



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'
& 'Omnichannel'
Fundraising Strategies
Truly Differ

ARTICLES	COLUMNS	FEATURED EVENT
New RFP Experience 5	President's Perspective 2	DMAW & TNPA Nonprofit Fundraisers Symposium March 12-14 See page 3 for more upcoming events.
Copywriting Checklist 6	Committee Spotlight 4	
Audience-First Versus Omnichannel 10	YDMAW 13	
Gift Acknowledgments 12	DMAW/EF 14	
	Member Spotlight 15	

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**.

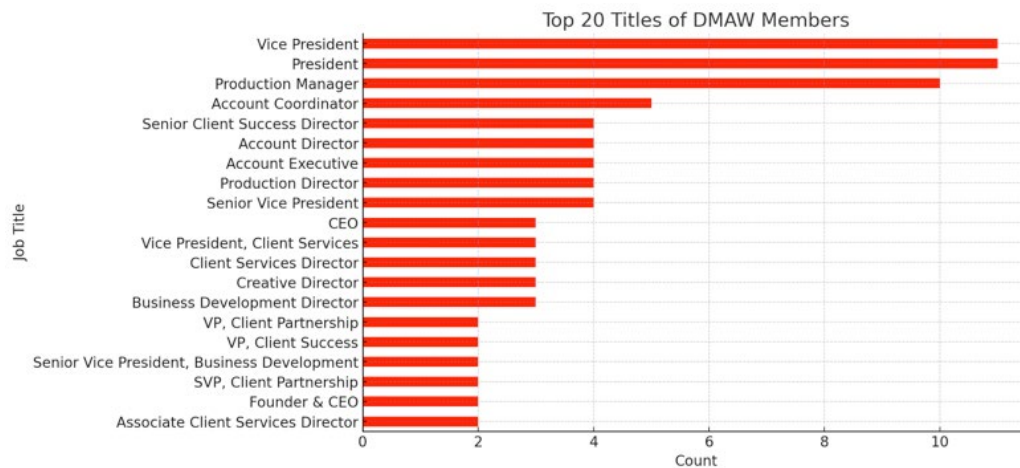
Direct Impact builds on the success of **Marketing AdVents**, a consistently top-rated member benefit. It reflects DMAW's commitment to fostering a **thriving, informed, and results-driven direct** response community.

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	STATIC AD	PRINT + MULTIMEDIA AD
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 multimedia or video ad** on the new digital edition of the magazine

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

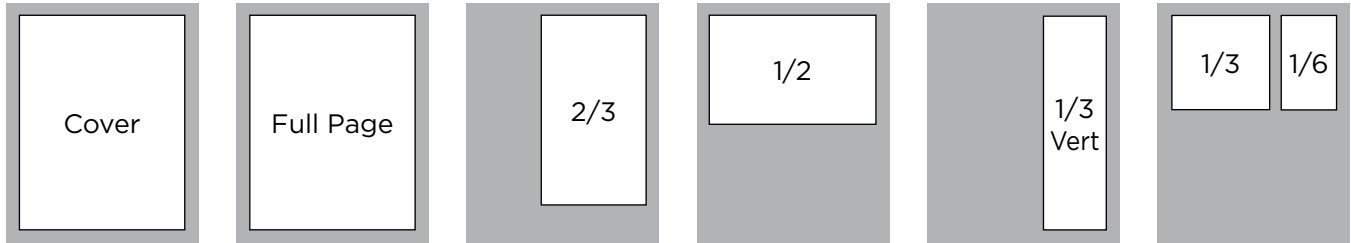
Company Name: _____

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:
\$ _____