

# 2020 ANA DC NONPROFIT CONFERENCE

FEBRUARY 19-21 | WASHINGTON, D.C.



@ANAmarketers | #ANAnonprofit





# Bob Liodice

Chief Executive Officer

ANA





**Brand Innovation,  
Creativity &  
Consumer Experience**

**Talent**

**Data, Technology  
& Measurement**

**Society &  
Sustainability**

**GROWTH  
PLATFORMS**



# THE GLOBAL CMO GROWTH COUNCIL





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

and a  
force for  
**growth.**

**MARC PRITCHARD**

ANA Chairman & Chief Brand Officer

# Society and Sustainability



- Gender Equality
- Diversity and Inclusion
- Brand Purpose
- Non-Profit Development
- Brand Safety
- Advertising Fraud

Global Alliance for Responsible Media



Nonprofit Federation



Brand Safety Institute



the internationalist



IN PARTNERSHIP WITH ANA Nonprofit Federation



White Ops®



TRUSTWORTHY ACCOUNTABILITY GROUP

FREE THE WORK





IN PARTNERSHIP WITH  ANA Nonprofit Federation



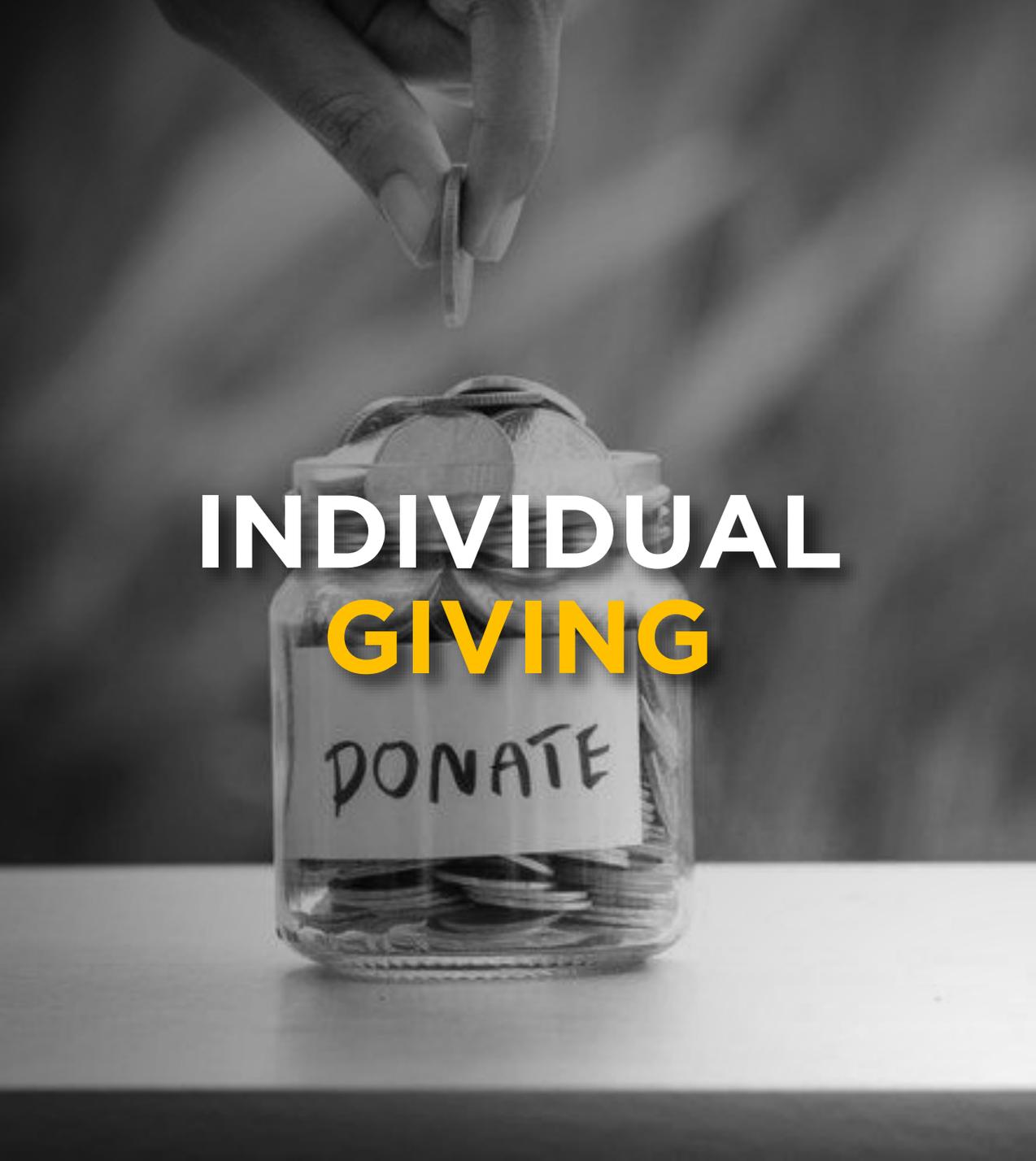
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Nonprofit  
Federation



# The ANA Non Profit 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.

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.

# INDIVIDUAL GIVING

Down  
**1%**  
In 2018

# Nonprofit Journal

ADVANCING THE MISSIONS OF THE FUNDRAISING COMMUNITY

## WINTER 2020 ISSUE: TALENT

- |   |                                     |
|---|-------------------------------------|
| 02 Salaries on the Rise?                    | 14 Make Diversity a Priority        |
| 05 How to Attract and Retain Top Performers | 18 Seeking Next-Gen Marketers       |
| 10 Finding Purpose in Nonprofit Work        | 21 Four Issues Impacting Nonprofits |

## ASSEMBLY REQUIRED

What It Takes to Build the Right Team and Culture



**ANA** Nonprofit Federation

2020

# The B2B Purpose Paradox

How Purpose Powers Business-to-Business Growth

**ANA**

CAROL CONE  
ON PURPOSE 

 **The Harris Poll**  
Harris Insights & Analytics LLC, A Stagwell Company



# HUMANITY FOR GROWTH



Nonprofit  
Federation



*Privacy for*

**America**®

**National Privacy Legislation  
Introduced to Congress  
November 2019**

# Privacy for America: Principles



## Goals

- To provide strong and comprehensive data protections for individuals
- To establish clear rules for individuals, businesses, and law enforcers
- To stop harmful and unexpected data practices while allowing beneficial practices to continue
- To shift emphasis away from “notice and choice” and towards a common set of norms about what data practices should be prohibited and permitted



# ANA

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