Focus on Education
See page 6 for our updated course catalog

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2015 Leadership

DMA Nonprofit Federation
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ALSAC – St. Jude

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Tom Gaffny Consulting

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ASPCA

Mr. Matt Panos
Feed the Children

Mr. Mark Rhode
Russ Reid

Ms. Jann Schultz
Project HOPE

Ms. Kyla Shawyer
The Resource Alliance

Mr. David Strauss
The Nature Conservancy

2015 Leadership

Staff

Xenia “Senny” Boone, Esq.
General Counsel & Executive Director

Alicia Osgood
Director of Membership & Communications

Malene Ward, CMP, CEM
Director of Education & Conferences

Britney Martin
Meetings & Logistics Manager
Dear Readers:

In this special edition of the *Journal*, we are pleased to offer you DMANF’s *Education Catalog* (see page 6). Please make your plans now to attend the 2015 & 2016 opportunities listed.

A special focus is devoted to the 2015 Washington Nonprofit Conference taking place February 26-27, 2015. Have a look at the amazing program & stellar speaker line-up. Thank you to our generous sponsors for their support. It is no exaggeration to say that we could not do it without you.

Be sure to review Xenia “Senny” Boone, Esquire’s policy briefs (page 3) in advance of attending the conference. The 2015 Washington Nonprofit Conference program will offer a legislative session where many of these topics will be explored in depth & a Wine & Cheese with DMA Government Affairs where DMA staff will be present to share up-to-date information about these issues & answer questions about our activities on your behalf.

When you ask yourself why you are a part of DMA & DMANF, we hope the answers are easy – the education & networking opportunities offered as well as the top notch DMA action at the federal, state & local level.

I hope to see you in February. And, as always, let me know how I may better serve you.

Best,

Alice S. Osgood

Managing Editor
AOsgood@the-dma.org
The DMA Nonprofit Federation protects & defends nonprofit fundraising across all marketing channels to advance responsible data-driven fundraising.

Our policy focus continues to be preserving charitable giving incentives, supporting postal reform to maintain a stable United States Postal Service, sustaining digital channels, and combatting unreasonable fundraising regulations impacting nonprofit organizations and those working on their behalf.

A summary of each issue we are presently monitoring follows.

**Charitable Tax Deduction & Other Giving Incentives**

We successfully defended the charitable tax deduction for individuals to date, but a reduction to the deduction could be “on the table” as part of overall tax reform. Donors who itemize their taxes may claim up to 35 percent of the amount donated to charities. This giving incentive must be preserved at its current rate. President Obama included a proposed limit on the charitable tax deduction in his FY 2011 budget to change the deduction from 35% to 28% for couples making $250,000 or on individuals making $200,000, stating this would raise $179.8 billion over 10 years to help pay for government programs, and continues to support reducing the deduction. The “fiscal cliff” tax rate legislation did not include changes to the charitable tax deduction. But we anticipate new proposals to reduce the deduction in 2015 once tax reform proposals are launched.

DMANF, as part of the Charitable Giving Coalition, sent a letter of introduction to new members of Congress urging them to protect giving. Read the letter at http://protectgiving.org/article/newmemberlette/.

**Postal Legislation & Nonprofit Mailing Rates**

The nonprofit postal rate discount is essential to help eligible nonprofit mailers mail affordably. We succeeded in defeating an effort to drastically raise rates in postal reform legislation last year—but rates rose under the poorly crafted “Exigency Rate” case decision. Nonprofit mailers faced a major rate hike via a reduction in the nonprofit preferred rate discount in Section 403 of H.R. 2309, a bill by California Rep. Darrell Issa. That bill stalled as a result of thousands of letters sent by dual DMA & DMANF members in 2013. In 2014, the Postal Regulatory Commission decided to allow the USPS to obtain across-the-board rate increases totaling 6% due to the combination of the regular CPI increase and an additional amount for the postal “exigency” claims. Early in 2015, USPS submitted for an additional CPI increase of 1.966% on top of the existing exigency increase.

We oppose rate increases that will raise rates on mailers and lead to volume losses for the USPS AKA the “death spiral.” The DMA and a broad coalition of mailers are fighting the “exigency case” in court. Postal reform needs to be kick-started in 2015.
Privacy Restrictions on Data Collection & Use

Due to public fears about digital technology encroaching on personal privacy and recent government surveillance revelations, there is a chance that harsh restrictions on data collection and use could pass at the federal level. Smart technologies being developed today offer marketers and nonprofits new kinds of data and a refined ability to effectively reach out with relevant messages online. But such smart data techniques have led to cries from privacy advocates wanting to stop marketing through “do not track” legislation and a mandatory opt-in before data can be collected and used by an organization.

The DMA Nonprofit Federation supports strong self-regulation by asking members to offer notice and choice to their supporters. An opt-in only approach is potentially harmful to organizations. We will need your ongoing support to oppose legislation that would prevent needed data collection and use through a new “opt-in” only restrictions in the coming year.

U.S. Supreme Court Case: DMA v. Brohl

The DMA was fortunate to have its case against Colorado’s out-of-state tax collection scheme heard in December by the United States Supreme Court. The issue boils down to challenges to state regulations indirectly related to the payment (or nonpayment) of state taxes and where such decisions can be appealed. For nonprofit organizations, just as for businesses, it is very important for the DMA to preserve your right of appeal to a federal court in these matters and not have a state (with its own vested state interest) act as the final decision-maker. This case could impact nonprofit organizations nationally. For example, this could involve a case where a nonprofit could be forced to provide a donor list to a state to check up on your donors and you would not have a right of appeal to a federal court. We expect the Supreme Court decision as early as March 2015.

If you would like to participate in our grassroots efforts, please contact Senny Boone (SBoone@the-dma.org) or Alicia Osgood (AOsgood@the-dma.org).
Presented annually at the Washington Nonprofit Conference, The Max Hart Nonprofit Achievement Award recognizes career accomplishments by an exceptional fundraising professional with a track record of service, leadership, innovation and integrity.

The recipient of this award exemplifies the following:

- Served as a professional fundraising practitioner in either nonprofit organizations or service providers
- Career has been characterized by innovation and leadership within the direct marketing community
- Has an outstanding record of achievement within the direct marketing industry
- Served as a source of inspiration and encouragement to others by exemplifying the highest standards of excellence and integrity in his/her work
- Respected authority in direct marketing fundraising practice and issues
- Committed to the professional development of others through shared knowledge and mentorship

Congratulations to

Geoffrey W. Peters
CEO, Moore DM Group

on his selection as the recipient of the 2015 Max Hart Nonprofit Achievement Award

Join us at the Gala Conference Luncheon
February 26th
to honor Geoff
Calendar of Events

February 18, 2015
Direct Marketing 201
Seminar
PETA
554 Grand Ave.
Oakland, CA 94610

February 25, 2015
Nonprofit Digital Day
Pre-Conference Workshop
Renaissance Washington, DC Downtown Hotel
999 Ninth Street, NW
Washington, DC 20001

February 26-27, 2015
2015 Washington
Nonprofit Conference

March 25, 2015
Five Data Points
That Really Matter!
Webinar

April 22, 2015
Nonprofit Digital Day
Seminar
Feeding America
35 E. Wacker Drive, Suite 2000
Chicago, IL 60601

April 29, 2015
“OK, Now What?”
Webinar

May 27, 2015
Social Work: Learnings from a
Peer-to-Peer Fundraising
Platform Launch
Webinar

July 29, 2015
Who is Governing Your Data?
Webinar

August 4-5, 2015
2015 New York
Nonprofit Conference

February 18-19, 2016
2016 Washington
Nonprofit Conference

February 18-19, 2016
2016 Washington
Nonprofit Conference

March 25, 2015
Five Data Points
That Really Matter!
Webinar

April 22, 2015
Nonprofit Digital Day
Seminar
Feeding America
35 E. Wacker Drive, Suite 2000
Chicago, IL 60601

August 2-3, 2016
2016 New York
Nonprofit Conference

Compiled by
Malene Ward, CMP, CEM
Director of Education & Conferences | DMANF
The **Washington Nonprofit Conference** is an annual two-day event where more than 750 fundraising and marketing professionals, in the nonprofit and commercial sectors, gather to exchange innovative marketing and fundraising ideas, generate insightful solutions and think creatively. This conference will be the platform for improving public awareness and receptivity to direct and interactive market-driven philanthropy.

The conference will also provide education related to direct/interactive marketing principles and practices while offering the latest in direct/interactive legislation, regulatory, and standards-setting issues facing nonprofits and address ethical practices related to direct/interactive fundraising and other communications.

This yearly event also includes a power networking event, the Max Hart Nonprofit Achievement Award Luncheon and Presentation, and plenty of opportunities to network with your colleagues. Programming will focus on case studies which will offer attendees a more realistic view of the issues and challenges with which the nonprofit industry is faced.

**2015 Pre-Conference Workshop**
**Nonprofit Digital Day**
February 25, 2015

**2015 Main Conference Days**
February 26-27, 2015
Renaissance Washington, DC Downtown Hotel
Washington, DC
[www.dc.dmanf.org](http://www.dc.dmanf.org)

**2016 Conference**
February 18-19, 2016
Renaissance Washington, DC Downtown Hotel
Washington, DC

The **New York Nonprofit Conference** is an annual two-day event where more than 500 fundraising and marketing professionals, in the nonprofit and commercial sectors, gather to exchange innovative marketing and fundraising ideas, generate insightful solutions and think creatively. This conference will be the platform for improving public awareness and receptivity to direct and interactive market-driven philanthropy.

This yearly event also includes a power networking event, the Nonprofit Organization of the Year Awards Luncheon, and plenty of opportunities to network with your colleagues. Programming will focus on case studies that offer attendees a more realistic view of the issues and challenges with which the nonprofit industry is faced.

**2015 Conference**
August 4-5, 2015
New York Hilton Midtown
New York, NY
[www.ny.dmanf.org](http://www.ny.dmanf.org)

**2016 Conference**
August 2-3, 2016
New York Hilton Midtown
New York, NY
Resolve to Make 2015 Your Best Fundraising Year Yet!

MONUMENTAL FUNDRAISING

Join the best and brightest in fundraising, and ring in the New Year with a proven marketing plan, innovative ideas, and fundraising strategies that work.

It’s all here at the Washington Nonprofit Conference — a session-packed event of MONUMENTAL PROPORTIONS!

Upgrade your conference experience! Come early on February 25 for a pre-conference digital workshop.

Register and get more information at DC.DMANF.ORG

2015 Washington, D.C. Nonprofit Conference
February 26-27, 2015
Renaissance Washington, D.C., Downtown
Mark your calendar and join hundreds of fundraising veterans and fellow marketing professionals at the 2015 New York Nonprofit Conference. You’ll get two days of nonstop, fast-moving sessions, packed with strategies, tips, and real solutions designed to fast-track your fundraising!

It’s all here in New York: Share, learn, connect ... and move your fundraising forward!

Get more information at

NY.DMANF.ORG
Direct Marketing 201
February 18, 2015
PETA
554 Grand Ave.
Oakland, CA 94610

Session price
DMANF Members | $150.00
Non-Members | $200.00
Includes coffee in the morning and lunch

Session Description
Building on the practices and concepts put forth in the extremely successful DM101 program, DM201 has something for everyone. It goes beyond the basics and principals of the “what’s” and the “if’s”, to explore the details and metrics of ongoing successful direct marketing programs. Utilizing plans, programs, data, and results gathered from actual client programs, the attendee will learn the answers to questions and issues such as:

- Testing strategy: How to test, what to look for, and when to re-test. How to ensure statistically significant tests and calculate confidence.
- Creating a list strategy for acquisition, renewals and appeals, including detailed segmentation strategies by program.
- Understanding the reports and information provided throughout the data hygiene and data processing process, and how that will assist future marketing efforts. Learn about list optimization and modeling opportunities, as well as best practices for efficient and effective ongoing data processing.
- What performance metrics should you be analyzing, how to benchmark your campaigns’ performance, and how to apply your analysis to ongoing programs.
- The checklist of building a database for current and future needs of your organization, and how to use the data to better connect with your donors

- What really is multi-channel marketing, and how to integrate strategy across channels with success.
- How to create the strongest multi-channel messaging that includes a strong case for support.

Taught by industry leaders, this full day seminar will provide immediate educational benefits to the attendees, and provide actionable information which can be incorporated into current and future marketing efforts. Whether you have been in the industry 5 years or 25 years, this seminar is for you.

Session Schedule
8:45-9:15 | Registration
9:15-10:15
The Metrics of Creative Testing
How to test, what to look for, when to re-test
Allison Porter, President, Avalon Consulting
10:15-11:15
List Strategy
Creating a list segmentation strategy for acquisition, renewals and appeals, including how to create a robust mail plan.
Jeanette Cassano, Vice President, Belardi/Ostroy
11:00-11:15 | Break
11:15-12:00
Data Processing by the Numbers
Understanding the information provided throughout the merge process and how it might help future efforts
Marvin Dawson, Vice President of Operations, MMI Direct
12:00-1:00 | Lunch
Seminars

1:00-145
**Analytics Statistics Review**
What response metrics should you be looking at and how to apply that knowledge to future efforts
*Jim Emlet, Principal, Integral*

1:45-2:45
**Database Data Discovery and Understanding your Data**
The checklist of building a database along with how to use the data within the database to better connect with your donors and how to analyze your available data to better understand opportunities/trends and donor attributes.
*Belinda Rawlins, Technical Account Manager, ROI Solutions*

2:45-3:00 | **Break**

3:00-4:30
**Multi-Channel Marketing**
What is it really, and how to integrate with success
*Mark Mitchell, Vice President of Business Development, SD&A Teleservices
Allison Porter, President, Avalon Consulting*

4:30-4:45 | **Q&A**

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**Nonprofit Digital Day**
**Pre-conference DCNP Workshop**
February 25, 2015
Renaissance Washington, DC Downtown Hotel
999 Ninth Street, NW
Washington, DC 20001

**Session Price**
*DMANF Members | $150.00
Non-Members | $200.00*
Includes coffee in the morning and lunch
**SAVE $50.00 if you register for the Workshop and Washington Nonprofit Conference**

**Session Description**
**Part 1: Digital 101**
Digital 101 panel discussion provides the foundation of online fundraising. The panel discussion will explore the groundwork of planning, implementing, running, and evaluating online marketing programs. Attendees will learn the online must-haves and know-hows in order to establish an ongoing online marketing/fundraising program. Utilizing plans, programs, data, and results gathered from actual client programs, the attendee will learn the framework of online marketing/fundraising campaigns including:

- Website Best Practices: What needs to be included on your website and how to keep it fresh in order to attract visitors.
- Online Acquisitions: How to build an email list in order to grow your constituent base.
- Online Advertising: What your options are and how to get started with paid and unpaid advertising.
- Email Campaigns: Strategy behind what to send, whom to send it to, and when to send it.
- Social Media: Where to start and how to engage your constituents engaged.
- Integration: How to build a production schedule to incorporate all channels.
Part 2: Digital 201
Digital 201 breaks out into individual sessions to go beyond the basics and principals of the “what’s” and the “if’s.” The in-depth sessions will explore the details and metrics of ongoing successful online marketing/fundraising programs as well as new techniques and tactics to build strong and engaging constituent relationships. Utilizing plans, programs, data, and results gathered from actual client programs, the attendee will learn in-depth knowledge of:

- Online Acquisition: Understanding methodologies behind acquiring new supporters online and guidelines for what to do with the supporters once their first action is made.
- Data Analytics: What performance metrics should you be analyzing, how to benchmark your campaigns’ performance, and how to apply your analysis to ongoing programs. The checklist of building a database for current and future needs of your organization, and how to use the data to better connect with your donors.
- Email and List Strategy: Creating a strategy for online acquisition, renewals and appeals, including detailed segmentation strategies by program.

Taught by industry leaders, this full day seminar will provide immediate educational benefits to the attendees, and provide actionable information, which can be incorporated into current and future online marketing efforts.

Whether you have been in the industry 5 years or 25 years, this seminar is for you.

Session Schedule
8:45-9:15 | Registration

9:15-10:30
Digital Fundraising 101 Panel
Debbie Young, Engage Group
Heather Marsh, ABD Direct
Liz Murphy, RedEngine Digital
Peter Kaizer, Digital Strategist

10:30-10:45 | Break

10:45-12:00
Digital Fundraising 101 Panel
Debbie Young, Engage Group
Heather Marsh, ABD Direct
Liz Murphy, RedEngine Digital
Peter Kaizer, Digital Strategist

12:00-1:00 | Lunch

1:00-2:00
Online Acquisition
Liz Murphy, RedEngine Digital

2:00-3:00
Data Analytics
Kevin Moran, Integral

3:00-3:15 | Break

3:15 – 4:15
Email and List Strategy
Heather Marsh, ABD Direct

4:15-4:30 | Q&A
Speaker Bios

Peter Kaizer
Peter Kaizer is a passionate user experience architect & advocate, web designer & developer and digital strategist. He is a Senior User Experience Consultant for Aquent, a firm that is shaping the next generation of digital technology for the federal government. Previously he spent 15 years as the Digital Director for Catholic Relief Services (CRS), a global humanitarian aid organization where he directed the overall online experience and the online marketing and engagement efforts of the multiple Catholic Relief Services web sites.

Heather Marsh
Heather Marsh, Director of ABD Direct’s Digital Division, has over 10 years of direct marketing experience, and has worked with clients such as Wounded Warrior Project, Mothers Against Drunk Driving, The Wilderness Society, Pathfinder International, and many others. She feels strongly that it is time to take a holistic approach to marketing – bringing digital, mail, and other channels together to maximize communication with donors. Her strengths include developing and analyzing the success of multi-channel campaigns including online, direct mail, telemarketing, and DRTV, often finding ways to improve donor performance.

Kevin Moran
Kevin T. Moran is co-founder and principal of Integral and provides strategic consulting services for Integral clients. Kevin has nearly 20 years of strategic experience working for and with leading nonprofits. Since its inception, Integral has been fortunate to work with more than 70 nonprofits helping them identify new opportunities to grow. Kevin’s role is to work with clients to identify those strategies that have the greatest impact and develop a framework to propel clients to new levels of success. Additionally, Kevin is responsible for guiding the growth of Integral and identifying new solutions to serve the emerging challenges facing our clients.

Liz Murphy
Liz Murphy is President and Founder of RedEngine Digital, an integrated digital marketing agency that helps nonprofits, associations and businesses increase their online revenues, visibility and engagement. Ms. Murphy has more than 30 years’ experience in direct and digital response marketing. As a result, she brings a unique expertise in integrated online and direct marketing to her clients. Before founding RedEngine, Ms. Murphy worked at AppNet with clients such as Heifer Project International, the American Civil Liberties Union, and the Christian Children’s Fund. Prior to that, she was Associate Creative Director at the National Geographic, where she created and directed direct response, TV and radio campaigns for the National Geographic magazines and the Television, Book, and Catalog divisions. Ms. Murphy is an award-winning copywriter and regularly speaks about digital marketing at industry conferences. She is also a member of the Board of Directors of the DMAW Educational Foundation.

Debbie Young
Debbie, Senior Project Manager at The Engage Group, turned her passion for causes and ability to use technology tools to achieve fundraising goals into a career. For more than 10 years she has built, managed, and implemented web-based programs for nonprofits to advance their missions and fundraising efforts. In 2004 she launched and managed the e-outreach program at the U.S. Holocaust Memorial Museum. Debbie joined The Engage Group, PMG’s online fundraising division, in the spring of 2010. She’s on a mission to help as many nonprofits as possible build successful online programs that deliver a positive return on investment.
Nonprofit Digital Day
April 22, 2015
Feeding America National Office
35 E. Wacker Drive, Suite 2000
Chicago, IL 60601

Session Description
Part 1: Digital 101
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9:15-10:30
Digital Fundraising 101 Panel
Speakers TBD

10:30-10:45 | Break

10:45-12:00
Digital Fundraising 101 Panel
Speakers TBD

12:00-1:00 | Lunch

1:00-2:00
Online Acquisition
Speakers TBD

2:00-3:00
Data Analytics
Speakers TBD

3:00-3:15 | Break

3:15-4:15
Email and List Strategy
Speakers TBD

4:15-4:30 | Q&A

Keep up-to-date!
Check out nonprofitfederation.org/events/
**Five Data Points That Really Matter!**
March 25, 2015 | 2:00-3:00 ET

While you’re planning on how to gain access to Big Data, let alone reveal actionable insights, just remember there are five critical low or no-cost data points right at your fingertips that truly matter to your program’s bottom line. In this session we will discuss how mid- to large-size nonprofit organizations have successfully leveraged the following: First Gift Amount as it relates to long-term donor value driving investment levels in contact cadence, donor care and upgrade strategies. Why this simple, accessible data point is virtually always more important than ‘how or offer acquired’. Offer Responsiveness and equally important chronic non-responders to specific offers especially when those offers are costly. If you are only reducing contact volumes to achieve your net goals, you are leaving money and donors on the table. Mission Affinity which ties directly to the relevance your cause has to your donor. Learn ways to methodically collect then leverage affinity information beyond simple segmentation. Multi-Channel/Action Responsiveness. Even before digital marketing came along, we knew donors who contributed to more than one channel were on the whole more valuable than those who contributed to only a single channel. Learn how factoring all actions including those without a donation attached can transform your marketing investments and your relationship with your constituents. Demographics including a cadre of quick points on age, gender, region to fine tune your offer, messaging and upgrading approaches. If you are not actively engaged in utilizing at least three of these data points, your program is likely not fully optimized. If you are engaged in all five you may still learn creative new ways of applying strategies and tactics to enhance short- and long-term program performance.

**Intended Audience**
All

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**Learning Outcomes**
- Learn the 5 key data points that will help optimize a fundraising program and impact the bottom line.
- Learn creative new ways of applying strategies and tactics to enhance short- and long-term program performance based on these data points.

**Session Applicable to**
Midsize to large nonprofits

**Moderator & Speakers**
- Diane Clifford, VP, Marketing and Constituency Development, National Audubon Society
- Mary Beth McIntyre, Interim Director, Direct Marketing at Alzheimer’s Association
- Lisa Smith, Sr. Vice President of Data Insights and Integration, Russ Reid

**Diane Clifford**
Throughout her more than 25-year career, Diane has gained broad experience in fundraising strategy and building the complex operational systems and processes needed to support a truly donor-centric program. From start-ups, to turnarounds, she’s assembled the people, partners and technology needed to launch a new effort or to revitalize growth towards new levels of success. Diane has developed multi-channel fundraising strategies (mail, phone, email, website, mobile, magazine, blog, social media, events) directed at new, mid-level and major donors, planned giving prospects, and activists. She has also managed the functions necessary to support a robust fundraising program, including customer service, gift processing, production, database, prospect management, donor stewardship, fulfillment, and analytics. Diane holds a B.S. in Marketing from The Pennsylvania State University and has held senior fundraising positions at NPCA, NWF and Defenders of Wildlife. She currently serves as Vice President for Marketing at National Audubon Society.
Mary Beth McIntyre
Mary Beth is Principal and Founder of Win-Win Giving since 2006. Her practice emphasizes data-driven strategic planning and enhanced integrated marketing solutions for nonprofits. She serves as a “voice for the donor” using donor attributes and performance data to inform organizational change and clarity of vision. Mary Beth specializes in enterprise-wide fundraising, Major and Planned Giving strategic planning, mid-level giving programs and chapter-based organization initiatives. Mary Beth helps organizations by leading through times of change. She recently served in that capacity as Interim Director, Direct Marketing for the Alzheimer’s Association. Mary Beth was a Vice President with Target Companies/Blackbaud from 2001 through 2008, helping launch the National Fundraising Index. She was a senior member of the Epsilon Fundraising Division for 15 years prior to that. Mary Beth’s fundraising journey started when she worked for the American Heart Association. She has been an active speaker and volunteer for many Industry-wide programs.

Lisa Smith
Lisa has over 25 years’ experience helping nonprofit organizations improve donor value and net income through thoughtful program analysis and innovative approaches to mapping audience segmentation with unique treatment and messaging strategies. Lisa is a long-term practitioner of donor-centric approaches. In her recent position as Sr. Vice President of Data Insights and Integration has added DRTV and Digital channels to her multi-channel program analyses and strategic recommendations. Prior to joining Russ Reid, she held leadership positions at two other agencies serving the nonprofit community, LW Robbins Associates and Epsilon. Her clients have included American Cancer Society, Animal Rescue Foundation, CARE, Covenant House, Doctors Without Borders, National Multiple Sclerosis Society, Paralyzed Veterans of America, Special Olympics, Washington National Cathedral and many others.

“OK, Now What?”
April 29, 2015 | 2:00-3:00 ET
You’ve built your fundraising department. You’ve assembled a database. You’ve massaged your messaging strategy. You’ve built so many communications channels you don’t know what to do with them all. Great … now what? In this fast-paced session we’ll take a look forward (and a couple of peeks backward) to explore how the old ‘tried and true’ fundraising rules really don’t apply anymore – and what nonprofit leaders need to start doing now to emerge as a winner in the years ahead. Will one of them be you?

Learning Outcomes
- Learn the 3 things all fundraisers need to stop thinking and doing
- Learn how some nonprofits are setting themselves apart by engaging constituents in truly meaningful ways
- Learn what today’s donor public is craving … and how you can tap into this market

Speaker
- Tom Gaffny, Tom Gaffny Consulting

Tom Gaffny
Tom Gaffny is the principal of Tom Gaffny Consulting, an agency dedicated to providing breakthrough Strategic and Creative support for nonprofit organizations. During his career, Tom has received repeated national recognition for his development of high-impact strategic and creative solutions on behalf of his client partners. In his career, he has won 23 ECHO awards for creative excellence from the International Direct Marketing Association, as many as any Creative Director in the world, and more than 200 Creative Awards from the New England Direct Marketing Association. Tom has also been recognized by NEDMA as the region’s Direct Marketer of the Year, and has been singled out for Best Copy a record
7 times. He has also been recognized as one of the Top Men in Fundraising by Fundraising Success magazine. Prior to beginning this consulting agency, Tom was Executive Vice President of Epsilon’s Fundraising division, where he helped provide support to nearly 200 nonprofit organizations.

**Social Work: Learnings From a Peer-to-Peer Fundraising Platform Launch**
May 27, 2015 | 2:00-3:00 ET

This panel will drill into the basics of what worked and what didn’t work in year-one of a Peer-to-Peer fundraising platform launch. Specifically, the individual effectiveness (or ineffectiveness) of various marketing channels (email, social, direct mail, print, etc…) as well as the difficulty of achieving a conversion that goes far beyond a sale. Putting the time and effort into fundraising on behalf of an organization to your peers requires much more than a monetary transaction. Panel attendees will be able to hear about real marketing and communication strategies crafted to attack this problem in addition to others, such as “upselling” peer-to-peer donors into becoming fundraisers themselves.

**Intended Audience**
All

**Learning Outcomes**
- Know what channels work for promoting peer-to-peer
- How to learn to ask for something more difficult to obtain than money
- Learn how to “upsell” in peer-to-peer fundraising

**Session Applicable to**
Small, midsize and large nonprofits

**Speakers:**
- Emily Dubin Field, Director of Development, City of Hope
- Brenna Holmes, VP of Digital, CCAH

**Emily Dubin Field**
Emily joined City of Hope three years ago to help build a pipeline of supporters for the future. She is developing new initiatives in online fundraising and engagement strategies for supporters of all ages. She launched City of Hope’s first-ever personal online fundraising platform, called ourHope. Her work has brought in thousands of new supporters to the organization and has raised over half a million dollars and counting. For the last ten years, Emily has been working in the public sector. She has extensive experience with board and program development, volunteer coordination, and fund development. She is passionate about nonprofits changing their culture in order to meet the demands of savvy supporters of all ages. Emily earned her MBA in Nonprofit Management at American Jewish University. In 2010 she was a Volunteer Award Recipient and Honoree Speaker for her work she did founding the Associate Board of young professionals for Our House Grief Support Center.

**Brenna Holmes**
CCAH is an award winning multichannel direct response firm specializing in nonprofit fundraising. Brenna leads the Interactive Department’s digital/mobile teams, delivering multichannel integration and SMART digital acquisition. She possesses an extensive background in cross-channel marketing, advocacy integration and is equally at ease starting programs from scratch or taking one to the next level. Her specialty is creating unified surround sound campaigns that maximize supporter engagement and organizational loyalty. Since joining CCAH, she’s mapped the online advocacy and fundraising strategy for clients such as MADD, California State Parks Foundation, Environmental Defense Fund, Sierra Club, City of Hope, The Trust...
Who is Governing Your Data?
July 29, 2015 | 2:00-3:00 ET

The steps you need to take now to use and protect your organization’s most valuable asset.

Data governance demands an understanding of who is accountable for your data, the right ways to use your data, finding gaps in your data and understanding how data is managed and secured throughout your organization. Ultimately a strong data governance plan protects your organization and your donors, supports more efficient data management and provides an increased return on your data investment.

Many nonprofit organizations lack an effective data governance plan. This session will show you how to build your organization’s data governance practice by:

- Providing a simple set of tools to get you started
- Showing you how to identify the right data governance team
- Explaining why executive sponsorship is mandatory and how to get their enthusiastic support
- Offering guidelines for building data policies
- Defining data breach preparedness and building data trust
- How solid data practices can dramatically improve your fundraising efforts
- Actual examples of what approaches have worked, and haven’t worked within several organizations

Webinars

A successful data governance program ensures that your organization can clearly identify how your constituent data is being applied, identify efficiencies in data management, increase data trust within your organization as well as identifying legal, compliance, data threat and privacy needs. And, on top of that, it will improve your fundraising and donor stewardship efforts.

Taking these first steps now can help your organization overcome the threats to your data-driven environment, improve your organization’s command of data to increase engagement, develop better internal communication and increase your return on investment. This is a must-attend session with very practical takeaways you can share with your leadership.

Speakers
- Glen Beasley, Director of Direct Marketing, Arbor Day Foundation
- Cathy Folkes, President, Data Best Practices
- Gina Scala, Vice President of Education and Development, DMA

Glen Beasley
Glen Beasley is the Director of Direct Marketing at the Arbor Day Foundation. He is responsible for their direct mail and database marketing. Glen is also involved in email, online membership and Planned Giving lead generation. The Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters, and valued partners. Glen joined the Arbor Day Foundation in 2008 and has over 20 years of experience in direct marketing. His past experience includes being president of Insight Catalog Consulting and work in the for-profit world for companies such as Harry and David, Musician’s Friend and others. She has a background in digital brand management, public relations and design and manages CCAH’s website, blog and social media. She has two master’s degrees from top three programs at Syracuse University; S.I. Newhouse School of Public Communications in public relations and Maxwell School in public administration.
Bowflex. Glen currently serves on the DMA Nonprofit Federation’s Advisory Council and has found a great connection with nonprofit fundraising, the industry’s close relationships and the genuine passion we all have for our causes.

Cathy Folkes
For more than 35 years Cathy has been initiating social impact by making data actionable and measurable. Over the years, Cathy has developed CRM, analytic and reporting strategies environments for many organizations including AARP, the American Cancer Society, Dell, Disney, Habitat for Humanity, Nike and Susan G. Komen for the Cure. Through her management of data and data strategies for nonprofit organizations, political campaigns, marketing agencies and commercial organizations, Cathy has always worked to develop processes that drive an increased return on investment. For several years, Cathy has been developing nonprofit data governance practices including a balanced scorecard approach to Data Governance. Cathy is President of Data Best Practices, an organization that designs strategies and environment to combine, manage and measure marketing and operational data.

Gina Scala
Gina Scala is DMA’s vice president of education & professional development. In this role, Scala oversees the comprehensive compendium of education and professional development offerings for brand marketers, service providers and nonprofits including public seminars, live online learning, self-paced e-learning, and customized in-company education. Recently, Gina has dedicated 18 months to building DMA’s Data Governance program with a group of leading marketers, privacy and compliance professionals. She is also responsible for representing DMA in global development partnerships and activities. Scala came to DMA in 2011 with a strong background in both marketing and learning and development. Prior to DMA, she served as director of marketing for a global professional development company, Editure (now Generation Ready), where she was responsible for the marketing strategy and development for six subsidiary companies. She also worked for Sadlier, delivering in-service training, and for Pearson Education as an educational product manager. Scala holds a bachelor’s degree in communications from the Pennsylvania State University and a MA in special education from The College of New Jersey.
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