



Benefits of Membership: Multiplying Your Force for Good

The Association of National Advertisers Nonprofit Federation (NF) works tirelessly on behalf of the nonprofit fundraising community, aggressively and effectively advocating on postal, regulatory, legislative, and accountability issues at every level of government. With the litany of threats to charitable fundraising, our presence as an industry voice has never been more imperative.

Today the ANA represents over 1,200 marketing and fundraising organizations. All of our members, whether they are commercially-driven, or mission-focused, benefit by learning from each other, sharing industry-leading best practices, and leveraging the performance-enhancing tools and resources that are only available through ANA.

To learn more about membership, please contact Barbara Markfield at bmarkfield@ana.net.

For all other NF inquiries, please contact Alicia Osgood at AOSgood@ana.net.

Nonprofit members choose the membership level that works best for them:

FLEXIBLE BENEFIT LEVELS

Members have the option of selecting one of four ANA benefit levels – Silver, Gold, Platinum or Full. Nonprofits are the only members who have this option.

SPECIAL NF ALERTS AND UPDATES

Members receive subscriptions to the following top-notch NF publications:

- News Update
- The Journal
- Nonprofit Careers e-bulletin
- Special policy and ethics alerts from General Counsel Xenia “Senny” Boone, Esq.

NONPROFIT CAREERS E-BULLETIN

Members post free in the NF Careers e-bulletin.

- Up to three positions per week
- Email every Tuesday at 8:00 a.m. ET to over 8,000 recipients
- Posted on NF digital properties: website, Facebook, Twitter, and LinkedIn

LEGISLATIVE MONITORING

We closely monitor legislation and regulations at the federal and state levels.

- NF-led coalitions continue to successfully oppose efforts to limit the charitable deduction.
- We continue to guard the nonprofit postal rate with the full weight and support of the ANA's Government Affairs team.

DEDICATED SUPPORT

NF members have a dedicated team serving their day-to-day needs.

2019 MEMBERSHIP BENEFITS

Client-Side Marketer (CSM)



		CSM PRICING	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
National Industry Conferences	Receive discounted pricing to ANA's 16 National Industry Conferences covering a wide variety of key topics with insight from today's marketing leaders				
National Industry Conference Comp Pass Program	Enjoy a complimentary pass to 13 of ANA's national industry conferences	YES	1 PASS TO MASTERS ONLY	NO	NO
Marketing Content Library*	Benefit from 24/7 access to 10,000+ pieces of proprietary marketing content	FULL ACCESS	FULL ACCESS	FULL ACCESS	FULL ACCESS
Research Service "Ask the Expert"	Have a marketing question? We can help provide the answer	UNLIMITED REQUESTS	UNLIMITED REQUESTS	10 REQUESTS PER YEAR PER MEMBERSHIP	5 REQUESTS PER YEAR PER MEMBERSHIP
Webinars	Access to more than 100 webinars live and on demand	YES	YES	YES	YES
Regional One-Day Conferences	Access to 50+ MEMBERS-ONLY conferences covering brand and media, B2B, Data and Analytics, and Brand Activation	FREE	\$100 PER ATTENDEE	\$200 PER ATTENDEE	\$350 PER ATTENDEE
Committees**	Access to member-led committees that drive industry thought leadership across a portfolio of topics	38 COMMITTEES	16 COMMITTEES	16 COMMITTEES	4 COMMITTEES
Regional Training Workshops	Access to 60+ regional MEMBERS-ONLY training events	FREE	FREE	GOLD PRICING	SILVER PRICING
On-Demand Training	Access to 70+ on-demand training courses	FREE	FREE	GOLD PRICING	SILVER PRICING
Half-Day Onsite Training	Build team expertise with a half-day team training benefit	FREE EVERY YEAR	FREE EVERY TWO YEARS	FREE EVERY TWO YEARS	FEE-BASED
Full-Day & Multi-Day Training	Customize an in-company training curriculum	CSM PRICING	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
Certified ANA Marketing Professional (CAMP)	Boost your marketing expertise and knowledge by enrolling in CAMP	FREE	FREE	GOLD PRICING	SILVER PRICING
ANA Award Programs	Get recognized for outstanding marketing and advertising through our six awards programs	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING
State Legislative Tracker and Promotion & Marketing Law Book	Stay up to date on new and advancing legislation across 50 states and know the laws and regulations on promotion and marketing activities with these online subscriptions	FULL ACCESS	FULL ACCESS	FULL ACCESS	FULL ACCESS
Privacy Shield Program***	Serves as a third party, independent dispute resolution provider for unresolved European/Swiss data privacy complaints	INCLUDED	INCLUDED	INCLUDED	\$300
DMA Choice	A monthly subscription service to help members abide by marketing preferences requested by consumers	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING
ANA Newsstand	A complimentary online magazine library offers the marketing intelligence you need to drive growth	FULL ACCESS	FULL ACCESS	FULL ACCESS	FULL ACCESS
ANA Business Marketing Local Chapter Events	Hear about the latest trends in B2B marketing at these local events, held across the country	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING

*Content from brand and media committees will not be accessible
 **See list of committees available by benefit level on back
 ***Government fees not included

****ANA Committees**

Client-side marketer (CSM) members have access to a robust suite of ANA committees.

ANA committees meet approximately three times a year in New York City unless otherwise indicated.

See below for a complete list of committee participation eligibility.



CSM Level

Access to all committees:

Advertising Financial Management Committee
Advertising Financial Management West Committee
Agency Relations Committee
Analytics Committee
Brand Activation Legal Committee
Brand Activation Tech Committee
Brand Management Committee
NEW IN 2019 Brand Management West Committee
Business-to-Business Committee
NEW IN 2019 Business-to-Business West Committee
NEW IN 2019 Business-to-Business Midwest Committee
Content Marketing Committee
NEW IN 2019 Content Marketing West Committee
Data & Measurement Committee
Digital & Social Committee
Digital & Social Midwest Committee
Digital & Social Southeast Committee
Digital & Social West Committee
Ethics Policy Committee
Experiential Marketing Midwest Committee
NEW IN 2019 Experiential Marketing Southeast Committee
Influencer Marketing Southwest Committee
NEW IN 2019 Influencer Marketing Midwest Committee
Integrated Marketing Midwest Committee
In-House Agency Committee
In-House Agency Midwest Committee
In-House Agency West Committee
Legal Affairs Committee
NEW IN 2019 Marketing Futures Committee
Media Leadership Committee
Multicultural Marketing & Diversity Committee
Nonprofit Federation Advocacy Committee
Print in the Digital Age Committee
Production Management Committee
Relationship Marketing Committee
Shopper Marketing Committee
Shopper Marketing Midwest Committee
Sponsorship & Event Marketing Committee



Platinum and Gold Benefit Level

All Silver Benefit Level committees PLUS:

Brand Activation Legal Committee
Brand Activation Tech Committee
NEW IN 2019 Business-to-Business Midwest Committee
Content Marketing Committee
NEW IN 2019 Content Marketing West Committee
Experiential Marketing Midwest Committee
NEW IN 2019 Experiential Marketing Southeast Committee
Influencer Marketing Southwest Committee
NEW IN 2019 Influencer Marketing Midwest Committee
Relationship Marketing Committee
Shopper Marketing Committee
Shopper Marketing Midwest Committee



Silver Benefit Level

Analytics Committee
Ethics Policy Committee
Nonprofit Federation Advocacy Committee
Print in the Digital Age Committee