



## DMAW Membership Benefits

You are invited to become a member of the largest regional direct marketing association, the

### **Direct Marketing Association of Washington**

Memberships in this stand-alone regional association are available for the individual or a company may take advantage of a cost-effective corporate membership.

Marketing experts from around the country provide unique educational opportunities at DMAW hosted and co-hosted educational events. Most events are open to guest (non-member) attendees, while DMAW members enjoy discounted registration rates and priority booking when space is limited. The majority of DMAW events are accessible by Metro or parking is nearby.

Educational sessions provide invaluable lessons and the latest trends in marketing, social media, postal regulations, membership development, fundraising, mailing lists, creative and copy, and more. Furthermore, as part of your professional development, you will make important professional contacts to help you achieve even greater success as a direct marketer.

**All members**, whether individual or corporate, enjoy these benefits:

- ✓ Great informational resource – 12 issues of our monthly newsletter, *Marketing AdVents*
- ✓ Complimentary listing in *DMAW Sourcebook* – the essential marketing directory
- ✓ Access to members-only portions of the *DMAW web site*, [www.dmaw.org](http://www.dmaw.org) (login required)
- ✓ Member-only discounts on all educational and networking events, including our annual Bridge to Integrated Marketing & Fundraising Conference
- ✓ Social networking opportunities including discussions on our LinkedIn page, or being a contributor to the DMAW blog, Twitter or Facebook
- ✓ Plus Face Time Matters! Enjoy in person networking and volunteering opportunities

**Corporate members enjoy these additional benefits:**

- ✓ All memberships share one common renewal date for easy, one-step processing
- ✓ Three membership levels allow you to match the dues structure to your organization size
- ✓ All staffers enjoy member discounts, not just the “named” members, a real value at larger organizations
- ✓ The ability to modify the member roster throughout the year to reflect staff changes
- ✓ Extra publicity when DMAW periodically recognizes corporate member organizations by name

# DMAW Membership Benefits

## ***DMAW Individual Membership Dues***

- \$199 a year for one membership

## ***Corporate Membership***

- Level 1: \$1,200 a year for maximum 10 memberships in one organization
- Level 2: \$2,200 a year for maximum 20 memberships in one organization
- Level 3: \$3,200 a year for maximum 30 memberships in one organization

**DMAW Marketing AdVents** is the monthly member newsletter. Each issue features reports on developments in the industry, including postal regulations, news of DMAW members, a calendar of upcoming events, as well as guest-author articles of interest to everyone in the direct marketing universe. Job Exchange listings are printed in each monthly issue of the newsletter as well as being posted online.

**Special Interest Programs** As a member, you will benefit from a number of networking and education programs in Special Interest areas, often driven by current developments or new regulations. Attend one of DMAW's monthly luncheons and see a topical presentation from a noted speaker. Also, get together once a month with the DMAW and AFP/DC Young Professionals for an evening of networking. Information regarding these programs is published on the website and in each issue of *Marketing AdVents*.

**Professional Education** DMAW offers a wealth of professional education opportunities...from half- and full-day seminars on every topic you can imagine, to the very popular Bridge to Integrated Marketing and Fundraising Conference co-hosted with the Association of Fundraising Professionals Washington DC Metro Area Chapter (AFP/DC) in July. DMAW members are eligible for special member-only discounts on registration for all events.

**Annual Bridge to Integrated Marketing and Fundraising Conference & Exposition** You'll join forces with the best and the brightest in the business from every phase of the industry – and DMAW has joined forces with AFP/DC to deliver an even better and brighter event. The next Bridge Conference will be held July 21 – 22, 2011 at the Gaylord National Hotel & Conference Center, National Harbor, MD. The Annual Conference features three full days of seminars, social events, exhibits, and more. The Annual Conference also features the DMAW Annual MAXI Award (Marketing Awards for Excellence & Innovation) ceremony. This prestigious award honors the most creative and successful direct marketing efforts emerging from our region. DMAW members automatically receive MAXI Award applications and discounts on entry fees.

**Volunteer Opportunities** DMAW offers you plenty of opportunities to get involved to any degree you choose. We always welcome volunteers for all our programs. It's a great way to get information, make new contacts and get involved with a group of your colleagues.