

# MEMBERSHIP APPLICATION

## Nonprofit Organization

### COMPANY INFORMATION

Organization Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Website:

Type of nonprofit organization: 501(c)

Your organization's primary focus:

### MAIN CONTACT

#### VOTING MEMBER

The main contact responsible for ensuring that your company is properly represented in DMA.

Name:  Mr.  Ms.  Other

Title:

Mail Stop/Suite #/Box:

Direct Line/Extension:

Email:

### DUES SCHEDULE

Membership dues are based on your direct marketing expenditures (i.e. creative, production, paper, postage, printing, list rental fees, database processing costs, direct marketing salaries, call center expenses, all expenses associated with website operations and email promotions, etc.)

Please check membership dues appropriate for your organization:

Annual DM Expenditures	Annual Dues	Annual DM Expenditures	Annual Dues
<b>First Year Membership</b>	<input type="checkbox"/> <b>\$675</b>	\$10,000,001 – \$16,000,000	<input type="checkbox"/> \$29,000
Less than \$400,000	<input type="checkbox"/> \$1,500	\$16,000,001 – \$30,000,000	<input type="checkbox"/> \$42,000
\$400,001 – \$800,000	<input type="checkbox"/> \$3,400	\$30,000,001 – \$50,000,000	<input type="checkbox"/> \$52,000
\$800,001 – \$1,200,000	<input type="checkbox"/> \$4,500	\$50,000,001 – \$100,000,000	<input type="checkbox"/> \$59,000
\$1,200,001 – \$3,000,000	<input type="checkbox"/> \$6,900	\$100,000,001 – \$150,000,000	<input type="checkbox"/> \$69,000
\$3,000,001 – \$5,000,000	<input type="checkbox"/> \$11,000	Over \$150,000,000	<input type="checkbox"/> \$75,000
\$5,000,001 – \$10,000,000	<input type="checkbox"/> \$17,000		

Direct Marketing Association Nonprofit Federation  
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New York Membership Services • Tel: 212.768.7277, ext.1155  
1120 Avenue of the Americas • New York, NY 10036  
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# MEMBERSHIP APPLICATION

## Nonprofit Organization

### DMA COMMITMENT TO CONSUMER CHOICE

All members are expected to adhere to DMA's Guidelines for Ethical Business Practice and to DMA's Commitment to Consumer Choice (CCC) regarding mailings. All membership applications and renewals are subject to review and approval by the DMA Board of Directors.

In our relationship with donors, under the CCC, we, as DMA members, agree to:

1. Provide Notice
  - To provide existing and prospective donors with notice of an option to modify or eliminate direct mail solicitations, and
  - To provide donors with notice of list rental, sale, or exchange, and of their ability to opt out of information exchanges
2. Honor Opt-Out Requests
  - To honor donor and prospect requests to be on an in-house suppress file to stop receiving solicitations from our organization, and
  - To honor donor opt-out requests not to have their contact information transferred to others for prospect purposes
3. Disclose Source of Mailing
  - To disclose the source from which we obtained personally identifiable data about a donor or prospect, upon request by that donor or prospect
4. Use Mail Preference Service
  - To use DMA's Mail Preference Service suppression file on a monthly basis

As part of understanding and implementing the requirements of the Commitment to Consumer Choice, we will complete DMA's online training course and test within three months. Questions about the online training course and test should be directed to [ccc@the-dma.org](mailto:ccc@the-dma.org).

### COMMITMENT TO CONSUMER CHOICE (CCC) CONTACT

Your representative who ensures that your organization follows the new CCC practices to protect donors' privacy and provides donors with choices in receipt of communications, and makes certain that donor issues are addressed.

**If other than the Voting Member, please provide the following information:**

Name:  Mr.  Ms.  Other

Title:

Mail Stop/Suite #/Box:

Direct Line/Extension:

Email:

**I certify that I have read all parts of this application and agree to follow DMA's Commitment to Consumer Choice.**

CCC contact signature/initials:

Date:

### PAYMENT INFORMATION

Please indicate payment method:

*DMA membership is for a one-year period and must be renewed annually.*

Check Enclosed     AmEx     Visa     MasterCard     Discover     Invoice My Organization

Amount Due: \$

Card No:

Expiration Date:

Notes:

**I certify that I have read and completed all parts of this application and agree to pay the appropriate membership dues.**

Voting member signature/initials:

Date:

Please do not email this form if you are providing credit card information.

1120 Avenue of the Americas • New York, NY 10036  
Fax: 212.391.1532 • [membership@the-dma.org](mailto:membership@the-dma.org) • [www.the-dma.org](http://www.the-dma.org)



# DMA Census for New Members

To help us serve you better, please answer the following questions. You can also complete this questionnaire online at <http://www.the-dma.org/review/censusnewmembers.html>

## 1. Which of the following describes why you decided to join this year? Check any that apply.

- I advocated for membership after having just come from a member company
- Proposed government policies could affect our business—please specify:
- We have come to rely on DMA conferences, reports, and services, and would like to receive member pricing
- We only learned in the past year about DMA and what it does
- We have been impressed with recent DMA events and services
- We now have the revenue to justify membership
- Someone I trust recommended that we join
- A special promotion made it worth our while
- New management advocated for membership
- Other (please specify):

## 2. How important do you expect each of the following DMA services/experiences will be in your organization’s decision whether to renew next year? Rate each on a scale of 1 – 7, where 1 is unimportant, 7 is very important.

DMA Service	Unimportant → → → → → → → Very Important						
	1	2	3	4	5	6	7
Political advocacy on issues affecting direct marketers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational or training opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing the public image of direct marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing and monitoring ethical guidelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking with clients and prospects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research on benchmarks, best practices, or emerging trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking with vendors & potential partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 3. Which of the following statements describe what you personally want from your organization’s membership in DMA this year? Check all that apply.

“I want to...”

- Take advantage of discounts on DMA research and conferences
- Support the direct marketing community
- Have full access to the range of DMA services
- Find new clients and prospects
- Identify vendors and partners
- Build relationships in the direct marketing community
- Protect my direct marketing interests at the state and federal levels
- Improve my skills as a direct marketer
- Improve the quality of direct marketing at my company
- Enhance my career within my company
- Increase my visibility as an expert in the direct marketing community
- Find qualified candidates for job openings
- Other:

## 4. What percent of your organization’s revenue is generated by direct marketing?

- Less than 50%
- 50% – 90%
- 90% – 100%

## 5. How much do you personally rely on each of the following to get your information on DMA and its activities?

DMA Service	Rely not at all → → → → → → → Rely heavily						
	1	2	3	4	5	6	7
Attendance at DMA conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attendance at DMA seminars or virtual seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting the DMA website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal interaction with DMA staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving DMA marketing materials or emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading or hearing about DMA in the media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of mouth from colleagues or peers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your time.

DMA strives to increase membership satisfaction and will use your responses to improve what we deliver to members and how we deliver it. The information you provided will be analyzed in aggregate and will remain completely confidential.