



**Chicago's Multichannel  
Response Marketing Community**



# Ignition is our mission.

As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.



## WHO WE SERVE

Chicago's Multichannel Response Marketers.

## WHAT WE DO

We spark ideas, business relationships and career growth.

## HOW WE DO IT

We create and nurture a collaborative environment to promote our industry and interests.

## WHY WE DO IT

Since 1955, we've been passionate about the power of one-to-one marketing, and have continued to challenge the status quo and elevate our discipline as technology and consumer behavior evolves.

## We serve Multichannel Response Marketers who:

- Live or work in Chicago and beyond
- Build one-to-one relationships with customers
- Use multiple channels to drive a response with prospects & customers – direct mail, email, digital, search, print, social, mobile and more
- Utilize databases to target, track and measure



We serve Multichannel Response Marketers of all kinds:

### Marketers

- Corporate Marketers
- Small Business Marketers
- Marketing Agencies
- Marketing Service Providers
- Independent Contractors
- Professors
- Students

### Business Categories

- Business & Consumer Services
- Not-For-Profit
- Insurance
- Financial Services
- Sports
- Education
- Automotive
- Consumer Products
- Communication & Utilities
- Healthcare
- Retail
- Travel & Hospitality



**Sparks Ideas. Sparks Business Relationships. Sparks Career Growth.**



**Networking**



**Education**



**Tempo Awards**



**adMarks  
Content & Communications**



**Career Network**



**Direct from the Heart**



Networking

## Strengthening Member Relationships - Exchanging Actionable Ideas & Insights



### CADM Membership Meetings

6 Meetings (1- Annual Meeting)

State of the Union & Announcements

Exchange of actionable ideas and insights with thought leaders in our community



### CADM Social Sparks

4 Events

Build and grow relationships with members in a casual environment



### Online Member Community

Member Directory

Utilize member circles to tackle

topics of mutual interest

Access exclusive member content such as articles, presentations and more



### CADM Partner Events

Varied # of Events

Discounted Rates for Members

Exchange of actionable ideas and insights with thought leaders in our related communities



Education

## Kindling Professional Proficiency, Acumen And Expertise



### CADM Courses

Certificate based courses taught by members and community thought leaders

Basic Course



### CADM Webinars

Convenient method to transfer educational content to members

3 Webinars Annually



### CADM Partner Courses

CADM endorsed educational courses provided by Universities and Organizations

Discounted Rates for Members





Tempo Awards

## Honoring Chicago's Multichannel Response Community Achievements



### Marketing Work

Recognizing and showcasing our community's marketing work



### Professionals

Recognizing and showcasing our community's professionals



### Judging

Evaluating our community's marketing work and professionals



### Gala

Celebrating our multichannel response marketing community



adMarks Content &amp; Communications

## Sharing Member News And Multichannel Response Marketing Trends

 adMarks

### Print Newsletter

10 Issues

CADM Member News, Updates &amp; Reminders

Current &amp; emerging multichannel response marketing trends

 adMarks

### Emails

Weekly

CADM Member News, Updates &amp; Reminders

Current &amp; emerging multichannel response marketing trends

 adMarks

### Blog

Monthly

News and views from our members

Current &amp; emerging multichannel response marketing trend articles



Career Network

## Aligning Employers With Job Seekers - Sparking Professional Career Growth

### Marketing Career Network

- CADM is a member of the Marketing Career Network – a national online job resource for professional marketing membership organizations
- MCN aligns employers with job seekers through a single job board network
- Nominal charge for CADM members to post jobs online
- No additional charge for CADM members to search employment opportunities online through [cadm.org](http://cadm.org)



Direct from the Heart

## Giving Back To The Community



**Nonprofits**

Community outreach program targeted to area nonprofits

Single session presentations and workshops tailored to  
interests of smaller nonprofits

CADM provides expert speakers/presenters engaged in  
nonprofit arena



**We are passionate about the power of one-to-one marketing, and will continue to challenge the status quo and elevate our discipline as technology and consumer behavior evolves.**

- 1955** – The Mail Advertising Club of Chicago is founded
- 1969** – The Mail Advertising Club of Chicago is incorporated in the state of Illinois
- 1972** – Governor Richard Ogilvie officially proclaims May 25 to be Direct Mail Day in Illinois, in conjunction with the Mail Advertising Club of Chicago's Direct Mail Day, and the 100th anniversary of the mail order industry in Chicago
- 1973** – Members approve changing the name to the Chicago Association of Direct Marketing, Inc. (CADM)
- 2005** – In the midst of huge shifts in technology and marketing, CADM celebrates its 50th anniversary
- 2013** – Introduction of CADM Pillars of Excellence
- 2015** – 60th anniversary of CADM



CHICAGO'S MULTICHANNEL RESPONSE MARKETING COMMUNITY

A photograph of a diverse group of people in a meeting, overlaid with a blue tint. The text is centered over the image.

**ENGAGE WITH OUR  
COLLABORATIVE COMMUNITY  
THE WAY IT WORKS BEST FOR YOU**

**MEMBERSHIP**

**SPONSORSHIP**

**ADVERTISING**

**BOARD OF  
DIRECTORS**

**COMMITTEES**



MEMBERSHIP PRICING – TIERED

MEMBERSHIP TIERS

PRICING LEVELS

MEMBER BENEFITS

<u>MEMBERSHIP TIERS</u>	<u>PRICING LEVELS</u>	<u>MEMBER BENEFITS</u>	
Premier Membership	Individual (1 member) = \$199.00 per member Corporate (2-19 members) = \$179.00 per member Corporate Plus (Qty: 20+) = \$169.00 per member	Premier Member Advantages	CADM Partner Advantages
Basic Membership	Individual (1 member) = No Charge	Basic Member Advantages	



MEMBER BENEFITS:  
PREMIER MEMBER ADVANTAGES VS. BASIC MEMBER ADVANTAGES

CADM Programs		Premier Advantages	Basic Advantages
Member Privileges	Committee Service	✓ Included	✓ Included
	Board of Directors Service	✓ Included	X Not Included
	Voting	✓ Included	X Not Included
	Volume Member Pricing	✓ Included	X Not Included
Networking	Online Member Community	✓ Included	✓ Included
	Membership Meetings	✓ Included	✓ Basic Discount - 10%
	Social Sparks	✓ Included	✓ Basic Discount - 10%
Education	Webinars	✓ Included	✓ Basic Discount - 10%
	Basic Course	✓ Premier Discount - 30%	✓ Basic Discount - 10%
Tempo Awards	Professional Entries	✓ Included	✓ Basic Discount - 10%
	Marketing Work Entries	✓ Premier Discount - 30%	✓ Basic Discount - 10%
	Awards Gala	✓ Premier Discount - 30%	✓ Basic Discount - 10%
adMarks Content & Communications	Printed Newsletters (10 Annually)	✓ Included	✓ Included
	Emails	✓ Included	✓ Included
	Blog	✓ Included	✓ Included





# CHICAGO'S MULTICHANNEL RESPONSE MARKETING COMMUNITY

## MEMBER BENEFITS: PREMIER MEMBER ADVANTAGES VS. BASIC MEMBER ADVANTAGES

CADM Programs		Premier Advantages	Basic Advantages
Member Privileges	Committee Service	Included	Included
	Board of Directors Service	Included	Not Included
	Voting	Included	Not Included
	Volume Member Pricing	Included	Not Included
Networking	Online Member Community	Included	Included
	Membership Meetings	Included	Basic Discount - 10%
	Social Sparks	Included	Basic Discount - 10%
Education	Webinars	Included	Basic Discount - 10%
	Basic Course	Premier Discount - 30%	Basic Discount - 10%
Tempo Awards	Professional Entries	Included	Basic Discount - 10%
	Marketing Work Entries	Premier Discount - 30%	Basic Discount - 10%
	Awards Gala	Premier Discount - 30%	Basic Discount - 10%
adMarks Content & Communications	Printed Newsletters (10 Annually)	Included	Included
	Emails	Included	Included
	Blog	Included	Included

CADM Cost Comparison Example - Per CADM Program Engagement		Premier Member Costs	Basic Member Costs	Non-Member Costs
One Individual Member	CADM Engagement: 3 Networking Membership Meetings, 2 Networking Social Sparks & 1 Education Webinar	\$199.00	\$202.50	\$225.00
One Corporate Member		\$179.00	X - Not Available	X - Not Available
One Corporate Plus Member		\$169.00	X - Not Available	X - Not Available

MEMBER BENEFITS: PARTNER ADVANTAGES

Partner Programs		Partner Advantages
Networking	CADM Partner Events	✓ Partner Discount
Education	CADM Partner Courses	✓ Partner Discount
Career Network	Resume Posting	✓ Partner Discount
	Job Posting	✓ Partner Discount

Partner Discounts are negotiated on a individual program basis.  
Discounts will vary by program and partner.

## CORPORATE SPONSORSHIP PACKAGES



**DIAMOND  
PACKAGE**

**\$7,000.00**



**PLATINUM  
PACKAGE**

**\$5,000.00**



**GOLD  
PACKAGE**

**\$2,500.00**

## DIAMOND CORPORATE SPONSOR BENEFITS

Sponsorship Offerings	Sponsorship Details	Sponsorship Value
Premier Membership	2 Memberships Included	\$400.00
adMarks Print Newsletter (10 Issues)	Corporate Partner Logo in Masthead 1/2 Page Ad	\$4,500.00
adMarks Emails (Weekly)	Corporate Partner Logo in all emails	\$1,000.00
CADM Website: Home Page & adMarks Blog (Ongoing)	Corporate Partner Logo on CADM website home page & blog	\$500.00
adMarks Content	Special consideration for adMarks Content	N/A
CADM Member Meetings (6)	Corporate Partner Logo on all meeting materials Recognition at all meetings Standing Invitation to introduce all speakers/panelists 2 Registrations Included	\$3,000.00
CADM Social Sparks (4)	Corporate Partner Logo on all meeting materials Recognition at all meetings 2 Registrations Included	\$500.00
Tempo Gala	Corporate Partner Logo on all Gala materials Recognition at Gala Standing Invitation to present awards 2 Registrations Included	\$500.00
Tempo Entries	5 Tempo Entries Included	\$500.00
CADM Education Webinars (3)	Recognition at all webinars 2 Registrations Included	\$100.00
CADM Proprietary Education Course (1)	2 Registrations Included	\$1,000.00
<b>Total Sponsorship Value</b>		<b>\$12,000.00</b>

\$7,000

PLATINUM CORPORATE SPONSOR BENEFITS

**\$5,000**

Sponsorship Offerings	Sponsorship Details	Sponsorship Value
Premier Membership	2 Membership Included	\$400.00
adMarks Print Newsletter (10 Issues)	Corporate Partner Logo in Masthead 1/2 Page Ad	\$4,500.00
adMarks Emails (Weekly)	Corporate Partner Logo in all emails	\$1,000.00
CADM Website: Home Page & adMarks Blog (Ongoing)	Corporate Partner Logo on CADM website home page & blog	\$500.00
adMarks Content	Special consideration for adMarks Content	N/A
CADM Social Sparks (4)	Corporate Partner Logo on all meeting materials Recognition at all meetings 2 Registrations Included	\$500.00
Tempo Gala	Corporate Partner Logo on all Gala materials Recognition at Gala Standing Invitation to present awards 2 Registrations Included	\$500.00
CADM Education Webinars (3)	Recognition at all webinars 2 Registrations Included	\$100.00
<b>Total Sponsorship Value</b>		<b>\$7,500.00</b>



GOLD CORPORATE SPONSOR BENEFITS

Sponsorship Offerings	Sponsorship Details	Sponsorship Value
Premier Membership	2 Membership Included	\$400.00
adMarks Print Newsletter (3 Key Issues)	1/2 Page Ad	\$1,350.00
adMarks Emails (Weekly)	Corporate Partner Logo in all emails	\$1,000.00
CADM Website:Home Page & adMarks Blog (Ongoing)	Corporate Partner Logo on CADM website home page & blog	\$500.00
adMarks Content	Special consideration for adMarks Content	N/A
Tempo Gala	Corporate Partner Logo on all Gala materials Recognition at Gala Standing Invitation to present awards 2 Registrations Included	\$500.00
CADM Education Webinars (3)	Recognition at all webinars 2 Registrations Included	\$100.00
<b>Total Sponsorship Value</b>		<b>\$3,850.00</b>

\$2,500



# CHICAGO'S MULTICHANNEL RESPONSE MARKETING COMMUNITY

## ADVERTISING PACKAGES

1/2 Page (7-5/8" x 5-1/4")			1/4 Page (3-3/4" x 5-1/4")		
Issues	Rate Per Issue	Total	Issues	Rate Per Issue	Total
1	\$575.00	\$575.00	1	\$470.00	\$470.00
3	\$525.00	\$1,575.00	3	\$420.00	\$1,260.00
6	\$470.00	\$2,820.00	6	\$395.00	\$2,370.00
10	\$445.00	\$4,450.00	10	\$355.00	\$3,550.00



10 Issues per year  
Circulation = 250/issue



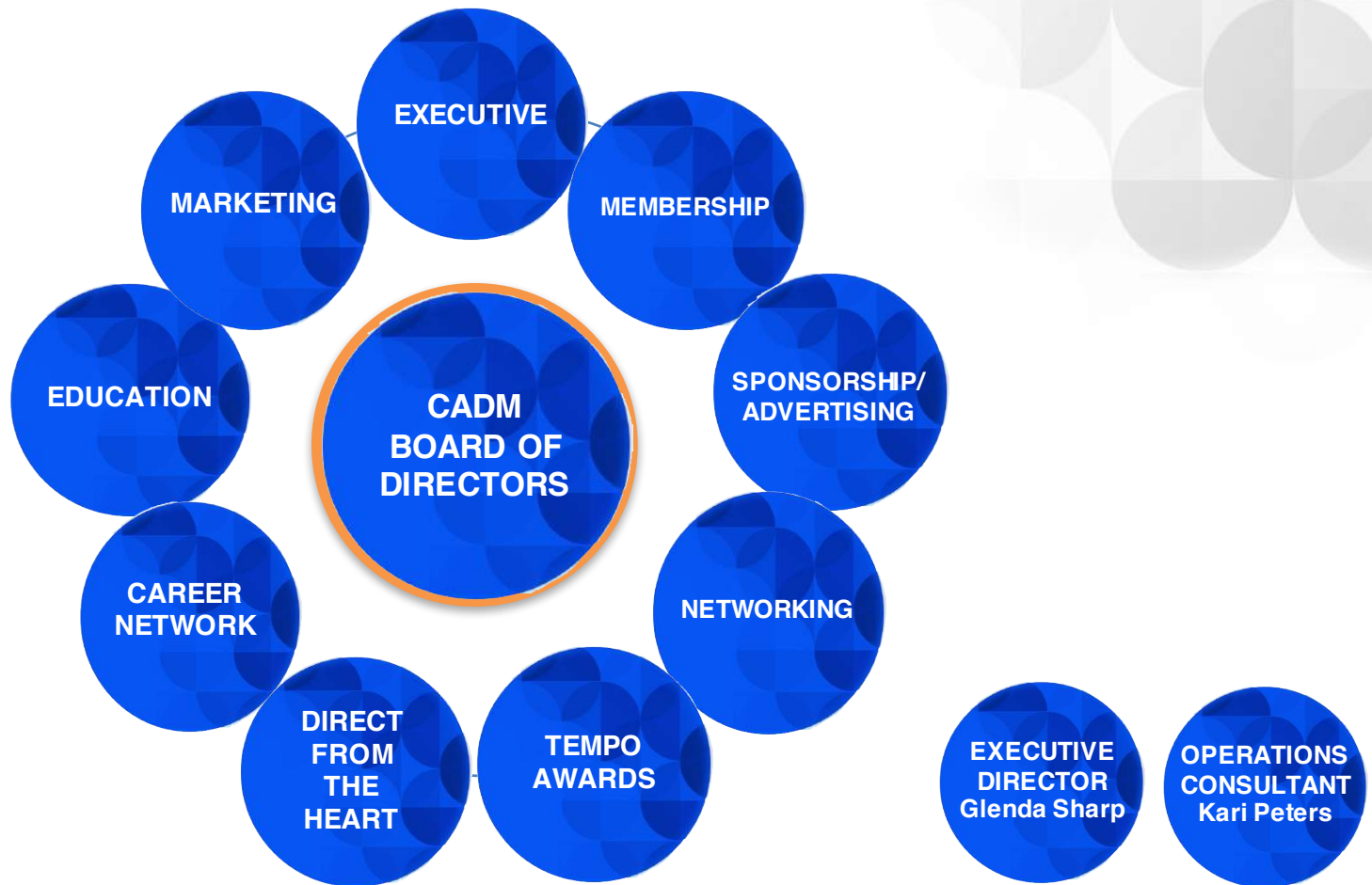
# CHICAGO'S MULTICHANNEL RESPONSE MARKETING COMMUNITY

## BOARD OF DIRECTORS

	<b>President</b> Brad Schwab <i>Executive Comm</i>	<b>Vice President</b> Josh Blacksmith <i>Executive Comm.</i>	<b>Past President</b> Susan Kryl <i>Executive Comm.</i>	<b>Secretary</b> TBD <i>Executive Comm.</i>	<b>Treasurer</b> TBD <i>Executive Comm.</i>
		<b>Director</b> Brent Carter <i>Membership Chair</i>	<b>Director</b> Ben Cox Sponsor & Ad Chair	<b>Director</b> Tracey Cymbal Education Chair	<b>Director</b> Jean Ban DFTH Chair
		<b>Director</b> Mark Skroch Networking Chair	<b>Director</b> Pradeep Kumar Marketing Chair	<b>Director</b> Rosann Bartle Tempo Awards Chair	<b>Director</b> TBD Job Network Chair



## COMMITTEES



## Executive Committee:

The four officers plus past immediate president serve as the members of the Executive Committee. Except for the power to amend the Articles of Incorporation and Bylaws, the Executive Committee shall have all the powers and authority of the board of directors in the intervals between meetings of the board of directors, and is subject to the direction and control of the full board.

### President

The President shall preside at all meetings of the Board of Directors and shall be a member ex-officio of all committees. The President, subject to the approval of the Board of Directors, shall appoint such standing and special committees as may be required by the Bylaws or as he/she may find necessary.

### Vice President

The Vice President shall preside in the absence of the President. The Vice President shall chair committees on special subjects as designated by the board. The Vice President upon completion of his/her term, shall become President of the Association.

### Past President

The Past President shall preside over the Board Development Process. The Past President shall provide guidance to the Executive Committee.

## Executive Committee:

The four officers plus immediate past president serve as the members of the Executive Committee. Except for the power to amend the Articles of Incorporation and Bylaws, the Executive Committee shall have all the powers and authority of the board of directors in the intervals between meetings of the board of directors, and is subject to the direction and control of the full board.

### Secretary

The Secretary shall be responsible for keeping records of board actions, including overseeing the taking of minutes at all board meetings, sending out meeting announcements, distributing copies of minutes and the agenda to each board member, and assuring that corporate records are maintained.

### Treasurer

The Treasurer shall make a report at each board meeting. The Treasurer shall lead the preparation of the budget, help develop fundraising plans, and make financial information available to the membership, board members, and the public.

## Membership Committee:

Responsible for Member acquisition, engagement and satisfaction.

- Membership Recruitment & Retention
  - Member acquisition strategy, marketing plan and marketing materials/content
  - Member committee engagement strategy, marketing plan and marketing materials/content
  - Member retention strategy, marketing plan and marketing materials/content
  - Member pricing
- Member Needs
  - Understand Member needs
- Membership Contact
  - First contact for all Member questions, concerns and ideas

## Sponsorship & Advertising Committee:

Responsible for Sponsor & Advertiser acquisition, engagement and satisfaction.

- Sponsorship & Advertising Recruitment & Retention
  - Sponsor & Advertiser acquisition strategy, marketing plan and marketing materials/content
  - Sponsor & Advertiser engagement strategy, marketing plan and marketing materials/content
  - Sponsor & Advertiser retention strategy, marketing plan and marketing materials/content
  - Sponsor & Advertiser pricing
- Sponsor & Advertiser Needs
  - Understand Sponsor & Advertiser needs
- Sponsorship & Advertiser Contact
  - First contact for all Sponsor/Advertiser questions, concerns and ideas

## Networking Committee:

Responsible for Networking development, acquisition, engagement and satisfaction.

- Networking Strategy & Content
  - Create Networking content strategy – themes and topics
  - Networking marketing strategy, marketing plan and marketing materials
- Networking Calendar & Logistics
  - Develop and maintain Networking calendar
  - Manage the logistics for all Networking events – location, speakers and refreshments.
- Networking Budgets & Pricing
  - Determine pricing for each member program
  - Manage Networking budget

## Tempo Awards Committee:

Responsible for Tempo Awards development, acquisition, engagement and satisfaction.

- Tempo Awards Recruitment & Retention Strategy
  - Tempo Awards strategy, marketing plan and marketing materials/content
  - Tempo Awards retention strategy, marketing plan and marketing materials/content
- Tempo Awards Criteria
  - Awards categories and criteria
  - Awards judging criteria
- Tempo Awards Entry & Judging Process Management
  - Review awards entries to ensure they meet the awards criteria
  - Ensure the awards judging process goes smoothly
- Tempo Awards Budget & Pricing
  - Manage the Tempo Awards budget
  - Determine awards entry pricing structure
- Tempo Awards Gala Event
  - Manage all activities and logistics for the awards gala

## Direct From The Heart Committee:

Responsible for DFTH Program development, acquisition, engagement and satisfaction.

- DFTH Programming Strategy & Content
  - Determine DFTH initiatives
  - Create DFTH Programming content strategy – themes and topics
  - DFTH marketing strategy, marketing plan and marketing materials
- DFTH Programming Calendar & Logistics
  - Develop and maintain DFTH Programming calendar
  - Manage the logistics for all DFTH events – location, speakers and refreshments
- DFTH Programming Budgets & Pricing
  - Manage DFTH Program budget



## Career Network Committee:

Responsible for Career Network development, acquisition, engagement and satisfaction.

- Career Network Strategy & Content
  - Create Career Network content strategy – themes and topics
  - Career Network marketing strategy, marketing plan and marketing materials
- Career Network Budgets & Pricing
  - Determine pricing for each member program
  - Manage Career Network budget

## Education Committee:

Responsible for Education Program development, acquisition, engagement and satisfaction.

- Education Strategy & Content
  - Create Education content strategy – themes, topics and partners
  - Education marketing strategy, marketing plan and marketing materials
- Education Calendar & Logistics
  - Develop and maintain Education calendar
  - Manage the logistics for all Education events – location, speakers and refreshments
- Education Budgets & Pricing
  - Determine pricing for each education program
  - Manage Education budget

## Marketing Committee:

Responsible for all marketing communications to acquire and retain members.

- Maintain master marketing calendar through integration with all committees
- Manage CADM content through integration with all committees
- Distribute CADM content through:
  - adMarks print newsletter
  - adMarks eNewsletter & emails
  - CADM social channels
  - CADM websites -
    - CADM.org
    - Tempo website
  - PR announcements
  - Other Media



THANK YOU

## **Ignition is our mission.**

As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

**Contact us with any questions.**

**Tel: 312-849-CADM (2236)**

**[info@cadm.org](mailto:info@cadm.org)**

**[www.cadm.org](http://www.cadm.org)**