

THE DMA'S 2005 STRATEGIC PLAN AT-A-GLANCE

DMA Vision

The DMA will represent the entire Direct Marketing Community across the complete, end-to-end, Direct Marketing Process, in order to create the most attractive market space for all participants.

The DMA's new vision is inclusive and outward-looking: It focuses not just on current membership, but potential members as well — ultimately we are concerned about the welfare of anyone who uses DM techniques or makes purchases or donations in response to them.

DMA Mission

The Mission of The DMA is to expand the convergence zone of the Direct Marketing market space in order to maximize the long-term economic interests of its members.

The convergence zone is the “sweet spot” where marketers, suppliers and end customers meet — a market space often influenced by public policy. Our mission is to expand this zone — currently worth trillions of dollars in sales and donations, and enjoyed by 2/3 of the US adult population — by making it even more attractive to both participants and non-participants alike.

DMA Strategy

1. Create value propositions that attract the full spectrum of participants in the Direct Marketing Value Chain
2. Advocate for a convergence between:
 - A) Organizations' ability to communicate offers
— *And* —
 - B) Customer/Donor (current or prospective) Choice and Preference

1. Today, any organization in the economy's value chain may adopt direct marketing techniques, but not all organizations use them with equal intensity. Our research showed that the level of intensity of DM usage affects how marketers prioritize their need for The DMA's traditional program offerings: political representation, educational opportunities, networking, and research. The DMA will create a “bigger tent” for the industry by tailoring programs to what different marketers are most interested in.
2. Advocacy will remain at the heart of what we do — we will work to build an industry-wide “bridge of trust” between marketers and their customers, prospects, and donors so that organizations can continue to communicate relevant and valuable offers.

Strategic Goals

1. Increased Excellence of DM Among All Members
2. Enhanced Customer/Prospect/Donor Trust and Choice
3. More Direct Marketing Within All Verticals
4. Expanded Awareness of DM Benefits In All Constituencies
5. Increased Direct Marketing in all Intensity Segments

By turning the Strategic Goals into operational goals and plans, the benefits of this approach will be significant, concrete, and measurable over the next few years.