## 2020 Membership Benefits

### Client-Side Marketer (CSM)

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>CSM Pricing</th>
<th>Platinum Pricing</th>
<th>Gold Pricing</th>
<th>Silver Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Unlimited Access</td>
<td>Included</td>
<td>$49 per attendee</td>
<td>$99 per attendee</td>
<td>$149 per attendee</td>
</tr>
<tr>
<td>Committee Access</td>
<td>37 Committees</td>
<td>19 Committees</td>
<td>19 Committees</td>
<td>7 Committees</td>
</tr>
<tr>
<td>On-Demand Training</td>
<td>Included</td>
<td>Included</td>
<td>Gold Pricing</td>
<td>Silver Pricing</td>
</tr>
<tr>
<td>Virtual Training Workshops (NEW)</td>
<td>Included</td>
<td>Included</td>
<td>Gold Pricing</td>
<td>Fee-Based</td>
</tr>
<tr>
<td>Full-Day &amp; Multi-Day Training</td>
<td>Included</td>
<td>Included</td>
<td>Gold Pricing</td>
<td>Fee-Based</td>
</tr>
<tr>
<td>Certified ANA Marketing Professional (CAMP)</td>
<td>Included</td>
<td>Included</td>
<td>Gold Pricing</td>
<td>Silver Pricing</td>
</tr>
<tr>
<td>ANA Award Programs</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>State Legislative Tracker (Complimentary)</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
<tr>
<td>Privacy Shield Program (NEW)</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>$300</td>
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<tr>
<td>DMA Choice</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>ANA Newsstand (Complimentary)</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
</tbody>
</table>

### National Industry Conferences
- Receive discounted pricing to ANA's highly acclaimed national industry conferences covering a wide variety of topics with insight from today's marketing leaders. See ANA's website for virtual attendance options.

### National Industry Conference Comp Pass Program
- Enjoy complimentary passes to select ANA national industry conferences. Speak with your membership manager for details.

### Marketing Content Library (Complimentary)
- Benefit from 24/7 access to 13,000+ pieces of proprietary marketing content accessed via ANA's website.

### Research Service “Ask the Expert” (Complimentary)
- Have a marketing question? Submit online and we can help provide the answer.

### Daily Drop Webinar (NEW)
- A new daily webinar series launched to help keep marketers in touch and informed. Held Monday through Friday from 1–2 p.m. ET.
- You also have access to 100+ webinars live and on-demand.

### Virtual Half-Day Conferences

### Committees (Complimentary)
- Access to member-led committees that drive industry thought leadership across a portfolio of topics. Attend virtually for the balance of 2020.

### Half-Day Onsite Training
- Build team expertise with a half-day team training benefit.
- Many of the workshops available onsite can now be delivered virtually. Check with your ANA representative to review offerings.

### Half-Day Virtual Workshops (NEW)
- Many of the workshops available onsite can now be delivered virtually.

### On-Demand Training
- Access to 70+ on-demand training courses.

### Virtual Training Workshops (NEW)
- Live online expert instructor led training covering essential marketing topics to sharpen your skills and increase capabilities from the comfort of your home or office.

### Full-Day & Multi-Day Training
- Customize an in-company training curriculum. Virtual workshops available upon request.

### Certified ANA Marketing Professional (CAMP)
- Meet the ANA standard for well-rounded marketing professionals with the ANA certification program. See ANA’s website for next steps to begin the online certification process.

### ANA Award Programs
- Get recognized for outstanding achievement through our nine awards programs including:
  - Nonprofit Organization of the Year
  - Max Hart Nonprofit Achievement Award
  - ANA Nonprofit Federation Rising Leader Award

### State Legislative Tracker (Complimentary)
- Stay up to date on new and advancing legislation across 50 states and know the laws and regulations impacting nonprofit organizations with these online subscriptions.

### Privacy Shield Program (NEW)
- Serves as a third party, independent dispute resolution provider for unresolved data privacy complaints in the EU and Switzerland.

### DMA Choice
- A monthly subscription service to help members abide by marketing preferences requested by donors.

### ANA Newsstand (Complimentary)
- A complimentary online magazine library offers the marketing intelligence you need to drive growth and build support.

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†Nonprofit Advisory Council
Nonprofit Publications — Journal, Policy Update, Careers, and 360 CFRE credits at events

*Content from brand and media committees will not be accessible to Platinum, Gold, and Silver
**See list of committees available by benefit level on back
***Government fees not included
*Participate as an ANA Nonprofit Federation member at no additional cost. The Federation offers added committees and leadership opportunities to elevate and grow fundraising.

Effective 7/1/20

www.ana.net
**ANA Committees**

ANA committees meet approximately three to four times a year in New York City, the D.C. area, and as otherwise indicated. See below for a complete list of committee participation eligibility.

### CSM Level

**Access to all committees:**

- Advertising Financial Management
- Agency Relations
- Analytics & Data Science
- Brand Activation Legal
- Brand Management
- Brand Management West
- B-to-B
- B-to-B West
- B-to-B Midwest
- Content Marketing
- Content Marketing West
- Data & Measurement
- Digital & Social
- Digital & Social Midwest
- Digital & Social Southeast
- Digital & Social West
- Direct Marketing
- Ethics Policy
- Government Relations
- Influencer Marketing Southwest
- Influencer Marketing Midwest
- In-House Agency
- In-House Agency Midwest
- In-House Agency West
- Legal Affairs
- Marketing Futures
- MarTech
- Media Leadership
- Multicultural Marketing & Diversity
- Nonprofit Organizations
- Production Management
- Relationship Marketing
- Shopper/Commerce Marketing
- Shopper/Commerce Marketing Southwest
- Sponsorship & Experiential Marketing
- Sponsorship & Experiential Marketing Midwest/Southeast
- Talent

### Platinum and Gold Benefit Level

**All Silver Benefit Level committees PLUS:**

- Brand Activation Legal
- B-to-B Midwest
- Content Marketing
- Content Marketing West
- Influencer Marketing Southwest
- Influencer Marketing Midwest
- Marketing Futures
- Relationship Marketing
- Shopper/Commerce Marketing
- Shopper/Commerce Marketing Southwest
- Sponsorship & Experiential Marketing
- Sponsorship & Experiential Marketing Midwest/Southeast

### Silver Benefit Level

- Analytics & Data Science
- Ethics Policy
- Government Relations
- MarTech
- Nonprofit Organizations
- Print in the Digital Age (Direct Marketing)
- Talent

NEW IN 2020

NEW IN 2020

COMING IN 2020

NEW