



For Immediate Release

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DMEF'S DON KUHN FUND EXPANDS TO HELP ADVANCE ENTRY-LEVEL DIRECT MARKETING PROFESSIONALS

First Scholarship Goes to Piedmont Park Conservancy's Kate Conner for 2008 Washington Nonprofit Conference

New York City, January 15, 2008 — The Direct Marketing Educational Foundation's (DMEF) today announced that its Don Kuhn Fund for Research and Education has expanded. Now, in addition to assisting college students whose focus is on nonprofit direct marketing, DMEF will also help to advance the careers of entry-level direct marketing professionals in the nonprofit sector.

According to DMEF President Terri L. Bartlett, "The Don Kuhn Fund was established in January 2006 in honor of the late direct-response fundraising pioneer, Don Kuhn. Traditionally, in addition to providing funding for research, the fund has provided college scholarships to those students committed to exploring multichannel direct marketing in the nonprofit sector. But with today's announcement, the fund is expanding to help advance the early careers of those in the nonprofit direct marketing field."

The inaugural recipient of the Don Kuhn Fund's entry-level scholarship is Kate Conner, donor relations manager of Piedmont Park Conservancy, Atlanta, GA. Conner will receive \$1,500 from the fund to cover her admission, travel, and lodging expenses for attendance at the Nonprofit Federation of DMA's 2008 [Washington Nonprofit Conference](#), which will take place January 24-25 at the JW Marriott Hotel in Washington DC.

Piedmont Park Conservancy, a nonprofit organization, works with the City of Atlanta for the preservation of historic Piedmont Park. Since 1989, the Conservancy has raised and invested more than \$23 million in private funds, helping to transform the once dilapidated park into the most visited green space in Atlanta.

"The advantage to working on such a budding direct marketing program is that it can only improve," Conner stated in her application for the scholarship. "The new techniques we have applied in the last six months produced such substantial results that I can only imagine the opportunities that lie ahead for me and my organization as I continue my education in this arena. My eyes have been opened to a very exciting field within the nonprofit area. My experience in development, coupled with my true passion for working with data, make direct marketing an appealing career track for me. I have so many questions and so much to learn."

Founding members of the DMEF's Don Kuhn Fund Committee are:

- Don Austin, Vice President of Client Strategy, May Development Services (Co-chair)
- Senny Boone, Vice President, Special Counsel and Executive Director, DMA Nonprofit Federation
- Kelly Browning, Executive Vice President & Chief Operating Officer, American Institute of Cancer Research
- Paula Cain
- Kory Christianson, CFRE, Executive Director of Development, St. Joseph's Indian School
- Chris Cleghorn, Executive Vice President, Direct & Interactive Marketing, Easter Seals
- Diana Estremera, Senior Vice President, May Development Services/DMA (Co-chair)
- Lisa Greene, CFRE, President & Chief Executive Officer, Specialized Fundraising Services, Inc.
- Larry May, Chief Executive Officer, Direct Media, Inc.

Contributions to the Don Kuhn Fund should be made payable to the Direct Marketing Educational Foundation — which is a not-for-profit 501 (c)(3) public charity as defined by the IRS — with a “Don Kuhn Fund” notation and directed to the DMEF at 1120 Avenue of the Americas, New York, NY 10036-6700.

To register or for additional information about the Nonprofit Federation of DMA's 2008 Washington Nonprofit Conference, which will take place January 24-25 at the JW Marriott Hotel in Washington DC, [click here](#).

[Editor's Note: A photo of Kate Conner is available upon request to Heather Fletcher at hfletcher@the-dma.org.]

About Direct Marketing Educational Foundation (DMEF)

Headquartered in New York City, the Direct Marketing Educational Foundation (DMEF) works *to attract, educate, and place top college students by continuously improving the teaching of world-class direct/interactive marketing* and, thereby, expanding and enriching the talent pool of trained, market-ready direct marketers. Established in 1966 by members of the Direct Marketing Association (DMA) who wanted to give something back to the community, DMEF is today a separate, 501(c)(3) nonprofit corporation that is supported solely by tax-deductible contributions from individuals, companies, and regional clubs and associations. Funds raised go toward a broad range of world-class educational programs.

Since its founding, thousands of students have taken advantage of DMEF's educational programs, entering the field with the competitive edge of being “workplace-ready.” Many have gone on to become today's direct marketing leaders, an indication of the Foundation's success. In addition, more than 1,800 professors have participated in DMEF programs. Thanks in significant part to the Foundation's four decades of work, today approximately 250 colleges and universities offer courses in direct/interactive marketing, 20 of which now offer specific direct marketing degrees and certificate programs. For additional information about the DMEF, its mission, and its programs, visit www.the-dmef.org.

About the Nonprofit Federation of the DMA

The Nonprofit Federation of the Direct Marketing Association (DMA) is the leading association for nonprofit organizations that use direct marketing channels such as mail, Internet, email, telephone, and social networking to gain support from individual donors. For more than 25 years, the Nonprofit Federation (and its predecessor organizations) has served as an effective advocate for nonprofits both in Washington, DC and in all 50 states regarding postal rates and delivery service, data protection, fundraising accountability, and other legislative and regulatory issues that affect nonprofit fundraising. It

also leads the way in professional education, market intelligence, and networking for its more than 400 member organizations. In 2006, Americans gave \$222 billion to nonprofit organizations; the majority of those donations were the result of direct marketing. For additional information on the Nonprofit Federation, its work, and its member benefits, visit www.nonprofitfederation.org.

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