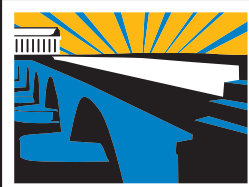


Deadline October 30, 2009



2010 Bridge
CONFERENCE

5th Annual Bridge to Integrated Marketing & Fundraising Conference

July 26-28, 2010 | Gaylord National Hotel & Conference Center | National Harbor, Maryland
(adjacent to Washington, DC)

You've heard the buzz...

The fourth Annual Bridge Conference in July 2009 was a great success, with an amazing array of speakers and educational sessions, approximately 100 exhibitors and 1,200 attendees. Plans are now underway for the 2010 conference, and the educational teams are starting now to recruit speakers and panels.

The conference will once again be co-hosted by the *Direct Marketing Association of Washington (DMAW)* and the *Washington DC Metro Area Chapter of the Association of Fundraising Professionals (AFP/DC)*, and sessions will support the educational missions unique to and shared by each group.

Dynamic presenters wanted!

If you're willing to share your expertise next summer as a speaker or panelist, please let the conference planners know. We're interested in lectures or panels that include case or industry studies on the current trends in production & graphics, analyses of giving, audience buying, donor demographics and behaviors. We are looking for the best of the best in presentations!

Submission Guidelines

- Speakers must provide electronic presentations and handouts to be posted to the conference website by July 1, 2010.
- If speakers wish to distribute printed materials they must provide these at their own expense. They can either ship them to be received by July 1, 2010 at the Conference Headquarters office or bring them when they arrive at the Conference.
- All speakers are responsible for their own travel and lodging expenses.
- Bridge Conference educational sessions are non-commercial forums. Presenters from commercial firms are encouraged to co-present with an individual who is not an employee of the presenter's firm. A presenter may invite a current client or customer to co-present. Under no circumstances should the Bridge Conference podium be used as a place for direct promotion of a speaker's product, service or monetary self-interest. This does not apply to exhibitor-related demonstration sessions. Companies whose presenters violate this rule may not be invited to speak at future AFP/DC or DMAW events.
- Sensitivity to diversity (including racial/ethnic, gender, sexual orientation, and disabilities) is extremely important to our members. Speakers should tailor their presentations accordingly.
- Proposed presentations will be evaluated based on relevance, importance, and originality, and upon the speaker's knowledge and experience.

Educational Topics of Interest

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> ❖ Advocacy fundraising ❖ Affinity marketing ❖ B-to-B marketing ❖ B-to-C marketing ❖ Board of Directors Issues ❖ Branding & loyalty marketing ❖ Campaigns ❖ Campaign planning for marketing or fundraising ❖ Cause-related marketing ❖ Corporate fundraising ❖ Creative breakthroughs ❖ Direct response fundraising ❖ Direct response television ❖ Environmental sustainability | <ul style="list-style-type: none"> ❖ Executive management ❖ Foundation grants ❖ Fundraising for associations & membership organizations ❖ Fundraising for educational institutions ❖ Interface between Fundraising and communications/marketing ❖ Internet marketing & retailing ❖ Lists ❖ Major gifts ❖ Marketing to specific age & ethnic groups ❖ Membership marketing ❖ Multi-channel retailing | <ul style="list-style-type: none"> ❖ Online and new media fundraising ❖ Organizational development & leadership ❖ Planned giving and wealth transfer ❖ Privacy issues ❖ Prospect research ❖ Public funding ❖ Search marketing ❖ Small nonprofit fundraising ❖ Social entrepreneurship ❖ Subscription marketing ❖ Social networking ❖ Vertical & segment marketing |
|---|--|---|

2010 Bridge to Integrated Marketing & Fundraising Conference | Call for Papers | *Please print or type all information.*

1. Contact listed below is: Speaker Speaker's Scheduler (If scheduler, be sure to include speaker's name in list.)

Last Name _____ First Name _____

Title _____ Company _____

Address1 _____ Address2 _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax Phone (_____) _____ Email _____

AFP/DC or DMAW Member: Yes No Specify other _____

2. List all presenters, including primary speaker if not listed above.

#1 Last Name _____ First Name _____ Email _____

#2 Last Name _____ First Name _____ Email _____

#3 Last Name _____ First Name _____ Email _____

#4 Last Name _____ First Name _____ Email _____

3. Presentation Information

Presentation Title: _____

Session Length: Master Class (full day-Mon, July 26) 50-60 minutes 75-120 minutes

Day: Wednesday, July 27 Thursday, July 28

Audience Experience: Beginner (0-4 years) Intermediate (5-9 years) Advanced (10+ years)

The attendee will learn how to:

#1 _____

#2 _____

#3 _____

Have you presented this topic within the last twelve (12) months? Yes No If yes, please name event and month.

#1 _____ #2 _____

#3 _____ #4 _____

Please list speaking engagement history in the last 36 months and associated evaluation scores. List Conference/event & month/year

#1 _____ Scores _____

#2 _____ Scores _____

#3 _____ Scores _____

#4 _____ Scores _____

4. Please provide a 150 word or less description of your topic - be succinct!

5. Please provide a 150 word or less bio of EACH presenter - be succinct!

6. Please provide a photo of EACH presenter.

PLEASE NOTE:

Proposals that are incomplete or that do not conform to word limits **will not** be considered.

Submit online at www.bridgeconf.org.

Deadline: October 30, 2009

Return completed application form and appropriate attachments to:

2010 Bridge to Integrated Marketing & Fundraising Conference

11709 Bowman Green Drive | Reston, VA 20190

Fax: 703-904-7240 ■ Email: dawns@bridgeconf.org

Questions: 703-547-1907