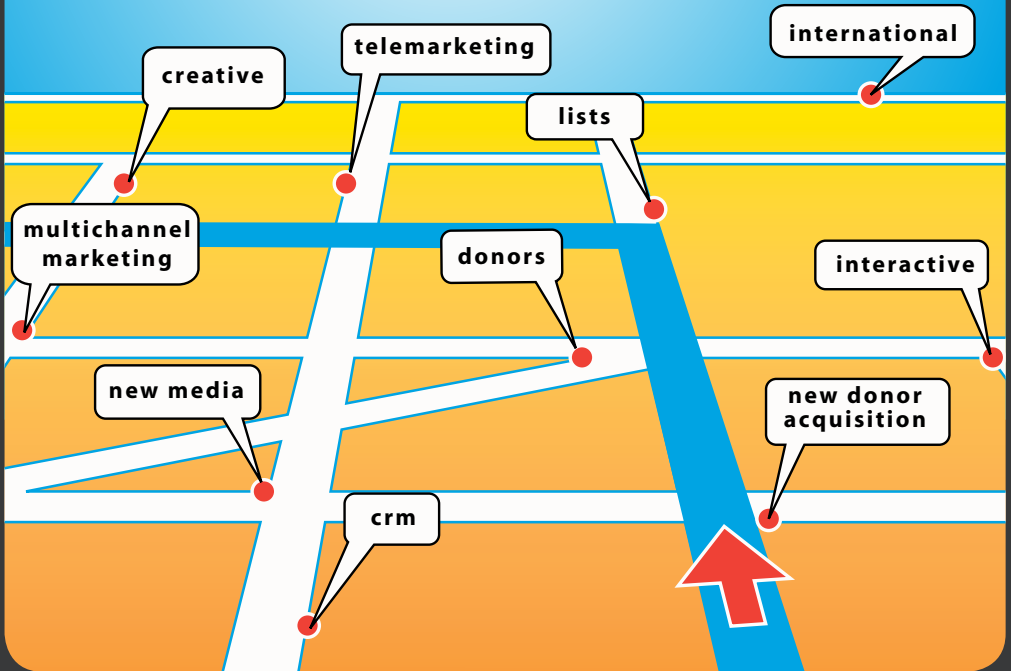


Register by
7/7/09 and
SAVE UP TO
\$100!

2009 NEW YORK NONPROFIT CONFERENCE

August 12 – 13, 2009

The Waldorf=Astoria | New York, NY



**Navigating Through the Present
and Into the Future:
FUNDRAISING 2.0**

www.nonprofitfederation.org



Dear Colleague:

The fundraising landscape is changing significantly, partly due to the economic challenges impacting just about every organization across the nation, but also because of the very ways in which society is doing business. Email, social media, mobile marketing, and various other channels are taking stage “front and center,” forcing fundraisers and nonprofit marketers to rethink the way they communicate with existing and potential donors.

Join us **August 12 – 13** as we explore the new direction nonprofit fundraising is taking. You’ll hear great sessions on timely topics such as:

- The Use of Social Media in Fundraising
- Creative Strategies to Boost the Bottom Line
- Tribute Giving
- eMarketing Integration
- The Art of Reading Results
- And more!

Special Mentoring Program

Need to speak one-on-one with a seasoned pro? Sign up for our new mentoring program. This program will allow DMA Nonprofit Federation members an opportunity to sit with an experienced direct marketer to enhance your direct marketing fundraising experience.

Plus, as a participant of the New York Nonprofit Conference, you’ll get to experience, firsthand, the **Nonprofit Organization of the Year Award**. This prestigious award recognizes outstanding achievement of a nonprofit organization. Past winners include *Doctors Without Borders*, *Operation Smile*, and the *American Diabetes Association*.

I urge you to sign up now for this insightful conference. You’ll walk away with ideas and strategies that can help you chart a new direction for your fundraising efforts.

I look forward to seeing you in August.

Sincerely,

Christopher Quinn

Executive Director, DMA Nonprofit Federation

“...there are many reasons I attend the NY Nonprofit Conference but I think what motivates me the most is the quality of the sessions. It doesn’t matter what level of experience you have, you can always walk about a little more informed and a little smarter.”

Diana Estremera,
May Development Services

“I have been attending the DMA NY Nonprofit Conference for many years. I always come away with information that makes my job easier. I use this conference to acquaint all my new education and development staff with direct marketing... It is a fabulous training opportunity.”

Kathryn Ward,
American Institute for Cancer Research

Navigating Through the Present and

Conference Program – Wednesday, August 12, 2009

7:30 A.M. – 4:00 P.M.	Registration Open			
8:30 A.M. – 9:30 A.M.	Continental Breakfast with Keynote Presentation Ted Hart, ACFRE, ePMT, CEO, Hart Philanthropic Services			
9:45 A.M. – 11:00 A.M.	Use of Social Media in Fundraising: Calculating its ROI and Other Mysteries	Fundraising During Turbulent Times	Monthly Giving/Sustainer Programs: Predictable Income for Unpredictable Times	Cutting-Edge Testing Strategies: Maximizing Valuable Testing Dollars
11:15 A.M. – 12:30 P.M.	Listening to Your Donors Through Data Gathering and Analysis	Opportunity Calling: A Multichannel Approach	Optimizing Response: Enhanced Data Hygiene Tools & Escaping Postal Surcharges	The Right Message: Making the Most of Email Marketing in a Down Economy
12:45 P.M. – 1:45 P.M.	Luncheon with Roundtable Discussions			
2:00 P.M. – 3:00 P.M.	Organization Fundraising Behavior: Be Scared. Be Very Scared.	Bring Direct Mail Donors Up the Giving Pyramid Via Endowment and Planned Giving Campaigns	Nonprofits Only Session: Sometimes It Does Not Matter How Big You Are — or How Small. It's All Direct Marketing	Creative Strategies to Boost the Bottom Line
3:00 P.M. – 4:00 P.M.	Energy Break & Town Hall Meeting			
4:00 P.M. – 5:00 P.M.	Opportunities Ahead — Mobile, Interactive, DRTV & Radio	Art of Reading Results	Middle Donors Moving Up the Pyramid	
5:30 P.M. – 7:30 P.M.	Networking Reception			

To register or for more information, go

Into the Future: FUNDRAISING 2.0

Conference Program – Thursday, August 13, 2009

9:00 A.M. – 10:00 A.M.	Continental Breakfast and General Session			
10:15 A.M. – 11:30 A.M.	&%*@! My Board Still Thinks Premiums Are a Four Letter Word	Donor-Centric Fundraising: How to Survive By Building Donor Loyalty	Speaking to Donors in a Language They Understand	
11:45 A.M. – 12:45 P.M.	Expanding Your Tribute Program	Breaking Down the Silos: Integrating People, Processes, and Technology	eMarketing Integration: Success Stories to Leverage	Offer Construction
1:00 P.M. – 2:00 P.M.	Nonprofit Organization of the Year Award and Luncheon Presentation			
2:15 P.M. – 3:30 P.M.	Back to the Basics — Segmentation Strategies to Increase Performance During a Financial Tsunami	Members or Donors?		
3:45 P.M. – 4:30 P.M.	Closing Session			

Join the DMA Nonprofit Federation and Save an Additional \$100!

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.

For more information about joining the DMA Nonprofit Federation, contact Alicia Osgood, Membership Manager, Membership Services, at 202.861.2427, via email at aosgood@the-dma.org, or visit www.nonprofitfederation.org.

Engaging Keynote Presentation



Ted Hart, ACFRE, ePMT, CEO, Hart Philanthropic Services

Ted Hart, ACFRE, ePMT, CEO, Hart Philanthropic Services is considered one of the foremost experts in both online and traditional fundraising around the world. He is sought after internationally as an inspirational and practical speaker and consultant on topics related to nonprofit strategy and board/volunteer development both online and offline.

Nonprofit Professional Exchange

Don't miss the session specially designed for nonprofit professionals. Discuss challenging and sensitive issues and explore ideas that you can implement once you return to the office.

“Attending the DMA Nonprofit Federation conferences in New York and Washington, DC top my priority list every year. The conferences provide the perfect forum to learn from colleagues and share experiences, which is extremely valuable. Session topics are always relevant and the networking opportunities are abundant. These conferences have so much to offer regardless of your level of expertise!”

Lisa M. Greco,
*Direct Response Marketing Manager, Philanthropy,
Guideposts Foundation*

Take Advantage of These Special Events

Mentoring Program

Not sure where you are going, want to get ahead, or just nervous in this economy? Speak one-on-one with a seasoned pro and get some direction.

The DMA Nonprofit Federation is pleased to offer one-on-one mentoring to all its members during the August conference in New York. Help is available for both simple and complex questions.

To register for this special program, please contact Helen Lee, Senior Director, Nonprofit Federation at hlee@the-dma.org.

Networking Reception

Wednesday, August 12, 2009 | 5:30 P.M. – 7:30 P.M.

Join the DMA Nonprofit Federation and its conference attendees for a wonderful evening of fun and networking at Papillon — just blocks from The Waldorf=Astoria. Reconnect with old friends and make new ones while sampling delicious hors d'oeuvres amidst the excitement of New York City.

Sign up early as there is limited capacity for this event.

Separate registration is required and you must be a registered conference attendee. See the registration page for complete details and rates.

Register Now at
www.nonprofitfederation.org

REGISTRATION FORM Please fill out and mail or fax back.

DMA^D
Direct Marketing Association
Nonprofit Federation

**2009 New York
Nonprofit Conference**

Fundraising 2.0

August 12 – 13, 2009 • The Waldorf=Astoria • New York, NY

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Company _____

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SPECIAL NEEDS:

- Check here if you have any special requests that meet the Americans with Disabilities Act, dietary requests, or other requirements. We will contact you.

CONFERENCE FEES:

ONLINE REGISTRATION DEADLINE IS **August 5, 2009.**

Conference Only	Save \$100 By 7/7/09	Save \$50 By 8/5/09	After 8/5/09
Nonprofit Federation Members	<input type="checkbox"/> \$499	<input type="checkbox"/> \$549	<input type="checkbox"/> \$599
DMA Members	<input type="checkbox"/> \$599	<input type="checkbox"/> \$649	<input type="checkbox"/> \$699
Non-Members	<input type="checkbox"/> \$729	<input type="checkbox"/> \$779	<input type="checkbox"/> \$829

Networking Reception*

Nonprofit Attendees	<input type="checkbox"/> \$35	<input type="checkbox"/> \$35
Commercial Attendees	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60

* You must be registered for the conference to attend this event. Please note that pre-registration is required as you will not be able to register on-site.

PAYMENT:

Payment must accompany this form for you to be confirmed as a registrant for this event.

Check enclosed for \$_____ (payable to DMA Nonprofit Federation)

Charge \$_____ to my:

Amex MasterCard Discover Card VISA

Account Number _____ Exp. Date _____

Cardholder Name (Print clearly) _____

Cardholder Signature _____

4 WAYS TO REGISTER:

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

(Make checks payable to DMA Nonprofit Federation)

HOTEL INFORMATION

The Waldorf=Astoria Hotel

301 Park Avenue, New York, NY 10022

212.355.3000

www.waldorfastoria.com

A limited number of rooms have been set aside at the special conference rate of **\$265 single/double**. To receive this conference rate, you must reserve your room before **July 21, 2009**. Reservations after this date are not guaranteed at the conference rate and are subject to availability.

Please contact The Waldorf=Astoria directly for reservations and specify that your registration is for the **2009 New York Nonprofit Conference**.

CONFERENCE ROSTER

You must register by **July 16, 2009** to be listed in the Conference Roster.

SCHOLARSHIPS

Scholarships are provided to individuals from small- to mid-size nonprofit organizations who, without the source of this funding, would otherwise not be able to attend the conference. Scholarships cover complimentary registration only. Hotel and travel expenses are not included. To apply for a scholarship, contact Helen Lee, Senior Director, at 202.628.4380 or via email at hlee@the-dma.org.

SPONSORSHIP OPPORTUNITIES

For sponsorship opportunities, contact Helen Lee, Senior Director, at 202.628.4380 or via email at hlee@the-dma.org.

CHANGES & CANCELLATION POLICY

Please visit www.nonprofitfederation.org for the full transfer/cancellation policy.

OUR COMMITMENT TO CUSTOMER CHOICE:

If you wish to modify future marketing mailings or change your list rental preferences, please call Customer Service at 212.790.1500.

Learn to navigate through the present and into the future of fundraising at **the 2009 New York Nonprofit Conference**.

Hear experts and thought leaders explore:

- The Use of Social Media in Fundraising
- Fundraising During Turbulent Times
- Cutting-Edge Testing Strategies
- Creative Strategies to Boost the Bottom Line
- Emerging Frontiers (Radio, TV, Mobile)
- And More!

Register today at
www.nonprofitfederation.org

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