

Special Events

Networking Reception
 Thursday, March 1, 2012 | 5:00 P.M. – 6:30 P.M.
 Renaissance Washington, DC Hotel

Make connections that last ...

Meet with thought leaders, industry experts and colleagues at the DMA Nonprofit Federation's **Networking Reception**. You'll meet new faces, share ideas, and have loads of fun at this crowd-pleasing event. Sign-up early as this popular event sells out quickly.

Separate registration is required and you must be a registered conference attendee to participate.

Max Hart Award
 Friday, March 2, 2012 | 12:00 P.M. – 1:30 P.M.

And the winner is ...

Experience the Max Hart Nonprofit Achievement Award presentation LIVE. This annual award recognizes career accomplishments by an exceptional fundraising professional with a track record of service, leadership, innovation and integrity. Don't miss it!



Mentoring Program

Need a little coaching?

In this rocky economy, who wouldn't? Sign up to meet with a seasoned pro during one-to-one mentoring sessions at the conference. You'll get expert advice, as well as a fresh perspective of your career. To sign up for this special program, please contact Jenny Abreu, CMP at jabreu@the-dma.org.

Join the DMA Nonprofit Federation Today and Save!

Gain valuable insight and influence in today's rapidly changing fundraising environment. The DMANF works tirelessly to keep you up-to-date on critical issues and industry trends that affect nonprofits that use direct and interactive marketing.

Membership benefits include:

- professional education
- networking opportunities
- advocacy in postal, regulatory, legislative, and accountability issues



Non-Members who join the DMA Nonprofit Federation and pay their membership fees at the time of conference registration will receive an additional \$100 off the Nonprofit Federation Member registration rate.

To join or for more information, contact Alicia Osgood, Member Services Manager, at 202.861.2427, via email at aosgood@the-dma.org or visit www.nonprofitfederation.org.

Register now at www.nonprofitfederation.org

Save Up to \$100! Register Now and

March 1-2, 2012
 Renaissance Washington, DC Hotel
 2012 Washington Nonprofit Conference

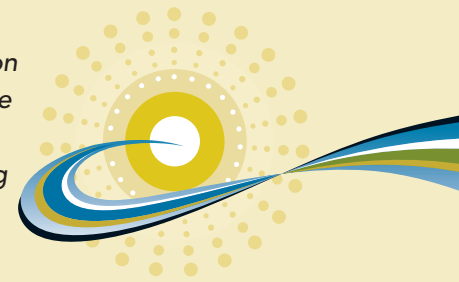
Fresh Tracks... Ideas. Analytics. Results.

Fresh Tracks... Ideas. Analytics. Results.
 2012 Washington Nonprofit Conference
 March 1-2, 2012 | Washington, DC

Infuse your fundraising with fresh ideas!

Learn the latest on:

- Acquisition and Retention
- Groundbreaking Creative
- Effective Testing
- Multichannel Fundraising
- Database Analytics
- And More!



Take advantage of the early bird discount and register now at www.nonprofitfederation.org!

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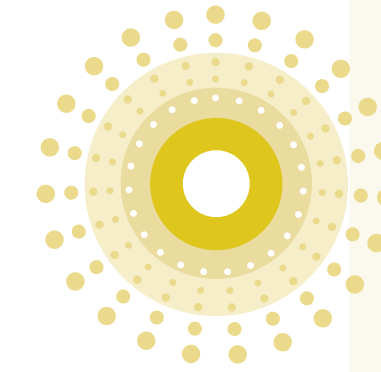


DMA
 NONPROFIT FEDERATION
 DMA Nonprofit Federation
 1120 Avenue of the Americas
 New York, NY 10036-6700

- Route to:
- Fundraising Manager/Director
 - Development Manager/Director
 - Marketing Manager/Director
 - Account Manager/Director

PRSR STD
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Need fresh ideas to make your fundraising stand out?



Look no further. The 2012 Washington Nonprofit Conference is packed full of innovative strategies, novel ideas, and tested techniques to give you the edge you need in this competitive and turbulent landscape.

Through innovative and informative sessions, you'll learn best-in-class strategies to raise the level of donor engagement and, ultimately, increase donations.

You'll take-away actionable solutions to challenges from sessions, such as:

- Follow that Donor! How to Succeed with Digitally-Driven Multichannel Donor Stewardship
- 25 Proven Monthly Giving Tools and Ideas Packed in 50 Minutes
- Grassroots Fundraising
- I Think I Can...I Know I Can: Beating a Long-Standing Control Package
- Audience Development Strategies to Maximize Performance and Lower Costs
- Acquisition: What's Working in this Difficult Environment?
- And more!

Don't miss it—this two-day event is filled with rich educational content (including senior-level sessions), networking opportunities, mentoring and more! Hone your skills, gain valuable insights from leading fundraising experts, and bring back the take-aways you need to grow your fundraising program.

Register now at www.nonprofitfederation.org!

"... these shows cover a variety of topics, adhere to strict standards of conduct and include real actionable content that can be taken away and tested in your own programs."

Diana Estremera, Senior Vice President, Infogroup/Nonprofit
Kim Walker, Director of Direct Mail, Memorial Sloan-Kettering Cancer Center

A Special Thank You to Our Conference Planning Committee:

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Angie Moore
 Merkle

Polly Papsadore
 LW Robbins

Kim Walker
 Memorial Sloan-Kettering
 Cancer Center

COMMITTEE MEMBERS

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 National Wildlife
 Federation

Olga Woltman
 Special Olympics

2012 Washington Nonprofit Conference Program



THURSDAY, MARCH 1, 2012

9:00 A.M. – 10:00 A.M. — Keynote Presentation

10:15 A.M. – 11:15 A.M. — Concurrent Sessions

Follow that Donor! How to Succeed with Digitally-Driven Multichannel Donor Stewardship

Get answers to your burning digital and multichannel questions like: what should I do when my direct mail donors venture online? How can I optimize my website for fundraising? How do I engage different kinds of constituents online and offline?

Engaging Donors with Powerful Story-Telling

Hear several case studies of compelling stories that show donors how they are making a difference. Learn how stories can welcome, cultivate, renew and upgrade donors and deepen their relationship with your organization. Tried and true story-telling techniques will be shared.

The Multichannel Boost: Where to Focus Next for Success

Get up to speed on the next generation of multichannel integrated marketing. You'll learn how to reach and engage constituents now and in the future. Hear the best strategies, tips, and techniques. This session is great if you're already on the multichannel track or just starting out.

25 Proven Monthly Giving Tools and Ideas Packed in 50 minutes

You'll hear from experts in direct mail, email, and telemarketing who work with sustainer programs large and small. Where do you start? How do you build and continue to grow? How do you re-energize your program? Learn 25 practical ideas to help you generate revenue for many years to come.

11:30 A.M. – 12:30 P.M. — Concurrent Sessions

20 Big Direct Marketing Ideas for Small Nonprofits

Strategies and tactics that have a huge impact: program strategy, audience segmentation, creative, offers, testing, multichannel integration, production ideas and more. Specifically designed for smaller organizations.

Acquisition: What's Working in this Difficult Environment?

If you're struggling to acquire new donors, members, or supporters – and who isn't? – find out the newest, proven techniques that can raise response, raise the initial gift amount, and improve the long-term value of your new supporters.

More Social Media!

Find out how to grow and maintain meaningful relationships with donors and constituents through social media. See proven strategies for building and monitoring conversations and learn innovative techniques for engaging your audience on an ongoing basis. Understand how to define your social media goals and use social analytics tools to measure your success.

Creative 101 (Or, How to Improve Your Acquisition Results Overnight)

More than just a run-through on various mailing package approaches, this session will present options for list rentals and exchanges that can maximize your usage and minimize your costs, databases of potential supporters from other nonprofits, commercial mailers, or demographic sources that can increase your mailing universe, substitution of lapsed recapture for new donor acquisition, purchasing opportunities to lower costs, acquisition optimization modeling, and enhanced mailing package techniques.

12:45 P.M. – 1:45 P.M. — Luncheon Roundtable Discussions

2:00 P.M. – 3:00 P.M. — Concurrent Sessions

So, They Want Me to Raise \$1,000,000 on Facebook...

And of course, what does social networking have to do with it all?

New Industry Data: Understanding Satisfaction with the Donor Experience

Be the first to see the results of this groundbreaking study that blends direct constituent research on satisfaction with the giving experience of four health charities with the actions and engagement of those constituents. You will hear about the primary drivers of positive and negative experiences and how improvement in these areas equate to increased retention, donations and overall constituent value. You'll also learn how this information can be used to prioritize marketing investment for the greatest gains within specific donor segments.



Grassroots Fundraising: 8 Things Big Nonprofits Can Learn from Smaller Nonprofits

What are smaller nonprofits doing to stay competitive in this challenging economic environment? Join us as we share 8 proven, but not-so-obvious strategies that smaller nonprofits are rolling out, while larger ones often overlook—from managing online silos, to improving onsite conversion rates with simple engagement tactics, to multichannel integration that improves the bottom line. So, whether you are a small or large organization, you will not want to miss this session!

The Physics of Phundraising: Motion, Energy and Making Money

Physics can be defined as the general analysis of nature and helps explain how the universe behaves. Included in that universe are people—and those people are our donors and prospects. Learn how basic principles of physics such as Newton's First Law of Motion and the Path of Least Action can help improve your direct marketing efforts. Don't miss this Phun session!

3:00 P.M. – 3:30 P.M. — Networking Break

3:30 P.M. – 4:30 P.M. — Concurrent Sessions

Direct Mail SMACKDOWN – Premium vs. Non-Premium

A knock-down, toe-to-toe discussion on the biggest question out there – "premium vs. non-premium" fundraising strategies. Learn how premium and non-premium programs impact your donor base and your ROI. Find out how to target the right premium to the right donor and prospect. Explore "mission-based" premiums vs. freemiums. Learn how to effectively convert premium-acquired donors.

Turning Social FUNraising into Solid FUNdraising

For non-profits, social media channels present a unique opportunity to turn funraising into fundraising. In this session, organizations will glean techniques for driving ROI and donations. The panel will share proven approaches to manage internal resources effectively in order to achieve organizational objectives. The takeaway will be the ability to maintain a compelling and engaging experience for your friends, fans and followers without losing sight of fundraising goals.

Groundbreaking Creative: "Wow, I Wish I'd Thought of That!"

Join three top Creative Directors as they dissect and analyze today's best creative fundraising ideas. And here's the catch: they cannot talk about their own work! They will identify, present and discuss fundraising campaigns, packages and e-appeals from their peers that they find impressive.

Organizational Group Hug...Breaking Down the Silos in Your Organization

A must attend session for fundraising, marketing, and IT leaders. In today's goal driven culture, individuals and individual departments need to collaborate to reach success. Come hear our panel of experts share how they have successfully broken down silos and implemented systems in an effort to achieve their organizational goals.

FRIDAY, MARCH 2, 2012

8:45 A.M. – 9:45 A.M. — Concurrent Sessions

I Think I Can...I Know I Can: Beating a Long-Standing Control Package

The performance of Amnesty International USA's acquisition control package (versions of which had been mailed for over 20 years) had been waning, and the effects were particularly acute when the recession hit. Dozens of packages had been tested for years, but none were declared a winner. During this session, you'll learn how Amnesty, in partnership with its consultant partner, turned it all around by rethinking package size, format, copy, art, and analytics—creating a package that increased response by over 50%.

Your Direct Mail File is Getting Older – That's a Good Thing!

Many organizations fear the aging of their donor file—but they shouldn't. As older donors cut back on their annual giving, many charities stop giving them attention, and focus instead on new younger donors to replace them.

But, to ignore the older donors could be a very costly mistake. The average value of a bequest is about \$50,000, and now is the time your donors are deciding who will get it. This session will show you not only how to be the one named in the Will, but also how to maximize your donors' current giving at the same time.

Maximizing Mobile in Multichannel Fundraising and Marketing

Mobile comprises channels such as SMS, MMS, Web, applications, bar codes, and mobile commerce. Understand the ins and outs of each channel. Learn how to use bar codes in direct mail, web, and outdoor media. Get tips for creating a mobile-friendly, sticky website and find out why mobile apps make sense for nonprofits. Learn how to create a multichannel mobile marketing and fundraising strategy that drives results.

New Horizons in Analytics

Direct marketing practitioners have been using testing, modeling, and other staples of database marketing for decades. Recently, some institutions have taken these methods and applied them to new questions in fundraising, like the identification of major gifts prospects, testing in-person fundraising strategies, the evaluation of regional programs, and forecasting. Kate Chamberlin and Kim Walker of Memorial Sloan-Kettering Cancer Center will walk you through their program, describing both independent projects that impact strategy across Development, and the cross-pollination between the analytics program and the dynamic direct mail program that forms the Center's philanthropic base.



10:00 A.M. – 11:00 A.M. — Concurrent Sessions

Will They Stay or Will They Go—Understanding Donors and Their Decisions

Understanding your donors and their decisions is key to growing and retaining your donor base. See how other organizations are harnessing the power of quantitative research to develop strong retention and activation programs. Walk away with some key questions that you should be asking your donors to make the most of your own direct marketing campaigns.

United Way: Mobilizing the Power of Women

For more than a decade, United Way has been specifically cultivating women as donors. As United Way's most successful affinity group, United Way Women's Leadership Council mobilizes the power of 50,000 women in more than 130 communities, focusing on the critical issues of education, income, and health, raising more than \$132M annually. And despite the economic turmoil of the past three years, this segment continues to be an engine of growth for United Way's mission. Learn key strategies for building your women's philanthropy program from staff and volunteers who have built this movement.

Prospect Audience Development Strategies to Maximize Performance and Lower Costs

As prospecting universes continue to shrink and costs increase, nonprofits have found it more difficult to acquire donors cost effectively. The "arms race" of adding more freemiums to acquisition offers has only stabilized donor file sizes, not grown programs. How then do we acquire donors more effectively in this contracting and competitive environment? This session will help you understand the landscape and how your market share compares, as well as hear how some nonprofits are incorporating new audience development strategies.

11:15 A.M. – 12:15 P.M. — Concurrent Sessions

Real-life Multichannel Fundraising Stories

The National Law Enforcement Officers Memorial Fund team leads this informative session chock-full of multichannel success stories and lessons-learned, including direct mail, telemarketing, mobile, social media, and events. Get an inside look at the strategy, creative, timing, integration, and results of several campaigns.

Telemarketing: The Who, What, When, Where and How Guide

Learn how St. Jude Children's Research Hospital is effectively using telemarketing in many facets of its fundraising program. Hear several case studies regarding audience, strategy, integration with other channels, creative/scripts, and results.

Brave New Multichannel World

You stopped using cassette tapes decades ago. You shop online for everything from granola bars to the sofa in your living room. So isn't it time to bring your measures of success into this century? It's not so easy. This panel will discuss what we know about multichannel giving, what indicators we should pay close attention to, and the challenges of the multichannel world.

12:30 P.M. – 1:30 P.M. — Max L. Hart Award Luncheon

1:45 P.M. – 2:45 P.M. — Concurrent Sessions

Unlocking the Key Metrics of Multichannel Fundraising

How do you really judge the strength of your program? What are the most urgent needs and opportunities for improvement? Get the essentials you need to know to analyze your donor file and take action on your findings. Learn how to interpret direct mail, online, and integrated performance metrics with confidence, and develop data-driven strategies to boost your results.

Fundraising in a Presidential Election Year: How to Compete for Attention and Dollars

The race for the presidency is underway. Primary contests have begun and political fundraising and advertising is intensifying. How does your organization compete for funds, resources, and attention when the candidates and political committees are expected to raise record amounts of funds and the media is increasing its focus on the November elections?

Mid-level Programs: Proven Strategies for Upgrading and Retaining Your Best Donors

Learn how to conduct a mid-level program audit to uncover the best opportunities for growth. Using case studies, this session will cover audience selection, contact strategy, giving levels, benefits, effective messaging and creative techniques to boost response, acknowledgement strategy and program promotion.

3:00 P.M. – 3:45 P.M. — Session

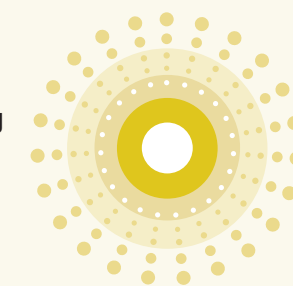
The Final Word: The Best Conference Takeaways!

Don't miss the final word and conference wrap-up. You can only attend one session at a time, so come hear the big ideas you missed from a panel of fundraising experts who have attended and analyzed each session. Go back to work armed with ALL the big ideas from the conference!

For a full description of sessions, visit www.nonprofitfederation.org.

Registration

Online: www.nonprofitfederation.org
Phone: 212.790.1500
Fax: 212.302.7643
Mail: DMA Customer Service
 1120 Avenue of the Americas
 New York, NY 10036-6700



(Please make checks payable to DMA Nonprofit Federation)
 [Download registration form from www.nonprofitfederation.org]

Pricing

	Early Bird (By 1/20/12)	Regular (By 2/29/12)	On-Site
Conference Fees			
Nonprofit Federation Member	\$529	\$529	\$579
DMA Member	\$649	\$679	\$699
Non-Member	\$779	\$829	\$879
Networking Reception			
Nonprofit Attendee	\$25	\$25	**
Commercial Attendee	\$40	\$40	**

** You must be a conference attendee to attend the networking reception. Please sign up by February 29, 2012, as registrations will not be taken on-site.

SPECIAL GROUP DISCOUNT FOR NONPROFIT ORGANIZATIONS

Take advantage of the special group rate of \$499 per person when three or more from your nonprofit organization register for the conference at the same time. For more details, visit www.nonprofitfederation.org.

Transfer & Cancellation Policies

Please visit www.nonprofitfederation.org for full registration policies.

Sponsorship Opportunities

Sponsorship and advertising opportunities are still available. Contact Jenny Abreu, CMP at jabreu@the-dma.org.

Conference Venue

Renaissance Washington, DC Hotel
 999 Ninth Street, NW
 Washington, DC 20001



Room rate: \$249 single/double

For reservations, please contact onPeak at 866.221.3427 or visit www.nonprofitfederation.org. Offer expires 2/10/12.

Commitment to Customer Choice

If you are receiving multiple mailings, have updated contact information, or wish to modify mail preferences, please contact DMA Customer Service at 212.790.1500. Note that amendments can take up to 6 weeks to take effect.

Register now at www.nonprofitfederation.org