<table>
<thead>
<tr>
<th>2021 MEMBERSHIP BENEFITS</th>
<th>Client-Side Marketer (CSM)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>National Industry Conferences</strong></td>
<td>Receive discounted pricing to ANA's highly acclaimed national industry conferences covering a wide variety of topics with insight from today's marketing and fundraising leaders. See ANA's website for event details.</td>
</tr>
<tr>
<td><strong>National Industry Conference Comp Pass Program</strong></td>
<td>Enjoy complimentary passes to select ANA national industry conferences. Speak with your membership manager for details.</td>
</tr>
<tr>
<td><strong>Marketing Content Library</strong> (Complimentary)</td>
<td>Benefit from 24/7 access to 14,000+ pieces of proprietary marketing content accessed via ANA's website.</td>
</tr>
<tr>
<td><strong>Research Service “Ask the Expert”</strong> (Complimentary)</td>
<td>Have a marketing or fundraising question? Submit online and we can help provide the answer.</td>
</tr>
<tr>
<td><strong>Webinar Wednesdays</strong></td>
<td>Webinars linked to the ANA Growth Agenda are held each Wednesday and Thursday. Check calendar for details. You also have access to nearly 150 webinars live and on-demand.</td>
</tr>
<tr>
<td><strong>Thought-Leader Thursdays</strong></td>
<td>Access to virtual Half-Day conferences covering brand and media, B2B, data and technology, brand activation, nonprofit, and more. tNonprofit half-day events included in membership. Fees required for all others.</td>
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<tr>
<td><strong>Virtual Half-Day Conferences</strong></td>
<td>Access to virtual Half-Day conferences covering brand and media, B2B, data and technology, brand activation, nonprofit, and more. tNonprofit half-day events included in membership. Fees required for all others.</td>
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<tr>
<td><strong>Committees</strong> (Complimentary)</td>
<td>Access to member-led virtual committees that drive industry thought leadership across a portfolio of topics.</td>
</tr>
<tr>
<td><strong>Half-Day Onsite Training</strong></td>
<td>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.</td>
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<tr>
<td><strong>Half-Day Virtual Workshops</strong></td>
<td>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.</td>
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<td><strong>On-Demand Training</strong></td>
<td>Access to 70+ on-demand training courses.</td>
</tr>
<tr>
<td><strong>Virtual Training Workshops</strong></td>
<td>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.</td>
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<tr>
<td><strong>Full-Day &amp; Multi-Day Training</strong></td>
<td>Customize an in-company training curriculum. Virtual workshops available upon request.</td>
</tr>
<tr>
<td><strong>Certified ANA Marketing Professional (CAMP)</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>ANA Award Programs</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>State Legislative Tracker</strong> (Complimentary)</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Privacy Shield Program</strong>*</td>
<td>Serves as a third party, independent dispute resolution provider for unresolved data privacy complaints in the EU and Switzerland</td>
</tr>
<tr>
<td><strong>DMA Choice</strong></td>
<td>A monthly subscription service to help members abide by opt-out requests nationally for donors, deceased and caretakers</td>
</tr>
<tr>
<td><strong>ANA Newsstand</strong> (Complimentary)</td>
<td>A complimentary online magazine library offers the marketing intelligence you need to drive growth and build support</td>
</tr>
</tbody>
</table>

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

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

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***Government fees not included

**See list of committees available by benefit level on back

³Participate as an ANA Nonprofit Federation member at no additional cost. The Federation offers added committees and leadership opportunities to elevate and grow fundraising.

Effective 1/1/21

ANA Member Benefits are subject to change.

www.ana.net
**ANA Committees**

ANA committees meet approximately 3 to four times a year and are fully virtualized. See below for a complete list of committee participation eligibility.

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**CSM Level**

**Access to all committees:**

- Account-Based Marketing
- Advertising Financial Management
- Agency Relations
- Analytics & Data Science
- Brand Activation — Legal
- Brand Management
- Brand Purpose — Growth for Good
- Business-to-Business
- Business-to-Business Midwest (Chicago)
- Commerce Marketing
- Content Marketing
- Customer Experience
- Data & Direct Marketing
- Digital & Social
- Ethics Policy
- Government Relations
- Influencer Marketing
- In-House Agency
- Legal Affairs
- Marketing Futures
- Measurement and Accountability
- Media Leadership
- Multicultural Marketing & Diversity
- Nonprofit Organizations
- Production Management
- Relationship Marketing
- Sponsorship & Experiential Marketing

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**Platinum and Gold Benefit Level**

**All Silver Benefit Level committees PLUS:**

- Account-Based Marketing
- Business-to-Business (Midwest)
- Commerce Marketing
- Content Marketing
- Customer Experience
- Influencer Marketing
- Marketing Futures
- Relationship Marketing
- Sponsorship & Experiential Marketing

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**Silver Benefit Level**

- Analytics & Data Science
- Brand Activation — Legal
- Brand Purpose — Growth For Good
- Data & Direct Marketing
- Ethics Policy
- Government Relations
- Nonprofit Organizations