieve proven incremental ROI at every stage of the donor journey. We are the trusted one-stop partner for predictive analytics, printing, mailing, and business intelligence.

1955

Arco, Idaho became the first city in the world to be lit by nuclear power.



MailSmart Logistics

Debbie Sylvester, Vice President, Sales
 7160 Columbia Gateway Drive
 Suite 300
 Columbia, MD 21046
302-545-1629
 debbie@mailsmartlogistics.com
 www.mailsmartlogistics.com

MailSmart Logistics

We deliver. Your results.SM

MailSmart Logistics offers consistent, predictable mail delivery at a significantly lower cost – and it's easy for you. We take charge of your mail at your lettershop, managing to your schedule, verifying quantities and mail details. Then we deliver it deep into the USPS mail stream, eliminating several steps. Our postal optimization analysis determines the best rate and delivery method for each mailing to maximize your savings. We help you save even more with USPS Promotions discounts when commingling. Our MailTracker tool offers free mail tracking for both your outbound and inbound mail.

Our expert team can manage all your postal logistics needs including commingling (marketing mail, first-class letters, flats and marketing mail parcels), drop shipping (ideal for large mailings and mailings concentrated in regions), LTL/Less-Than-a-Truck-Load Mailings (for smaller, time-sensitive mailings concentrated in regions), and hybrid solutions. We partner with nonprofits, agencies and directly with printers and lettershops.

As an independent, employee-owned company, we advocate for our clients every day. We manage the mail for over 1,000 organizations and look forward to working with you!

Start taking control of your postal budget and mail delivery now with MailSmart Logistics. Contact us today.

Moore

Gretchen Littlefield, CEO, Moore
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888-249-6408
<https://wearemoore.com/contact-us/>
www.wearemoore.com



Moore provides end-to-end services for your direct mail production, including envelope manufacturing, conventional and digital printing, complex camera matching, card affixing, handwork, lettershop, and commingling.

We do full-service lettershop services, including standard and high-speed inserting, state-of-the-art inkjet and camera matching, commingling, card or coin affixing, labeling, stamping, and metering.

MWI Direct

Mike Huddleston, National Sales Representative
 4900 Superior Street
 Lincoln, NE 68504
402-464-7711
 Cell: 402-610-0835
 mike.huddleston@mwidirect.com
www.mwidirect.com



For over 30 years, MWI Direct has been a trusted and valued partner providing clients with direct mail execution. Our range of equipment, from cut sheet to web and conventional to digital, enables us to handle all your direct mail programs. Centrally located in the Midwest for economical mail distribution.

Commitment and partnership with our customers are the hallmarks of our business. We look forward to partnering with you.

NMG Corporation/NMG Mailers

Tom Gibson, VP, Sales & Marketing
610-496-3776
 tgibson@nmgcorp.com

Travis Eldridge, Director, Business & Development
215-778-3365
 teldridge@nmgcorp.com

NMG Corporation
 300 Old Mill Lane
 Exton, PA 19341
800-484-4624
www.nmgcorp.com

NMG Mailers
 901 Tryens Road, Unit 2
 Aston, PA 19041



NMG is turning 43 in 2025! We are a full-service commercial print and mail operation located just outside of Philadelphia, PA. NMG has built a team of experts in all areas of the mailing process. Our expertise is in all facets of direct mailing, including printing, personalizing, and mailing.

We will lighten the load for your production team, allowing your team to be more effective. Let us partner to help you and your clients by delivering your marketing message more effectively.

Pitney Bowes Presort Services

Chad West, General Manager
 Marketing Mail Operating Center
 42 Runway Road
 Levittown, PA 19057
215-946-2863
 chad.west@pb.com
 www.pb.com/us/presortservices

Paul Clay, General Manager
 First-Class Mail Operating Center
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paul.clay@pb.com

Keith Gallant, Major Account Executive
 keith.gallant@pb.com

J.R. Caine, Major Account Executive
 james.caine@pb.com



Pitney Bowes Presort Services is the largest workshare partner of the USPS®, helping mailers of all sizes capture postage savings while simplifying the complexity of sending mail. We process 15+ billion pieces of mail annually in 33 sortation facilities across the United States. Our product offerings include First Class Mail® Letters and Flats, Marketing Mail® Letters and Flats, and Bound Printed Matter.

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SMS Direct

Ben Kuniholm, Account Executive
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703-392-0123 x220
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We love what we do at SMS Direct. Our passion, experience, and meticulous quality control process have created a thriving business existing for over 40 years. SMS Is a full-service mail shop offering print, data, personalization, and lettershop services.

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The Production Management Group, Ltd.

Jaime Grams, *SVP, Business Strategy*

7160 Columbia Gateway Drive

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410-290-0667

jaime.grams@pmgdirect.net

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PMG is an independent, employee-owned company providing full-service direct mail production management to nonprofits and agency partners.

Our team of seasoned production experts handles everything from initial planning, campaign execution, printing, data processing and mailing services to postal logistics and reporting. Our extensive network of carefully selected, high quality suppliers are ready to meet each client's unique needs. Our data hygiene, data processing, merge and analytics services are offered in-house, providing you with an exceptional level of quality control and responsiveness. Our postal optimization services reduce postal costs, provide consistent, predictable mail delivery and offer free outbound and return mail tracking. We help you save even more on postage (often lots more!) by managing your USPS Promotions discounts – we handle all the details for you. We also provide regular updates and guidance to clients on environmental sustainability trends, innovations and investments across our network of supplier-partners.



1955

Bozn:

- *Kevin Costner*
- *Bill Gates*
- *Laurie Metcalf*
- *Steve Jobs*
- *Billy Bob Thornton*
- *Whoopi Goldberg*
- *Willem Dafoe*
- *Reba McEntire*
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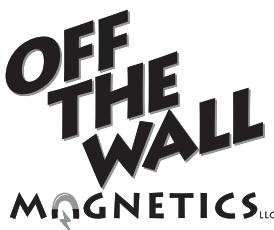


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Russell Hartung, Vice President

267-614-6549
Russell@gotoOTO.com

Richard Hartung, Vice President

267-614-7003
Richard@gotoOTO.com



We are a family-owned promotional products company specializing in front and back-end premiums for the fundraising market. Our emphasis is to develop products that are packaged for machine insertion.

Partnering with suppliers all over the world, we have quite the diverse portfolio, including magnets, static cling labels, rosaries, ornaments, etc.

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Osborne Coinage

Ken Shaner, *Director, Sales*
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Cincinnati, OH 45225
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Custom coins increase open rates and foster an emotional connection with your donors, thus increasing response rates. Osborne Coinage offers a wide variety of coin sizes, metals, and finishes, plus quick turnaround due to our in-house creative and production teams. All of our coins are proudly made in Cincinnati, OH from only U.S. sourced metals.

Ventura Associates International LLC

Marla Altberg
494 Eighth Avenue, Suite 1700
New York, NY 10001
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Ventura is an award-winning direct marketing and sales promotion agency specializing in the design and execution of highly responsive consumer engagement and activation strategies and tactics, including results-generating online and offline games, contests and sweepstakes.

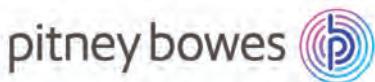
Our customers include Fortune 500 marketers -- as well as their advertising, promotion and consulting agencies -- in the packaged goods, publishing, direct mail, nonprofit, entertainment, retail and financial services arenas. Call or email for information on Ventura's custom and cooperative turnkey solutions; and let us put over 40 years of experience to work for you.

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1955

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Bradley Graphic Solutions

John Caliendo, *Director, Sales & Marketing*
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 johnc@bradleygraphics.net
 www.bradleygraphics.net



Bradley Graphic Solutions is a family owned and operated business for over 43 years, located just outside of Philadelphia, Pennsylvania. Very close to FMI and Action Mailers.

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CP DIRECT

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Austin Waterman, Chief Commercial Officer
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For over 20 years, CP Direct has supplied a full range of direct mail printing services to agencies, lettershops, and other national direct mailers. We produce over 12 million pieces every day for Acquisition, Appeal, Renewal, and other direct mail packages.

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Four Star Printing

Bruce Ehlert, President
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703-661-0210
 info@fourstarprinting.com
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Four Star Printing is a full-service commercial printer that specializes in quick turnaround for small to medium run lengths. For over 35 years we have served direct mail, production and mailing companies with our "can do" attitude. Our experienced production team works diligently to produce quality work that is delivered on time.

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OUR VISION STATEMENT

At Hub Labels, we are committed to delivering exceptional experiences for our customers and employees while making a positive impact on our community, environment, and industry.

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NMG is turning 43 in 2025! We are a full-service commercial print and mail operation located just outside of Philadelphia, PA. NMG has built a team of experts in all areas of the mailing process. Our expertise is in all facets of direct mailing, including printing, personalizing, and mailing.

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PLANET DIRECT

Ryan Gutman, President
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1955

- *Los Angeles hit 110 degrees, an all-time record.*
- *One foot of hail fell in Rushmore, Minnesota.*
- *20.33" of rain fell in one day in Axis, Alabama.*
- *Twisters destroyed most of Udall, Kansas and Blackwell, Oklahoma.*

PXI Corp

Megan Schaefer, *Project Manager*
21 Warehouse Road
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mschaefer@pxicorp.com
www.pxicorp.com



From humble beginnings as a two-person copy shop in 2002, PXI has grown into a powerhouse with 50 employees and numerous service offerings. We have offset and digital printing, custom envelope manufacturing, direct mail services, apparel decorating, promotional products, and wide-format printing. We excel at blind match insertions for runs up to 200,000 and fast turn political mail campaigns.

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1955

- *Gumby, Mr. Potato Head, Barbie, and Hula Hoops* were popular toys.
- *Scrabble, the board game, debuted.*





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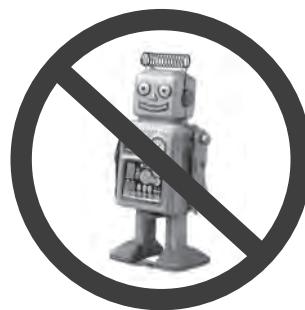
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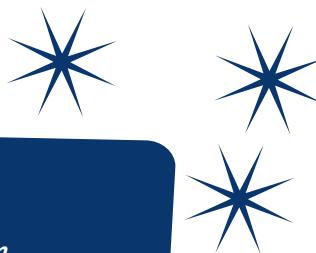
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1955

- *Disneyland opened in Anaheim, California. Ticket price was one dollar.*
- *The first McDonald's restaurant opened in Des Plaines, Illinois. French Fries cost 10 cents.*



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1955

- *The Marlboro Man campaign was likely the most powerful—and most controversial—brand image of the 20th century. Marlboro recorded sales of \$5 billion.*
- *De Beers launched their "A Diamond is Forever" slogan. It became the most recognized slogan of the 20th century, and some ninety percent of all Americans know it.*

INDEX

A Direct Solution	39	Diamond Envelope Corporation.....	28
Action Mailers, Inc.	Mailing Services/Lettershop/	Direct Creative, Inc.	7
	Postal Logistics Divider, 53	Direct Mail Processors, Inc.	5, 31
Acuity Integrated Marketing	39	Direct Mail Works.....	34
Advanced Response Systems	27, 33, 53, 61	Dupli.....	28, 31, 62
AKwire	11	Eagle Mailing, Inc.	Table of Contents Divider, 34, 54
Allegiance Group.....	19, 21, 39, 73	EdgeMark Partners.....	35
Allied Printing Resources.....	27, 61	Eidolon Communications.....	42
American Mailing Lists Corporation (AMLC)	15	EngageUSA.....	5
American Target Advertising, Inc. (ATA)	3, 7, 39, 49	EPACO Direct, Inc	16
AMH Print Group	28	Excel Mailing Services.....	29, 35, 54
AMi, Inc.	Inside Back Cover, 31, 53	Faircom New York.....	42
AMS Experts	11, 19	Four Star Printing.....	62
Ascenta Group.....	40, 49	Freedom.....	35, 63
Avid.....	Data Providers/List Brokerage & Management/Cooperative Database Divider, 11, 19	Fulfillment House Inc.	35, 55
Barry Cox, Copywriter	7	GIG	49
Belardi Wong.....	15	GivingDNA	12, 19
BIGEYE Direct, Inc.....	33, 54	Global New Beginnings, Inc.	59
Blakely	40	Grantmail Direct Marketing, Ltd.	59
Bradley Graphic Solutions.....	33, 62	Greater Giving	42
Bulletproof.....	7	Hampshire Label - NJBF	63
CAPTEL	3, 40, 49, 71	Harrington Agency	21, 42, 43
Care2	15, 21	Hub Labels, Inc.	63
CELCO	11, 15	Huntsinger & Jeffer, Inc.	42, 50
Civic Shout.....	16, 21	Huntsinger & Jeffer List Services.....	16
Concord Direct	40, 41	Impact Communications, Inc.....	7, 50
CorePro Data Direct	Data & Analytics Divider, 11	INTEGRAM.....	55
CP Direct.....	Printers (Including Specialty)/	Integrated Direct Marketing.....	3, 21, 43, 50
	Direct Mail Production Divider, 62	K2D Strategies	3, 43
Cultivated Clients	54	Kenmore Envelope.....	29
Data Axle	16	L & E Meridian	Fulfillment Services Divider, 12, 36, 55
DaVinci Direct	40, 41	Lautman Maska Neill & Company	44
DCM, Inc.	71	LS Direct.....	12, 22, 55

INDEX

MailSmart Logistics.....	Inside Front Cover, 56	Political & Fundraising Lists, LLC	17, 51
Mal Warwick Donordigital.....	44	Print Mail Communications, Inc.	57
MAR Graphics	31, 63	PXI Corp	67
MarkeTeam, LLC	12, 13, 44	RKD Group	46
Mark X.....	36	RMI Direct Marketing	18
Marketing Card Technology	36	Royle Printing	67
Marketing General	44	RRD Marketing Solutions.....	37, 68
McCourt Label Company.....	64	RWT Production.....	37
MDI Imaging & Mail.....	36	Sanky Communications, Inc.	51
Media Reactions, Inc.	25, 45	Saturn Corporation.....	14
MEGA (Mary Elizabeth Granger & Associates, Inc.)	16, 50	Schultz & Williams, Inc.	8, 23, 47, 52
Membership Cards Only	64, 65	Sepire, LLC.....	38, 57, 68
MMI Direct / General	13, 22	Sisk Fulfillment Service.....	32
MMI Direct / List Fulfillment	17	SMS Direct.....	57
Moore	8, 13, 17, 20, 22, 25, 29, 37, 45, 50, 56, 59, 64	Streamworks	23, 38, 47
Moore RMG.....	6	Sue Curran Design	9
MVP Press.....	64	SupremeX.....	29
MWI Direct	37, 56	The Alliance of Nonprofit Mailers.....	4
Names in the News	17	The Delta Group.....	4, 52
National Graphics, Inc.	65	The Engage Group	23
NEWPORT ONE.....	8, 45, 51	The Lukens Company	23, 47
NEXT List Company	17	The Production Management Group.....	Back Cover, 38, 58, 68
Nexus Direct.....	4, 8, 14, 22, 45, 51	Tidewater Direct	69
NMG Corporation/NMG Mailers	56, 66	TrueSense.....	47
NNE Marketing	46	Ventura Associates International LLC.....	60
Nova Label Co., Inc.	66, 67	VeraData	14
O'Brien Garrett	46	Wiland.....	14
Off The Wall Magnetics.....	59		
One To One	59		
Osborne Coinage.....	60		
Pitney Bowes	57		
Planet Direct	Full-Service Direct Mail Production Operations Divider, 37, 57, 66		



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