



BENEFITS OF MEMBERSHIP

in **THE DMA NONPROFIT FEDERATION**

INFORMATION & EDUCATION

- **DMANF Conferences** – Our conferences bring together hundreds of experts and nonprofit executives sharing information and ideas on making nonprofits a success through fundraising tactics, key nonprofit trends and issues, and innovative ideas. The DMA Nonprofit Federation (DMANF) offers three professional educational conferences each year in Washington, D.C., New York City and other regions across the country. In addition, The DMANF presents its Critical Issues conference in Washington, D.C., focusing on postal, legal, and legislative issues important to the survival of nonprofit organizations.
- **DMANF Seminars** – DMANF members can spend a day learning the basics of direct marketing for nonprofits. Each year, The DMANF offers seminars to assist those new to direct response fundraising and those that may want a refresher course. The seminars are taught by the best in the field and are limited in size for the best learning environment.

We are the leading association for nonprofit organizations that use direct marketing media such as mail, telephone, and the Internet to communicate with donors, members, and the general public.

- **DMANF Web Site** – DMANF members can take advantage of an information clearinghouse on nonprofit issues. The continually growing Web site of The DMANF contains information about every aspect of the organization's operations, including links to The DMA Web site and many other sites that contain important information about the nonprofit community. Register online (www.nonprofitfederation.org) for all conferences and seminars presented by The DMANF.

- **DMA Web Site** – DMANF members have access to all aspects of the direct marketing industry. Go to The DMA Web site (www.the-dma.org) for information about Professional Development, Government Affairs, Library & Research, Industry Services, Ethics & Consumer Affairs, and What's New.
- **DMA Library** – The largest library of information and data related to direct mail, telephone, and Internet marketing. The DMA Library is an invaluable resource for anyone seeking to learn about or write about the direct marketing field.

- **Case Histories** – What has worked for others? How can one repeat those successes and avoid mistakes? *DMA Case Histories* will help in learning how to do it right, without first having to do it wrong.
- **Membership Directory** – Published annually, *The DMA Directory of Members* helps in finding colleagues and companies that provide the services our members need.

ADVOCACY

- **Postal Issues** – Keeping postal rates affordable for nonprofit organizations is a top priority. Direct mail is a lifeline for most members of The DMANF and nonprofit mail represents billions of pieces of mail. The DMANF is involved at all levels of the government to protect nonprofit postal rates. The DMANF serves on the United States Postal Service's Mailers Technical Advisory Committee (MTAC), and coordinates closely with the representatives of member organizations on postal regulations. The DMANF participates in the Mailers Council, whose members represent about 70 percent of all postal volume. An attorney with more than 30 years of experience with postal matters is on retainer to work with members to help solve postal problems. The highly skilled DMA team of government affairs specialists, economists, and rate attorneys work with staff of The DMANF on postal rate cases and postal legislative matters.
- **Federal and State Legislation** – Nonprofit organizations face hundreds of state and federal regulations and laws that limit their ability to provide programming and accomplish their missions. Our goal is to ensure DMANF members are protected and aware before it's too late. The DMANF monitors all federal and state legislation that might affect nonprofits and coordinates closely with DMA government affairs staff, other national organizations and leaders in the nation's capital. A national firm with representatives in every state capital works to ensure that state legislation and regulations are fair and reasonable for our members. We participate in legal challenges such as the Supreme Court case *Madigan v. Telemarketing Associates*. **Our members participate in advocacy at every level to ensure the voice of the nonprofit community is heard.**
- **Alliances** – The nonprofit community is wide and diverse but face common challenges. The DMANF strives to work with a variety of national organizations such as the Independent Sector; Association of Fundraising Professionals; Association of Direct Response Fundraising Counsel; National Council of Nonprofit Associations, the National Catholic Development Conference and others to build strength and develop issues of concern.

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RECOGNITION OF EXCELLENCE

Each year, DMANF members are eligible for special recognition awards. The awards are designed to showcase the talents and abilities of nonprofit leaders and their organizations:

NONPROFIT ORGANIZATION OF THE YEAR

In recognition of outstanding achievement by a nonprofit organization using direct response marketing to advance its mission. Awarded during the New York Nonprofit Conference.

NONPROFIT ACHIEVEMENT AWARD

In recognition of outstanding achievement by an individual in the nonprofit community. Awarded during the D.C. Nonprofit Conference.

NONPROFIT PUBLIC SERVICE AWARD

In recognition of outstanding public service to the nonprofit community by an individual. Awarded during the annual Nonprofit Critical Issues Conference in Washington, D.C.

PUBLICATIONS AND COMMUNICATIONS

- **DMANF News Update** – The electronic newsletter of The DMANF, *News Update* is e-mailed to members bi-weekly. *News Update* covers issues of concern to The DMANF membership in the areas of government affairs, industry news, state issues, and upcoming events.
- **The Journal of The DMA Nonprofit Federation** – The quarterly *Journal* is the vehicle for publishing professional articles that help fellow members increase their knowledge base. Articles written by members and corporate partners focus on best practices and provide guidance for nonprofit organizations.
- **News and Action Alerts** – This e-mail alert keeps members up-to-date on news and issues that require member action, such as contacting state or federal representatives.

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- **Postal and Regulatory Assistance** – If seeking information about the application of a particular regulation, law or postal rule, we have counsel available to members at no additional charge. Our staff is dedicated to serving our valued members and will work to locate answers to all inquiries.

DISCOUNTS

- **Conferences and Seminars**
– Up to 30 percent off the non-member fees.

- **Publications** – Up to 50 percent off DMA publications.
- **Job Banks** – Find employees quickly and easily through The DMA Online Job Bank and The DMA Educational Foundation's Entry-Level Candidate program.

THE DMA NONPROFIT FEDERATION

The Direct Marketing Association Nonprofit Federation is a professional member service and advocacy organization whose mission is to advance the interests of its members by promoting the effective and ethical use of direct marketing as a means of gaining public support and achieving their individual missions.

The full-time staff of The DMANF, located in Washington, D.C., is supported by legal counsel for regulatory and postal matters, and supplemented by the resources and professional staff of The Direct Marketing Association, as well as all DMA professional and technical advisors. Our objectives are to:

- Protect and advance the interests of nonprofit organizations using postal and other marketing media; with legislative, regulatory, and standards-setting bodies; with trade and consumer media; and with the general public.
- To present professional education programs and encourage the sharing of knowledge and experience through conferences, seminars, and publications.
- To encourage and publicize excellent performance and ethical practices by nonprofit organizations and the commercial entities that serve them.
- To promote the interests of nonprofits in the direct marketing community at large.

All nonprofit members of The DMANF are automatically members of The DMA – When a nonprofit organization (any 501[c] organization or other recognized U.S. domestic or international) joins The DMANF, the nonprofit automatically becomes a member of The DMA.

Commercial Organizations – Organizations that are members of The DMA and serve the nonprofit community may become Corporate Partners of The DMANF for an additional fee. Please visit our Web site or contact our office for information about Corporate Partnership.

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Most benefits available to members of The DMA Nonprofit Federation are automatically provided, either immediately or periodically. Some benefits require action by the member (such as discounts on purchases.) Members are encouraged to contact The DMANF staff on how to obtain any member benefit.