



Make the most of your direct marketing career!
Become a member of the very active, and largest, regional direct marketing association, the
Direct Marketing Association of Washington

- Your **membership keeps you connected** with almost 1,000 other industry professionals committed to excellence in direct marketing. As part of your professional development, you will make important contacts to help you achieve even greater success as a direct marketer.
- You will have **opportunities to serve** in leadership and volunteer positions – placing yourself in the position of being an industry thought leader.
- Your **membership pays for itself** – enjoy discounted registration fees for educational programs offered by marketing experts from around the country, including the Bridge to Integrated Marketing & Fundraising Conference – the second largest direct marketing and fundraising conference in the country!
- Your **membership deepens your knowledge** through your participation in sessions offering invaluable lessons and the latest trends in direct marketing including, social media, postal regulations, membership development, fundraising, mailing lists, creative and copy, and more.

Your DMAW membership will help position you for greater success through our career-enhancing educational programs and networking. Through member participation, DMAW builds on the value of our profession in the marketplace and fortifies our industry's commitment to excellence!

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

- 10 issues of our highly regarded newsletter, **Marketing AdVents** – Great information resource
- Complimentary listing in **DMAW Sourcebook** – the essential directory for direct marketers
- Access to members-only portions of the **DMAW website**, www.dmaw.org (login required)
- **Member-only discounts** on all educational and networking events hosted or co-hosted by DMAW including the Annual Bridge to Integrated Marketing & Fundraising Conference
- Weekly email with **industry job openings**
- Member discount on entries to the industry-recognized **MAXI Awards** competition
- **Social networking opportunities** including discussions on our LinkedIn page, or being a contributor to the DMAW blog, Twitter or Facebook

Choose the option that best suit you, your career or corporate goals!

- **Individual One Year** - \$209 a year for an Individual membership
- **Individual Two Years** - \$378 for a two-year **discounted** Individual membership
- **Individual Nonprofit** - \$156 a year for an Individual membership
- **Young Professional** - \$99 a year for an Individual membership
- **Student** - \$49 a year for a Student membership
- **Industry Emeritus** - \$99 a year for an Industry Emeritus
- **Three levels of Corporate Membership** – select the dues level that best suits your organization's size
 - Level 1: \$1,460 a year for maximum 10 members in one organization
 - Level 2: \$2,675 a year for maximum 20 members in one organization
 - Level 3: \$3,890 a year for maximum 30 members in one organization

Corporate members enjoy these additional benefits:

- All your corporate members will share one common renewal date for easy, one-step processing
- **All staffers** enjoy member discounts, not just the “named” corporate members, *a real value for larger organizations*
- The ability to modify the member roster throughout the year to reflect staff changes
- Your company will be recognized as a thought leader when DMAW recognizes corporate member organizations by name

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DMAW PROGRAM DESCRIPTIONS

PROFESSIONAL EDUCATION DMAW offers a wealth of professional educational opportunities utilizing experts from around the country. Our programs include lunch & learn sessions, breakfast sessions, half and full-day seminars to one-hour keynote presentations and webinars. Each one covers topics important to today's direct marketer – learn through case studies today's best practices, the latest trends, regulations and tips – or if you are just starting out, we can give you the basics. Programs planned for this year will include but not be limited to:

- Annual Meeting
- Quarterly Lunch & Learns
- Innovative Formats and Inventive Techniques (IFIT)
- DM101
- DM301
- Production 101
- Digital 101
- Data Strategy Forum (formerly List Bazaar)
- Digital Day
- Best of Direct Awards
- MAXI Awards
- Spring & Fall Membership Happy Hours
- Bridge to Integrated Marketing & Fundraising Conference

These sessions offer a great opportunity to learn from informative speakers and network with your peers to hear what they are doing.

THE 2018 BRIDGE TO INTEGRATED MARKETING & FUNDRAISING CONFERENCE – For the twelfth year, DMAW and the Association of Fundraising Professionals, Washington, DC Metro Area Chapter (AFP DC) are working to plan another outstanding conference with educational programs designed to help you respond to the ever-changing marketplace with a dynamic **Solutions Showcase** and keynote speakers to inspire and energize you. Join us July 31 - August 2, 2018 at the Gaylord National Hotel & Conference Center, National Harbor, MD. Stay connected to the Bridge Conference at www.bridgeconf.org.

DMAW MARKETING ADVENTS is the monthly membership newsletter. Each issue features reports on industry developments, including postal regulations, DMAW member news, a calendar of upcoming events, as well as guest-authored articles of interest to everyone throughout direct marketing.

JOB EXCHANGE – The Job Exchange is DMAW's listing of job opportunities inside and outside the Washington, DC Metro region. It is printed in each monthly issue of the **Marketing AdVents**, as well as being posted online. Additionally, every Friday, members receive a Job Exchange email detailing the latest job opportunities.

MAXI AWARDS – The annual MAXI Awards competition, **Marketing Awards for eXcellence & Innovation**, has steadily grown among direct response professionals who know that winning only comes to those who get results. The competition is open to both DMAW members and future-members; all entries are judged anonymously by practicing direct marketers to ensure that entries receive an equal chance of winning based on established criteria. The deadline for submitting entries is March 10, 2017. The MAXI Awards Ceremony will be held on Wednesday, August 2, 2017 at the Gaylord National Hotel & Conference Center, National Harbor, MD. Visit www.dmaw.org/maxi for more information.

MEMBER RECOGNITION AWARDS – Each year at the annual Best of Direct, DMAW recognizes outstanding professionals in the industry – Emerging Leader, Rising Star, Partner of the Year, Volunteer of the Year, Industry All Star award and the coveted, Hall of Leaders, formerly the Award for Distinguished Achievement in Direct Marketing. You must be a member to be considered for one of these awards.

VOLUNTEER OPPORTUNITIES – DMAW offers you plenty of opportunities to get involved to any degree you choose. We always welcome volunteers for all our programs. Approximately 150 members volunteered last year for the MAXI Awards, the Bridge Conference, to serve on various committees, to staff programs, to write copy, and even stuff envelopes and badges. It's a great way to stay informed, expand your professional and personal network and be involved with a group of your colleagues. For more information on these and other programs, be sure to visit DMAW at: www.dmaw.org.