

ANA



**2020 ANA VIRTUAL
NONPROFIT CONFERENCE**

Bob Liodice

Chief Executive Officer

2020

A Tough Year

- COVID – 19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **A time for healing and revival**



Be a force
for **good...**

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer



**“There is a human at the
end of whatever it is
you’re doing.**

**Always have the
human at the center
of whatever you do.”**

AMELIA DUNLOP
Chief Experience Officer

**Deloitte.
Digital**

ANA GROWTH AGENDA





**HUMANITY
FOR GROWTH**

**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Treat the consumer like
you treat your brethren.”**



OLIVIER FRANÇOIS

Global President, Chief Marketing Officer





ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change

from America's Marketers, Media Companies, Agencies, Production Companies, and Service Providers

At ANA and AIMM, we strongly believe that every person — regardless of race, ethnicity, sexual orientation, gender identity, ability, religion, age, or culture — should have equal rights, equal representation, opportunities, support, understanding, respect, consideration, voice, and the ability to achieve their full potential. For more than 20 years, we have used our collective voices, reach, and commitment to create an industry that is more inclusive, understanding, and reflective of diverse segments. Although we have done a lot, it is not enough.

As we experience unprecedented loss due to the novel coronavirus, Black and Brown communities continue to face an age-old virus that has infected America for four centuries: racism. As America marches for an end to racism, injustice, and inequality against Blacks, the marketing and advertising industry is here to say we see you, we hear you, we are with you, and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.

As marketers and industry leaders, we commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within the industry. We can no longer accept the shortcomings of many of our diversity and inclusion initiatives. We commit to examining why they haven't done enough and what action is needed to advance. And we commit to interventions that will have an immediate and sustained impact on equality, inclusion, and systemic change in our ecosystem and in our society.

- **We will achieve representation that better reflects our country's demographics throughout the industry:** marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.
- **We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry** so that together we can establish programs that can fix these systems.



PURPOSEFUL MARKETING AND FUND RAISING



IN PARTNERSHIP WITH  ANA Nonprofit Federation



Nonprofit
Federation



Strength Coming Into 2020



Individual Giving
\$310 Billion
up 4.7%



Corporate Giving
\$21 billion
up 13.4%

But...

A black and white photograph of a hand dropping a coin into a glass jar. The jar is filled with coins and has a white label with the word 'DONATE' written on it. The background is blurred.

**TOTAL
GIVING**

DONATE

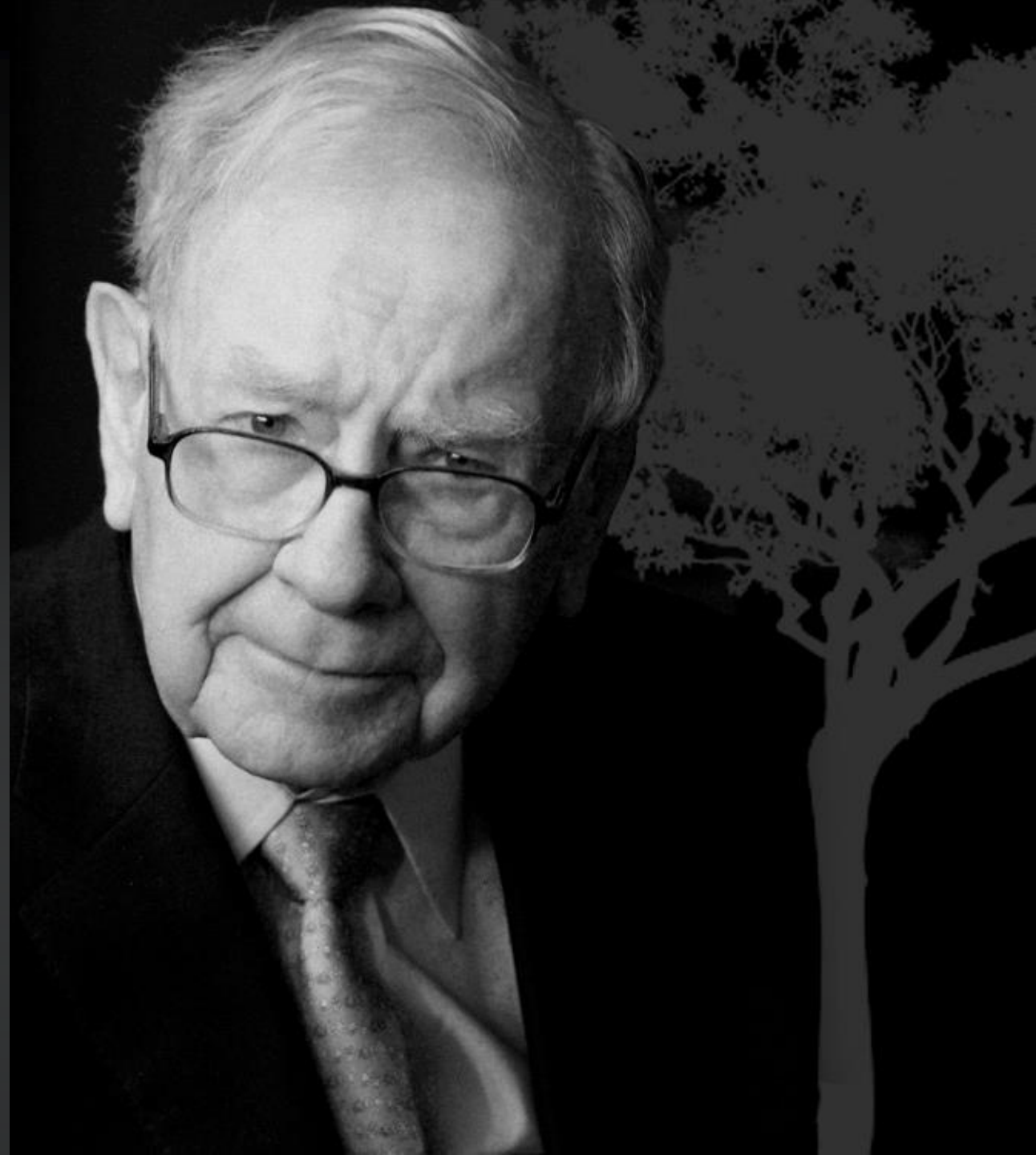
2020
Giving
will be
Down



Nonprofit
Federation

“Someone is sitting
in the shade
because someone
planted a tree
a long time ago...”

WARREN BUFFET
*Chairman & CEO
Berkshire Hathaway*



The ANA NonProfit Federation

- Access to the ANA's proprietary marketing content library, featuring 24/7 access to more than 10,000 relevant pieces of content
- Nonprofit communication providing key insights supporting fundraising and marketing
- Access to the ANA's Ask the Expert research service
- Complimentary regional, on-demand, and onsite training backed by the Certified ANA Marketing Professional (CAMP) program
- Seats at the ANA's national conferences, plus access to 50 regional 1-day meetings (including 4 dedicated nonprofit meetings), as well as over 100 webinars
- Robust federal and state regulatory and legislative guidance through the ANA's State Legislative Tracker, Privacy Shield, and DMA Choice programs. Additionally, The ANA is aggressively fighting to keep postal rates affordable while protecting access to data resources that power fundraising campaigns.

Brands and Non-Profits

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FEED THE CHILDREN.

Help Feed Hungry Children

Struggling children and families need your help more than ever during this COVID-19 crisis. Each dollar donated will provide \$7 worth of the food and essentials we are working tirelessly to get into the hands of the most vulnerable.

Donation Amount

\$25	\$50
\$100	\$250
\$500	Other

\$10 minimum



May 2020

**Report from the Global
Leadership Coalition COVID-19:
Turning leadership into action
during the pandemic**

WARC[^]

**CMO
GROWTH COUNCIL**

ANA **CANNES
LIONS**



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