



# Membership Application

*Nonprofit Organizations Only*

*In order to properly service your needs and the needs of your organization, we ask that you complete this application fully, and return it to us for immediate processing. Please print or type all information. Thank you.*

## Organization Information

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip+4: \_\_\_\_\_

Phone Number: (    ) \_\_\_\_\_ Fax Number: (    ) \_\_\_\_\_

Web Site: \_\_\_\_\_ IRS designation 501 (c), (    ) \_\_\_\_\_

Please describe your organization's primary focus – \_\_\_\_\_

## Voting Member Information

*While membership in The DMA Nonprofit Federation is organizational, and may include many employees, we need to designate one main contact or voting member to ensure that your organization is properly represented on issues requiring decision by majority vote. Please select one member of your organization to represent your organization as its Voting Member.*

Name: *Mr./Ms.* \_\_\_\_\_

Title: \_\_\_\_\_

Mail Stop/Suite #/Box \_\_\_\_\_

Direct Line/Extension: (    ) \_\_\_\_\_ E-Mail: \_\_\_\_\_

For official use only

CO	VM	BC	RP	HH	STEP	PPC
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The Direct Marketing Association, Inc.  
 1120 Avenue of the Americas  
 New York, NY 10036  
 212.768.7277  
 fax: 212-391-1532

effective 4/03

# DMA Privacy Promise & Ethics Statement

*The free and unencumbered use of database information is essential to the success of our industry. Therefore, in order to pre-empt harmful legislation, we have made a promise to American consumers that DMA members will act responsibly when using personal information for marketing purposes. Please check the box that best represents your current level of compliance.*

## The DMA's Privacy Promise

All Direct Marketing Association member companies are expected to comply with The DMA's Privacy Promise. The Privacy Promise is a public assurance that all DMA members follow certain specific practices to protect consumer privacy. Recognizing that new members of the Association may not be in compliance, the DMA Board of Directors will allow a 6-month grace period during which new members may achieve compliance. Below are the four specific practices that members must abide by in order to be in compliance with the Privacy Promise. Please check the box that best represents your current situation. (Companies engaged *exclusively* in one the following areas – marketing to businesses (*including suppliers to the direct marketing industry*), resident/occupant mailers, or marketing only to non-US consumers – please go to the **Exception Statement** below)

1. Provide customers with notice of list rental, sale or exchange, and of their ability to opt out of information exchanges.  
 We are in compliance     We will work to achieve compliance within 6 months     This does not apply to us
2. Honor customer opt out requests not to have their contact information transferred to others for marketing purposes.  
 We are in compliance     We will work to achieve compliance within 6 months     This does not apply to us
3. Accept and maintain customer and prospect requests to be on an in-house suppress file to stop receiving solicitations from my organization.  
 We are in compliance     We will work to achieve compliance within 6 months     This does not apply to us
4. Use The DMA Preference Service suppression files for mail, telephone and e-mail lists.  
 We are in compliance     We will work to achieve compliance within 6 months     This does not apply to us

## Exception Statement

Business-to-business marketers, suppliers to the direct marketing industry, resident/occupant mailers and companies marketing only to non-US consumers are exempt from the Privacy Promise. However, they are strongly encouraged to support the initiative. If your organization falls exclusively into one of these exempt categories, please check the box below.

- Our marketing efforts falls *exclusively* into one of the following exempt categories. (*check appropriate box*)
- business to business marketer     resident/occupant mailers     marketing only to non-US consumers
- However, we recognize that if that changes at any point in the future, we will bring our company into compliance with the DMA's Privacy Promise.

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## The DMA's Ethics Statement

All membership applications and renewals are subject to review and approval by The DMA Board of Directors. All members are expected to adhere to The DMA's Guidelines for Ethical Business Practice. The DMA is committed to maintaining high standards of business practice and ethical conduct. Please let us know on a separate attachment if your organization, its subsidiaries, related or affiliated organizations, or any of its principals are presently, or have been in the past five years, the subject of a federal, state or other government regulatory order or judgment or decree whether by consent or otherwise, or the subject of a current pending action.

- No Actions     See attached

# Dues Information

*DMA Nonprofit Federation dues are based upon your organization's annual direct marketing expenditures. Please refer to the chart below to determine your specific annual dues amount. Please mark the appropriate dues amount in the indicated space at the bottom of this application.*

<b>Dues Schedules</b> <i>Please select the dues level that best matches your situation</i>		
<b>Annual Dues</b>	<b>Total # of Employees Serviced</b>	<i>Based on Annual</i> <b>Direct Marketing Expenditures</b>
\$550	1	1st Year Special Offer

For more information about the DMA Nonprofit Federation  
Tel: 202.628.4380  
www.nonprofitfederation.org

Vendors and suppliers wishing to join the DMA Nonprofit Federation must pay the appropriate DMA dues AND a Corporate Partnership fee.

## **Payment Information**

**Please indicate payment method. (check one)**

- Check enclosed       Invoice my organization  
 Bill my credit card     AmEx     VISA     MasterCard     Discover

Card # \_\_\_\_\_ exp. date: \_\_\_\_\_

**Please indicate payment amount. (from Dues Schedule above)**

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

**Voting member signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*Membership services and benefits begin upon receipt of payment.  
DMA membership is for a one-year period and must be renewed annually.*

**Dues Amount:**    \$ \_\_\_\_\_