



JANUARY/FEBRUARY 2025 • VOL. 63 NO. 1

DIRECT  
**IMPACT**  
MARKETING INSIGHTS FOR DRIVING NONPROFIT SUCCESS **DMAW**  
Direct Marketing Association of Washington



pg. 8

**Behavioral Science:**  
**The Full Story**  
By Frank O'Brien



**INSIDE:**  
Where 'Audience-First'  
and 'Omnichannel'  
Fundraising Strategies  
Truly Differ

ARTICLES	COLUMNS	FEATURED EVENT
New RFP Experience ..... 5	President's Perspective ..... 2	<b>DMAW &amp; TNPA Nonprofit Fundraisers Symposium</b> March 12-14 See page 3 for more upcoming events.
Copywriting Checklist ..... 6	Committee Spotlight ..... 4	
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## DIRECT IMPACT

### Marketing Insights for Driving Nonprofit Success

**Bold new format. The content members love, elevated!**  
A Must-Read Magazine for Fundraisers & Marketers

- **Published 6 times a year** – delivering insights, strategies, and innovations directly to the industry’s top decision-makers.
- **Spotlighting influential voices** – from well-regarded industry veterans to rising stars.
- **Featuring top professionals** – the buyers, sellers, creators, and strategists driving direct marketing and fundraising for the nation’s largest nonprofits, political organizations, agencies, and associations.
- **Mailed directly to members & available online** – ensuring long-lasting visibility for your brand.

#### Why Advertise?

Your ad is placed contextually for maximum impact alongside:

- Thought-provoking case studies
- Emerging industry trends
- Critical updates on laws & regulations
- Exclusive thought leadership & expert insights

#### New for 2025: Smarter Ad Placement! When you book your ad:

- **Select your preferred issue numbers** (e.g., Issue #2 and Issue #5), and we’ll do our best to accommodate your choices.
- **No preference?** Our editorial team will place your ad in the **most relevant** issue based on your company’s expertise and overall ad placement strategy.
- To ensure the **best reader experience**, we reserve the right to adjust placements as needed – always optimizing for **maximum visibility and engagement**.

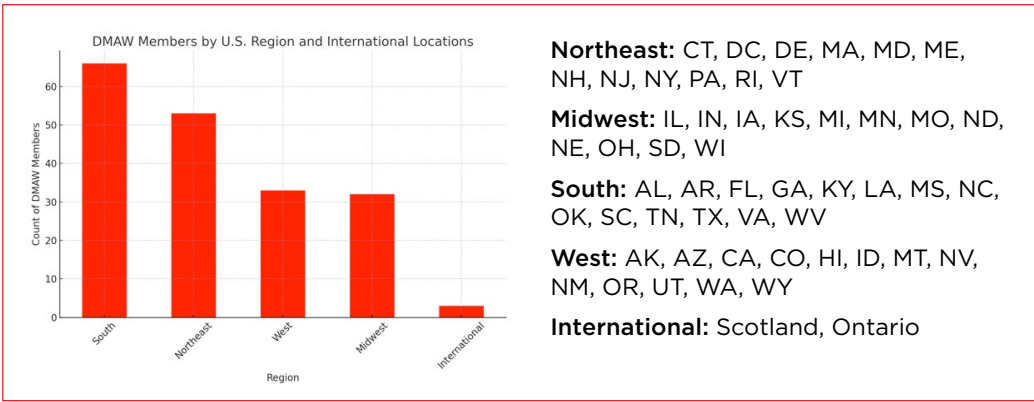
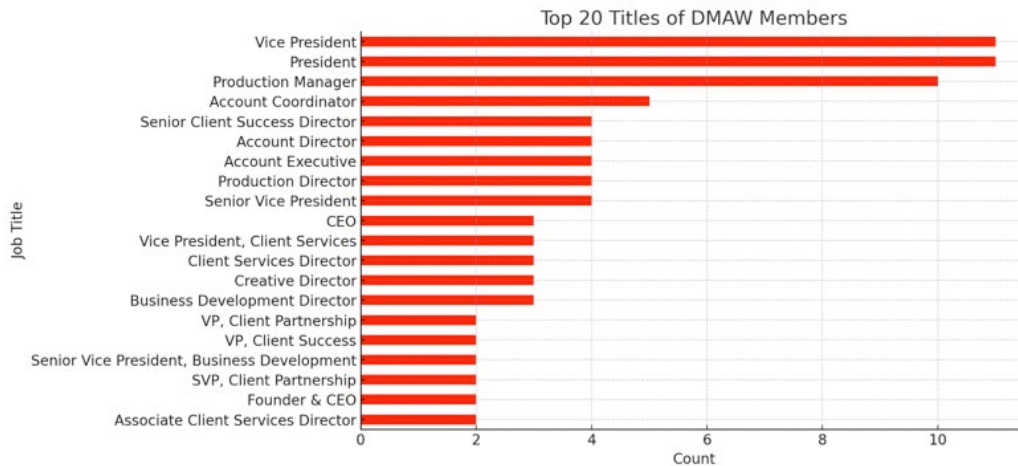
**Direct Impact** builds on the success of **Marketing AdVents**, a consistently top-rated member benefit. It reflects DMAW’s commitment to fostering a **thriving, informed, and results-driven direct** response community.

As the flagship publication of DMAW – the leading direct marketing association – **Direct Impact** connects fundraisers and marketers with **premier education, valuable industry insights, and meaningful professional connections** to drive greater mission success in the nonprofit and social impact sector.

Our members come from a wide range of sectors within the direct marketing and fundraising industries, including:

- AI and Machine Learning
- Advocacy & Political Consultants
- Caging/Lockbox Services/Gift &
- Payment Processing/Acknowledgments
- Creative/Copywriting/Design/Production
- Data & Analytics
- Data Providers/List Brokerage & Management /Cooperative Databases
- Database Management/CRMs/Technology Platforms & Tools
- Digital Marketing/Mobile/Social Media/Email
- DRTV/Video Storytelling & Production
- Envelope Printers & Manufacturers
- Fulfillment Services
- Full Service Direct Mail Production Operations
- Full Service Fundraising & Marketing Agencies
- Fundraising & Marketing Consultants
- Mailing Services/Lettershop/Postal Logistics
- Premiums, Promotional Products
- Printers (including Specialty)
- Telephone Fundraising & Donor Services
- Website Design & Services

If your business serves any of these areas, **advertising in Direct Impact** puts your brand in front of the decision-makers who can benefit most from your services. Don't miss the opportunity to engage with this highly targeted and influential audience!



**RATES & SIZES**

AD SIZE OPTIONS	AD SPECS	AD ONLY	AD W/VIDEO
2-Page Spread Sponsorship	7-1/4" wide x 10" high each	\$2,500	\$3,500
Cover #2, 3, or 4	7-1/4" wide x 10" high	\$1,925	\$2,925
Full Page	7-1/4" wide x 10" high	\$1,800	\$2,800
2/3 Page	4-3/4" wide x 10" high	\$1,500	N/A
1/2 Page	7-1/4" wide x 4-3/4" high	\$1,200	\$2,200
1/3 Page Square	4-3/4" wide x 4-3/4" high	\$800	N/A
1/3 Page Vertical	2-3/4" wide x 10" high	\$800	N/A
1/6 Page Vertical	2-1/4" wide x 4-3/4" high	\$600	N/A

**Multiple Ads Afforded a 10% Discount at time of order!**

**PUBLICATION SCHEDULES**

ISSUE	INSERTION DUE DATE	MATERIALS DUE
Jan/Feb - Issue #1	Dec 4	Dec 13
Mar/Apr - Issue #2	Feb 14	Feb 26
May/June - Issue #3	Apr 14	Apr 23
Jul/Aug - Issue #4	Jun 13	Jun 24
Sep/Oct - Issue #5	Aug 15	Aug 26
Nov/Dec - Issue #6	Oct 2	Oct 14

**REACH DECISION-MAKERS. DRIVE RESULTS.  
ADVERTISE IN DIRECT IMPACT!**

If Your Company Is in Direct Marketing or Fundraising...  
DMAW's **DIRECT IMPACT** is Your Audience!

Seize the opportunity to **showcase your company's impact** to a highly targeted, engaged market. With a Direct Impact Partner Spotlight, you can tell your brand's story and gain enhanced visibility through a two-page spread, custom-tailored to highlight your products or services.

**Your Partner Spotlight Includes:**

- **Two-Page, Center Spread** featuring your **Brand Spotlight**  
(A compelling 750-word article\* and a full-page, 4-color ad)
- **Optional Embedded Video** (up to one minute)
- **Partner Recognition** on the **Front Cover** (placement to be determined based on cover design)
- **Strategic brand recognition** placement throughout the issue

**Your Brand Investment: \$2,500**

This is your chance to stand out and engage with industry professionals eager for fresh insights, innovation, and inspiration. **Showcase Your Impact** in **Direct Impact** and elevate your brand's influence where it counts.

*\*The package includes a full-page, informational (non-promotional) article of 750-800 words, bylined by a person of your choice.*

**Billing Information**

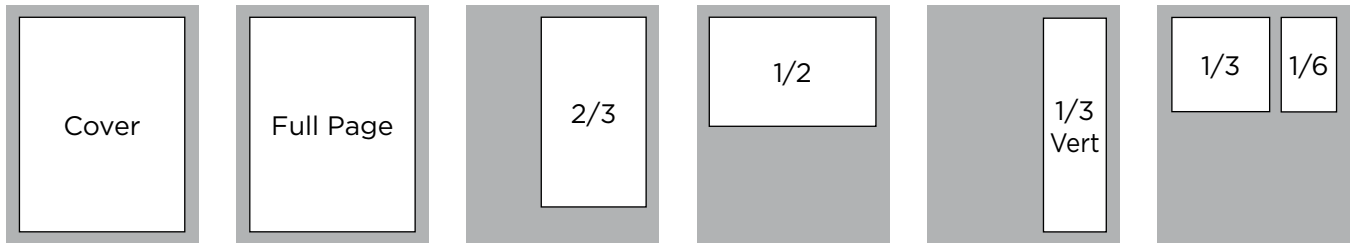
Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_



Publication trim size: 8-1/2" wide x 11" high

No Bleed Advertisements

**Insertion Dates:**  
*Include all that apply*

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

**4-Color Advertisement Size:**

- 2-Page Sponsorship \$2,500
- 2-Page Sponsorship w/video \$3,500
- Cover \$1,925
- Cover w/video \$2,925
- Full Page \$1,800
- Full Page w/video \$2,800
- 2/3 Page \$1,500
- 1/2 Page \$1,200
- 1/2 Page w/video \$2,200
- 1/3 Page Vert. \$800
- 1/3 Page \$800
- 1/6 Page \$600

**Payment Options & Authorization**

Check enclosed (payable to DMAW). Mail this form with check to:  
DMAW HQ, 11709 Bowman Green Drive, Reston, VA 20190

Please bill me

Credit Card     Visa     MasterCard     American Express

Name that appears on card (print): \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Total Amount Due:**  
\$ \_\_\_\_\_