

CURRENT DIRECTORS UP FOR RE-ELECTION



Steven DelVecchio, Vice President, Direct Response AARP Foundation

Steve has served on the DMAW board for the last four years, working on the Program Committee developing speakers and topics. He brings to the board over 30 years of multi-channel marketing experience working on the direct response fundraising programs for some of the nation's leading nonprofit organizations, including the ACLU, Amnesty International, Defenders of Wildlife (where he served as the Vice President for Membership), Heifer International, Project Hope, Save the Children, and The Wilderness Society.

Steve is currently the Vice President, Direct Response for AARP Foundation, leading the mail and online fundraising efforts for AARP's charitable and advocacy programs. He began his direct marketing career in 1981 working on the direct mail fundraising program for the Democratic Congressional Campaign Committee. In addition to his work on the nonprofit side, Steve has worked at leading direct marketing agencies including Craver, Mathews, Smith and Epsilon. Prior to joining AARP, he was an independent fundraising consultant.

For most of his career, Steve has been a member of DMAW. He is an MBA graduate of George Mason University and has previously served on the Board of the Jeremiah Project, a Virginia-based nonprofit that engages middle school youth in home repair projects for low-income homeowners in Virginia and West Virginia.



**Melissa Ford, Vice President
Mal Warwick Donordigital**

Melissa has been an invaluable member of the DMAW Board since 2014 and has led the Marketing Committee activities as its co-chair, promoting all the DMAW educational programs. Melissa has more than 20 years of nonprofit advocacy and fundraising experience working for and serving many of the nation's top charities. In her role as Vice President, Melissa brings to Mal Warwick Donordigital her extensive expertise in helping nonprofits maximize revenue and build strong, enduring relationships with their donors through integrated direct response. At MWD, she's had the privilege of working with organizations like the National Organization for Women, the National Park Foundation, the Human Rights Campaign, Student Conservation Association, Corporate Accountability, Perkins School for the Blind and People for the Ethical Treatment of Animals.

Prior to helping MWD establish a DC office thirteen years ago, Melissa came from a distinguished career that includes tenure at Greenpeace USA and the National Trust for Historic Preservation in addition to top agencies like Epsilon and Craver, Mathews, Smith & Co where she served clients like the ACLU, Heifer International, the Wilderness Society and the Alzheimer's Association. She began her work in the industry at a professional membership association out of college.

Melissa holds a Bachelor of Science degree in Psychology from the University of Pittsburgh, where she graduated with the Summa Cum Laude distinction. In addition to serving as the Marketing Committee co-chair and chair, she has been an active DMAW member and volunteer for many years, helping out with Innovative Formats, MAXI judging and conference registration.



**Denise Hubbard, Vice President
Names in the News**

Denise Hubbard brings with her 30+ years of direct marketing experience, serving as both list/data manager and broker, and in executive, analytical and operational positions. She has worked with many notable organizations spanning many non-profit niches – from organizations working on, wildlife, environmental and conservation issues as well as those with charitable and cultural arts offers. In addition to serving the non-profit market, Denise has extensive experience working with publishers and catalogers as well as promoting and managing compiled lists.

For well over 15 years, Denise has been an attendee and supporter of DMAW programs and events. During that time, she has served on the then List Bazaar (now Data Strategy Forum) as part of the Programming Committee; Sponsorship Committee; and served as a Speaker. With her background in list/data, she can be found working to mentor the next generation in best practices. Denise was a member of the original committee drafting the “Standards of Conduct for Nonprofit List Rentals & Exchanges” in 2009. She was part of the update team in 2016 which refreshed the “Standards” to include the latest and best practice uses of data. Although Denise is an industry veteran, she approaches the continuing evolution of our industry with an intellectual curiosity in an effort to adapt current processes to aid her client partners well into the future.

During the last several Bridge Conferences you could find Denise either greeting/directing attendees to their desired locations or at the Volunteer Booth helping with logistics and needs for the wonderful volunteer corps. She is a member of the DMAW’s Membership Committee, Blog Chair, and the CRM Conversion Committee.

Denise works out of her Maryland based office at the head of the Chesapeake Bay. When not thinking about lists and data, Denise can be found gardening, enjoying the Bay with her family or photographing the University of Delaware cheerleaders as the parents’ unofficial photographer.



**Mikaela King, Vice President of Integrated Marketing
National Geographic Society**

Mikaela King has served on the DMAW board since 2011 and has most recently served as DMAW's 2018 Board President and 2019 Immediate Past President. She has also chaired and participated in many board committees, including the Executive Committee, Strategic Planning Committee, Programs Committee, Bylaws Committee, Nominations Committee, Social Media Committee, and Website/CRM Committee.

Mikaela is an industry-recognized nonprofit fundraiser with an award-winning track record in building and growing integrated fundraising, advocacy, and engagement programs for a wide variety of nonprofit organizations. With nearly twenty years of experience in digital marketing, direct mail, telemarketing, (c)4 advocacy, midlevel and monthly giving programs, Mikaela has been privileged to work with a variety of nonprofits including National Geographic Society, Defenders of Wildlife, Toys for Tots, Mothers Against Drunk Driving, Wounded Warrior Project, American Heart Association and the U. S. Olympic Committee.

Mikaela is vice president of integrated marketing at National Geographic Society, leading the team responsible for all aspects of the fast-growing multi-channel individual giving programs. Previously, she was vice president of integrated marketing at Defenders of Wildlife; Mikaela also founded and built the New Media division of CDR Fundraising Group into a highly successful, industry-renowned service offering helping dozens of national and international nonprofit organizations leverage integrated online advocacy and fundraising to support their missions.

Mikaela's history with the DMAW began nearly 15 years ago when she volunteered as the 2006 Bridge Conference Social Media manager, and she has since served numerous times as a MAXI Award Judge, DMAW educational programs speaker and volunteer, and Bridge Conference speaker. She was awarded DMAW's Emerging Leader in 2009 and many of her client programs have received MAXI Award recognition in the industry. Mikaela holds a B.A. in Economics and Business Management from Goucher College.



**Karin Kirchoff, President & Founder
K2D Strategies**

For more than 25 years, Karin Kirchoff, President and Founder of K2D Strategies, has dedicated her career to making the world a better place. Before launching K2D Strategies in late 2016, Karin spent half of her career working directly for well-known, national nonprofit organizations – like the National PTA, Defenders of Wildlife and the Human Rights Campaign – as well as at two different agencies and a leading tele-fundraising firm.

Building strong relationships between members, donors and the causes those individuals support has been an integral part of Karin’s approach to nonprofit program management and growth. While serving as the VP of Membership for Defenders of Wildlife, Karin managed the explosive growth of the monthly giving program (70% growth in 4 years), created seamless integration between online and offline marketing efforts, launched the mobile giving program, and converted the expensive member services function from a cost center into a profit center. More recently, as the Deputy Executive Director for National PTA, Karin led the migration to a new data management system in record time, influenced the year over year membership growth improvement by 35%, and led the creation of a new education and leadership development team.

Karin has been active in the nonprofit community for most of the last 25 years. Her DMAW board service began two years ago (thank you to the membership for making that possible!) and during that time led the Strategic Plan Task Force to create the newly minted 5-year Strategic Plan that runs through 2023. Prior to her service on the board, Karin co-chaired the education committee for the Bridge Conference, chaired the DC NonProfit conference, and has served on several industry association boards including the DMA Non Profit Advisory Council and the DMFA. She also regularly attends and presents at conferences and workshops.

Karin holds degrees from Marymount University and the George Washington University, has become recently obsessed with Orange Theory Fitness and will share a glass of wine (or a cup of black coffee) with you any day of the week. She lives outside of Washington, DC with her family and a bevy of furry, feathered, and finned friends.

She is honored to be considered for two more years of service and is dedicated to seeing the Strategic Plan through to ensure a strong industry association for our region and other members of our industry across the country. Karin welcomes the opportunity to invest her volunteer time into our great industry that has given her so much joy, fulfillment, and generous support.



**Alan Rich, President
Nova Label Company, Inc.**

Alan Rich is President of Nova Label Co., Inc., a family operated and local manufacturer of custom printed pressure sensitive labels, has provided his label expertise for over 34 years and his volunteer time to DMAW for nearly 30 years.

He was first elected to the DMAW board in 2006. As a long-time member, volunteer, 2007-2008 DMAW President, and current board member, Alan has helped DMAW to grow and promote timely and informative programming to the membership.

As the 2007 and 2008 Bridge Conference Co-Chair, Alan helped to push forward cutting-edge education programming and provided exhibitors the opportunity to network with attendees from all areas of direct marketing and fundraising. Since 2009, Alan has chaired the Bridge Conference Exhibitor Advisory Committee, providing a better venue, the Gaylord Hotel and Conference Center, which proved to be very successful for everyone in attendance. Alan chairs the DMAW Volunteer Committee and oversees DMAW volunteer and member recognition awards program and aids other committees when needed.

Alan's long-standing board service and volunteer commitment has been a major asset to DMAW. Alan is looking forward to his continued service to DMAW as a board member and is dedicated to DMAW's growth and commitment to its membership and industry.



**Laura Zylstra, Business Development Manager
Deluxe Treasury Management Solutions**

Laura brings 25 years of comprehensive fundraising experience that spans direct marketing, major gifts and international development to her work on the DMAW board. She currently serves on the *Marketing AdVents* committee and as co-chair of the Membership committee.

An active industry volunteer, she has served the Bridge Conference as education committee co-chair, presenter and faithful attendee, and is a former board member of the Association of Fundraising Professionals Washington D.C. Metro Area Chapter. Laura has designed and led numerous trainings on fundraising in the US, Europe, Asia and Latin America, and is a co-author of the book, "Building Strong Nonprofits, New Strategies for Growth and Sustainability" (John Wiley & Sons, 2010).

Laura lives in Washington, DC.

NEW CANDIDATES NOMINATED FOR FIRST TWO-YEAR TERM



Mary Getz, Principal & Founder MESH Marketing

After working in political campaigns and nonprofits for more than 10 years, Mary Getz joined the direct response agency world in 2014 and discovered DMAW and the vast sea of professional knowledge and friendships that it represents.

Since then, Mary has been an active volunteer for the DMAW as a speaker, writer, and organizer. For the last four years she has served on the Bridge marketing committee, and this year will be one of the co-chairs for that committee. In 2019, she organized Bridge's Digital 101 Pre-workshop.

Mary has felt privileged to be a part of the DMAW for the last 6 years and knows that the support that she has received from the DMAW community through formal professional development and broad collegiality contributes to her ongoing professional success. And, while she has enjoyed (and will continue to enjoy!) volunteering in a variety of ways for the organization, she believes that she can offer even more through a leadership position.

As an online organizer as well as a fundraiser, Mary actually likes asking people for things. She tells her clients that by asking your supporters for financial or volunteer assistance you are making them an active part of the mission of the organization—and Mary doesn't just talk about this she lives it out. Mary would like to help broaden DMAW communications and the ways that we invite our members and prospective members to participate in the DMAW's mission.

Mary's thought leadership has helped her clients raise money, grow and cultivate their constituent base, drive advocacy actions and develop their online brands. Her background in integrated marketing and multichannel campaigns paired with strong technical skills enables Mary to help clients bridge the gap between strategy and implementation.

She thrives on a challenge—whether that's a new way to identify and view donor segments or leveraging emerging technology to expand an organization's reach. She brings creativity and discipline to all aspects of her work driving campaigns to measurable new heights.

When she's not trying out the latest social app or checking on a campaign's current stats, you'll probably find Mary at Nationals Park where she is a season ticket holder and avid baseball fan.



**Joseph Goetz, Director, Direct Response
National Republican Congressional Committee (NRCC)**

After winning the DMAW Rising Star Award in 2018, Joe wanted to continue to give back and become more involved in the association's leadership. Spending time in the consulting, nonprofit and political areas of the direct marketing community, Joe brings a diverse background of experience to help further the DMAW's mission.

While younger than most of the other nominees, Joe has already accomplished a great deal in the direct marketing world, single handedly running 8-figure direct mail programs, creating omni-channel marketing programs from scratch for multiple non-profits and consulting on some of the toughest campaigns and most prominent advocacy groups in the country. While Joe feels lucky to have entered and succeeded in this industry at such a young age, Joe is focused now on ways to improve the marketability and reach of the DMAW to younger and more diverse audiences in hopes to increase membership and retention, yielding a bigger impact the association can make in all corners of the industry.

Joe also understands the value of mentorship. While Joe mentors a variety of young professionals himself, he is excited at the prospect of helping the DMAW lead the way in mentoring younger direct marketers. In an industry dominated by seasoned professionals, Joe feels the DMAW can benefit tremendously from recruiting, retaining and mentoring younger professionals from the political, nonprofit and broader marketing community.

While Joe's first love was politics, through the DMAW and his early mentorship, Joe realized the power of small dollar fundraising and direct response marketing and has grown not only to appreciate the industry, but to love what he does. He credits this in part to the DMAW and the friends he's made through the association and wants to continue to inspire young and up-and-coming direct marketers to share in a similar experience he had early on in his career.

Joe would appreciate the opportunity to serve on the DMAW Board of Directors, and thanks you in advance for your support. He has also offered to answer any questions you have about his ideas and nomination, prior to voting, and can be reached at joe.h.goetz@gmail.com.



**Steve Kehrli, Vice President of Development
People for the Ethical Treatment of Animals Foundation (PETA)**

Steve Kehrli is Vice President of Development for the PETA (People for the Ethical Treatment of Animals) Foundation and helps oversee the organization’s fundraising efforts, focusing on new innovative technologies that connect existing and would-be philanthropists with the many different facets of PETA’s work. Having first joined PETA as a card-carrying member in 1998, his work career started as a list broker with Names in the News helping different animal and environmental charities. PETA was one of the first groups he was assigned and immediately connected to their mission and effectiveness as a non-profit. Steve’s pre-PETA career also included working at American List Counsel and Adams Hussey and Associates.

At PETA, Steve has been influential in transforming organizational culture around fundraising, optimizing business processes, establishing key relationships, and driving revenue for all fundraising programs. He is continually creating and implementing new ways to engage supporters through initiatives such as interactive town hall meetings, Facebook Live events, peer-to-peer texting, all of which have helped PETA reach more individuals in an effective and cost-efficient manner.

Among Steve’s many roles is leading the direct response team efforts which encompasses finding the right message, medium and time to reach supporters. The organization has won more than 10 excellence in marketing awards from the Direct Marketing Association of Washington during his tenure. He oversees the Membership Services and Communications departments where membership satisfaction rates have steadily increased. He also works closely with industry partners such as ROI Solutions, Engaging Networks, Mal Warwick Donordigital and M+R to collaborate and innovate.

In this role he also advises PETA affiliate fundraising in the UK, Netherlands, Germany, France, India, Australia, and the Philippines. This has given him the opportunity to work with international partner agencies such as the Good Agency in London and to actively participate in the Resource Alliance events.

In his spare time, he enjoys discovering new vegan recipes, exploring the rich history of Washington, D.C. and being a regular arm-chair critique of any Netflix series - *Black Mirror* being among his favorites.



**Dan Sonners, Assistant Vice President, Director of Nonprofit Marketing
Conrad Direct**

With over a decade of experience, Dan Sonners has spent his entire professional life in direct marketing. Starting out by processing orders and entering data, Dan has worked his way up in the business and developed a genuine passion for fundraising along the way. He's currently Assistant Vice President and Director of Non-Profit Marketing at Conrad Direct.

As a direct mail and digital broker, he has helped grow and sustain programs for a wide range for non-profit mailers – Ranging from startups to some of the largest and most influential political mailers in the country. In recent years, Dan has specialized in advocating for the importance of an integrated approach to fundraising and helping clients test into multi-channel appeals.

Dan has been attending DMAW events since early in his career and became directly involved with the organization through the List Bazaar (Now known as Data Strategy Forum) as a panelist and member of the event's program committee.

He was invited to co-chair the 2018 Data Strategy Forum which went on to become sold out for the first time in many years. He was invited back to co-chair DSF 2019, which featured an expanded multi-channel program, and is thrilled to be returning again as Co-Chair in 2020.

Dan is a frequent blogger and recently launched a podcast dedicated to advancing issues in the non-profit space, he's enthusiastic about the prospect of giving back to the industry as a DMAW Board Member. He believes his well-rounded experience would bring a unique and valuable perspective to the Board during an exciting (but challenging) time in the industry.

If elected, Dan pledges to advocate for programs designed to educate members about the benefits of an un-siloed approach to marketing / fundraising, encourage collaboration among DMAW members, spur fundraising innovation, and help younger DMAW members advance their careers and initiatives.

Away from fundraising, Dan enjoys traveling with his wife Jessica, reading, exercising, and cheering on the Yankees, Giants, Rangers, and Knicks.



**Brandy Swimeley, Vice President of Marketing
Defenders of Wildlife**

With over 20 years of experience in direct response Brandy Swimeley has been a career long member of the DMAW and a strong advocate for the role the DMAW plays in our industry, including mentoring our future leaders, being on the forefront of innovation and sharing the successes (and failures!) of our collective efforts.

As the Vice President for Integrated Marketing at Defenders of Wildlife, Brandy is responsible for Defenders’ multi-channel marketing and online communication efforts and directs integrated programs to solicit, engage and cultivate constituents through direct mail, email, web, telemarketing, mobile, video, social media and public engagement. She also oversees marketing operations including the fundraising database, eCRM platform, eCommerce, the website and member services.

Prior to her role at Defenders, Brandy worked on the agency side of the business, with account management positions at Epsilon, SCA Direct, MINDset Direct and Russ Reid. She’s been fortunate to work with some of the best nonprofit organizations in the industry including The Nature Conservancy, Save the Children, Smithsonian, CARE, Washington National Cathedral and Environmental Defense Fund.

But regardless of where you are or who you’ve worked with, it doesn’t take tenure to realize that this is a critical time in fundraising. Agencies and nonprofits alike face new and evolving challenges, including a shrinking donor pool and increasing privacy and data regulations. It’s never been more important for this industry to diversify and reach new audiences – but the opportunities and challenges are nuanced based on where you sit, agency or nonprofit, and Brandy’s unique experience of managing programs on both sides will lend an additional perspective to the work of the DMAW Board.

Through workshops, conferences, panels and events such as the Young Professionals Happy Hour, Brandy was able to learn from the wealth of talent and experience right here in DC, and those that came to DC to learn more. Now Brandy would like to be a part of ensuring that the DMAW can continue to be a voice of authority, relevance and a center of support for all that look to the DMAW for guidance and support.

When not working Brandy is mother to a tween and teen girl and a reluctant Girl Scout troop leader for the past ten years...so, needless to say, she also looks for any opportunity to escape for long walks with her dogs, Scarlet and Callie.



**John Thompson, Chief Creative Officer
TrueSense Marketing**

John Thompson is a 40-year veteran of direct response donor marketing, and today leads strategic and creative teams delivering multi-channel fundraising solutions for their clients.

John started his career as Art Director/Director of Creative Services for The Richard A. Viguier Company, before opening his own creative studio, Direct Design, which he operated for 17 years. After a stint as a consultant and a turn on the nonprofit side as Director of Marketing and Communications for the Environmental Law Institute, John returned to the agency world as a senior creative executive at Merkle, Moore Direct Marketing Group, and Russ Reid, before joining TrueSense Marketing in early 2017 as Chief Creative Officer.

Over the years, John has served many of America’s most recognized nonprofit brands, which address the world’s most pressing problems, as well as numerous small regional organizations, which directly serve their neighborhoods and communities. He enjoys working for both and is a strong proponent of creative strategies—fully informed by data analytics—that focus on meeting donors where, when and how they prefer to conduct their philanthropy. He also believes in the innate good, and the enormous power to do good, inherent in the average American donor.

A long-time member and volunteer, John served on the DMAW Board in the late 1990s. He has served as a Maxi Award and DMA Echo Award judge, and, most recently, served as Co-chair of the Bridge Conference Marketing Committee (2017-2019). He currently sits on the 2020 Bridge Steering Committee.

John has authored numerous articles for *AdVents* over the years and has presented at conference sessions for both Bridge and DMANF. He is a frequent blog contributor. Over the years, John and his teams have been the recipient of a number of Maxi Awards. John is also a past recipient of the DMAW Volunteer of the Year Award.

Recently, John has been active in Washington, DC as a fundraising advocate on Capitol Hill, joining colleagues representing other industry interest groups in lobbying Congress to protect nonprofits on important tax and privacy legislation issues.



**Martina White, Director, Membership Acquisition
The Nature Conservancy**

I consider myself extremely privileged to have spent a direct response marketing career bringing donors and funds to worthy organizations that reflect my personal passions of conservation and preservation. From membership teams at the National Trust for Historic Preservation and the National Wildlife Federation to strategic agency work and my current position as the Director of Member Acquisition at The Nature Conservancy, it doesn't get better than applying my skills and talents to making a difference in the world. I know that my fellow DMAW members share this feeling.

I've gained so much from the DMAW over the years—from the peer-written articles and job postings of *Marketing AdVents*, to the insights from Bridge conference sessions, trade show floors, and networking opportunities—that it feels important to offer my time and energy in return. What better way to give back to the industry that has given me so much growth, satisfaction, and fulfillment than to join the DMAW board?

I've enjoyed contributing to the industry over the years, from conference planning and presenting in educational sessions and webinars to lobbying Congress on issues that matter to us. I hope to step up my participation through the board position. I believe I bring experience and insight that would be of use to DMAW members. I am a program lead on The Nature Conservancy membership team, where we are in the thick of a digital transformation that the commercial marketing industry is undergoing and that is on the horizon for our nonprofit marketing peers. We are learning what it takes to shift from siloed multichannel marketing to audience-based prospect and donor journeys. I'd like to bring those learnings to DMAW content to help educate the nonprofit sector on that transition.

While my work life has primarily focused on large national nonprofits, I am also the president of a small historic site's all-volunteer board, and therefore understand the fundraising challenges facing small organizations, as well.

I look forward to the opportunity to serve.



**Joanne Wilson, Senior Director, Sustainer Retention and Acquisition Strategy
The Humane Society of the United States**

Joanne Wilson is the Senior Director of Sustainer Retention and Acquisition Strategy at The Humane Society of the United States. In this role, she runs the *Humane Heroes* strategy across all fundraising channels.

Joanne got her start in nonprofit fundraising at EMILY's List, where she helped grow the monthly giving program and managed the telemarketing efforts. She has also managed mail and phone programs at Defenders of Wildlife, as well on the client services side at Chapman, Cubine, Adams and Hussey, and Creative Direct Response where she worked with a wide range of progressive, arts, and animal welfare clients.

She is a Trinidad and Tobago native who migrated many moons ago, and is a graduate of Montgomery College, and American University, where she studied International Relations and U.S. Foreign Policy.