



# Direct Marketing Association (DMA) Green 15™ Fundraiser Pledge Form

## Pledge Overview: What Is the 'Green 15™ Pledge' & Why Take It?

The DMA Green 15™ Fundraiser Pledge is a voluntary public recognition program that asks fundraising organizations to pledge that they are taking certain steps throughout the direct marketing process to improve their environmental footprints and “triple bottom-line” (people, planet and profit) performance. DMA member organizations who take the pledge will receive a DMA Green 15™ logo which they may display on their web sites and print communications to convey their environmental commitments to customers, clients, and other stakeholders.

DMA also will acknowledge signatory organizations in the [“Who Has Taken the ‘Green 15™’ Pledge”](#) section on the [DMA Environmental Resource Center website](#), as well as spotlight these companies and organizations in the DMA Corporate & Social Responsibility department’s monthly [“Triple Bottom Line Bulletin”](#) e-newsletter and other potential DMA venues.

## Instructions To Complete This Pledge Form:

1. Please provide your contact information in the indicated section.
2. Complete the pledge form on pages 2-3, inserting your organization name in the designated bracketed areas, and placing a checkmark next to those practices that your organization is undertaking now or plans to do so within this calendar year.
  - Note that some of the Green 15™ tenets may not apply to your organization. Please write “N/A” beside any practices that are not applicable to your organization.
3. On page 3, please specify any notable public environmental stewardship data, goals or accomplishments pertinent to your organization. Please feel free to attach explanatory documentation (such as an Annual Sustainability Report) and/or include a link to more information (such as the sustainability section of your company website).
4. Sign and date your form, and return it (in print or electronic form) to the DMA’s Corporate & Social Responsibility (CSR) department via mail, fax or email: 1615 L St, NW, Ste 1100, Washington, DC 20036-5624; 202.955.0085; [environment@the-dma.org](mailto:environment@the-dma.org).

## Contact Information (Please print or type.)

Name	
Title	
Organization	
Address	
City	
State	
ZIP Code	
Telephone (business)	
Fax	
Email	

# **[ORGANIZATION'S NAME] GREEN 15™ FUNDRAISER PLEDGE**

**PREAMBLE:** [ORGANIZATION'S NAME] recognizes how vital it is to incorporate environmental stewardship in the conduct of fundraising, including the efficient and sustainable use of natural and economic resources, and to continually improve our environmental performance, while encouraging our vendors and donors to do the same.

To this end, we seek to adhere to the following [X NUMBER] DMA Green 15™ tenets through our specific initiatives.

*(Instructions: Place a checkmark next to those practices that your organization is undertaking now or plans to do so within this calendar year. Note that not all tenets will apply to your organization, depending on the nature of your business. Please write "N/A" beside any practices that are not applicable to your organization.)*

## **List Hygiene & Data Management**

- \_\_\_\_\_ Comply with [DMA Guidelines](#) for list management, including:
- Maintaining in-house do-not-solicit lists for prospects and donors who do not wish to receive future solicitations from you.
  - Using the [DMAchoice \[formerly Mail Preference Service \(MPS\)\] file](#) monthly for donor prospect mail.
  - Providing existing and prospective donors with notice of an opportunity to modify or eliminate direct mail solicitations from your organization in *every fundraising solicitation*.
- \_\_\_\_\_ Maintain "clean" mailing lists by using USPS or commercial equivalent files where applicable for: ZIP Code correction; address standardization; change of address, address element correction, delivery sequence file and/or address correction requested.
- \_\_\_\_\_ Apply predictive models and/or Recency-Frequency-Monetary (RFM) segmentation where appropriate.

## **Mail Design & Production**

- \_\_\_\_\_ Review direct mail and printed marketing pieces, and test downsized pieces when and where appropriate.
- \_\_\_\_\_ Test and use production methods that reduce print order overruns, waste allowances and in-process waste.

## **Paper Procurement & Use**

- \_\_\_\_\_ Encourage our paper suppliers to increase wood purchases from [recognized forest certification programs](#).
- \_\_\_\_\_ Require our paper suppliers to commit to implementing [sustainable forestry practices](#) that protect forest ecosystems and biodiversity, as well as provide the wood and paper products that meet industry needs.
- \_\_\_\_\_ Ask our paper suppliers where your paper comes from before buying it with the intent of not sourcing paper from [unsustainable or illegally managed forests](#).



### Acknowledgement Information

- By checking this box and submitting this pledge form, you agree to allow your organization to be listed and acknowledged in the "Who's Taken the Green 15™ Pledge" section of the [DMA Environmental Resource Center website](#), as well as in the DMA Corporate & Social Responsibility department's monthly e-newsletter, the [Triple Bottom Line \(3BL\) Bulletin](#), and other potential DMA venues and publications.

Please list your organization name(s) exactly as you would like them to appear in all public acknowledgements:

- Our organization wishes to remain anonymous.

Signature:

Date:

### Instructions for Submitting Your Pledge Form

Please submit your completed and signed pledge form to DMA's Corporate & Social Responsibility (CSR) department via mail, fax or email. Please attach any supporting documentation and/or additional information about your organization's public environmental sustainability efforts and/or acknowledgements.

**Direct Marketing Association (DMA)  
Corporate & Social Responsibility (CSR) Department  
1615 L St, NW, Suite 1100, Washington, DC 20036-5624  
Fax: 202.955.0085  
Email: [environment@the-dma.org](mailto:environment@the-dma.org)**