



2025 MEMBERSHIP BENEFITS

Client-Side Marketer (CSM) Membership for Nonprofits*

*Nonprofit Entities with a 501 (c)(3) designation.

***Nonprofit Advisory Council

Nonprofit Publications — Nonprofit Careers and Nonprofit Now.

CFRE credits at select Members Only Conferences.

ANA Adviser — weekly brief from the ANA government relations team.



UNLIMITED INDIVIDUALS



20 INDIVIDUALS



10 INDIVIDUALS

		CSM	GOLD	SILVER
Marketing Content Library¹	Benefit from 24/7 access to over 11,000+ pieces of proprietary marketing intellectual capital on the ANA's website.	INCLUDED	FULL ACCESS	FULL ACCESS
Committees²	Access to member-led committees that drive peer-to-peer sharing and industry thought leadership across the marketing spectrum.	INCLUDED	25 COMMITTEES	14 COMMITTEES
Ask Research Service	Access to ANA's research team , a true force multiplier, is complimentary and confidential.	UNLIMITED REQUESTS	10 REQUESTS PER YEAR PER MEMBERSHIP	5 REQUESTS PER YEAR PER MEMBERSHIP
Half-Day Onsite Training	Build team expertise with a half-day team training benefit.	FREE EVERY YEAR	FREE EVERY SECOND YEAR	FEE-BASED
Half-Day Virtual Workshops	Many of the workshops available onsite can be delivered virtually. Check with your ANA representative to review offerings.	FREE EVERY YEAR	FREE EVERY SECOND YEAR	FEE-BASED
On-Demand Training	Access to more than 75 on-demand training courses.	INCLUDED	GOLD PRICING	SILVER PRICING
Open Enrollment Training	110 Live online Open Enrollment workshops bring world-class training that can be consumed in a virtual 3-hour or shorter 2-hour and new 1-hour burst formats.	INCLUDED	GOLD PRICING	SILVER PRICING
Full-Day and Multi-Day Training	Customize an in-company training curriculum. Virtual workshops available upon request.	CSM PRICING	GOLD PRICING	SILVER PRICING
Certified ANA Marketing Professional (CAMP)	Meet the ANA standard for well-rounded marketing professionals with the ANA certification program . See the ANA's website for next steps to begin the certification process.	INCLUDED	GOLD PRICING	SILVER PRICING
Marketing Certificate Programs	Certificate programs spanning essential competencies including, agile marketing, brand-building, customer insights, content marketing, and digital marketing and business skills on-demand programs .	INCLUDED	GOLD PRICING	SILVER PRICING
30-Minute Webinars	30-Minute webinars linked to ANA Growth Agenda topics are held on most Wednesdays and Thursdays. Check calendar for details. You also have access to nearly 120 live and on-demand webinars.	INCLUDED	INCLUDED	INCLUDED
National Industry Conferences	Client-Side Marketers may attend 2025 National Conferences for free; the Masters of Advertising Law Conference remains fee-based. Silver and Gold-tier members receive discounted rates. See ANA's website for details.	INCLUDED	GOLD PRICING	SILVER PRICING
Members-Only One-Day Conferences	Access to One-Day conferences covering nonprofit marketing and fundraising, brand and media, B2B, data, AI, Marketing Operations, Retail Media, Customer Loyalty, and more, including in-person regional events.	INCLUDED	GOLD PRICING	SILVER PRICING
Global Day of Learning	On September 17, the entire marketing industry will put down their tools, push pause, and reset their skills. Global Day is your all-access pass to live workshops, master classes, and best practices from the world's leading marketing authority.	INCLUDED	INCLUDED	INCLUDED
Awards Programs	Be recognized for outstanding marketing, fundraising, and advertising through multiple awards programs . Submissions are entered online.	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING
On Scope: The Marketing Podcast	An authoritative and thought-provoking podcast that features candid conversations with marketing's smartest leaders, deep dives on important research, and more.	INCLUDED	INCLUDED	INCLUDED
State Legislative Tracker	Stay up to date on new and advancing legislation across all 50 states on a variety of issue areas important to advertisers and marketers.	INCLUDED	INCLUDED	INCLUDED
Data Privacy Framework (DPF) Dispute Resolution Program³	Access to government-approved mediation and dispute resolution services for unresolved data privacy complaints between European, U.K., and/or Swiss consumers and participating companies located in the United States.	INCLUDED	INCLUDED	INCLUDED
Consumer/ Industry Choice Tool (DMAchoice)	A monthly subscription service and data hygiene tool to help brands and data providers reach the intended audience, clean lists, save money and honor consumers' marketing preferences.	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING

¹Content from brand and media committees may not be accessible; additional content may be limited by licensing or other restrictions

²See list of committees available by benefit level on back

³Government fees not included

***The Nonprofit Federation offers added committees and leadership opportunities to elevate and grow fundraising.

Effective 4/1/25

ANA Member Benefits are subject to change.

ANA Committees

ANA Committees meet approximately three to four times a year. See below for a complete list of committee participation.



CSM Level

Access to all committees:

[Account-Based Marketing](#)
[Advertising Financial Management](#)
[Agency Relations](#)
[AI](#)
[Analytics & Data Science](#)
[Brand Management](#)
[Brand Purpose — Growth for Good](#)
[B2B](#)
[B2B \(Midwest\)](#)
[B2B Data Excellence](#)
[Commerce Marketing](#)
[Content Marketing](#)
[Customer Experience](#)
[Data & Direct Marketing](#)
[Digital & Social](#)
[Email Excellence Center](#)
[Ethics Policy](#)
[Government Relations](#)
[HBCU Campus Connect](#)
[Influencer Marketing](#)
[In-House Agency](#)
[Legal Affairs](#)
[LGBTQ+ Inclusive Marketing](#)
[Marketing Capabilities Council*](#)
[Marketing Futures](#)
[Marketing Operations and Transformation Forum](#)
[MarTech](#)
[Measurement and Accountability](#)
[Media](#)
[Multicultural and Inclusive Marketing](#)
[Nonprofit Organizations](#)
[Production Management](#)
[Regulatory Working Group](#)
[Relationship Marketing](#)
[Sponsorship & Experiential Marketing](#)
[Sustainability](#)

*Subject to approval



Gold Benefit Level

All Silver Benefit Level committees *PLUS*:

[Account-Based Marketing](#)
NEW [AI](#)
[B2B \(Midwest\)](#)
[Commerce Marketing](#)
[Content Marketing](#)
[Customer Experience](#)
[Influencer Marketing](#)
NEW [MarTech](#)
NEW [Measurement & Accountability**](#)
[Relationship Marketing](#)
[Sponsorship & Experiential Marketing](#)

**Select meetings open to Platinum and Gold level members



Silver Benefit Level

[Analytics & Data Science](#)
NEW [B2B Data Excellence](#)
[Brand Purpose — Growth for Good](#)
[Data & Direct Marketing](#)
[Email Excellence Center](#)
[Ethics Policy](#)
[Government Relations](#)
NEW [HBCU Campus Connect](#)
[Legal Affairs Committee](#)
[LGBTQ+ Inclusive Marketing](#)
NEW [Marketing Futures](#)
NEW [Multicultural and Inclusive Marketing](#)
[Nonprofit Organizations](#)
[Regulatory Working Group](#)
[Sustainability](#)