

# 2020 Strategic Partnership and Advertising Guide



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# **Our Mission**

The leading voice for medicine in the National Capital Area.

The Medical Society of the District of Columbia is the primary voice of physicians practicing in our nation's capital. For more than 200 years, MSDC has represented metropolitan Washington physicians before the DC government and to healthcare stakeholders. MSDC's physician community numbers over 3,000 members from all medical specialties, practicing in a variety of settings including independent practice, group practice or employment at the area's major health systems.

MSDC supports physicians professionally and personally by providing resources to improve their practice and meet individual needs. The membership meets for its annual meeting in the fall and interest groups focused on women physicians, early career physicians, practice management and other topics meet throughout the year. In addition to in-person events, MSDC communicates via electronic newsletter, direct mail, social media and its website.

# Our Market at a Glance

- District physicians generate \$8 billion in economic activity and create 34,349 jobs.
- In the District of Columbia, there are more than 10,000 licensed physicians (MD, DO)
- Approximately 4,000-5,000 physicians (MD, DO) actively practice medicine in DC



# **About our Strategic Partnerships**

A YEAR ROUND, complete approach to connecting and networking with the DC Physician Community

MSDC believes there is much to be gained working in partnership with organizations whose own missions support the work of MSDC members. Change is constant in the medical field today and it is important to our members to stay current on innovations that can improve their practices and provide ongoing professional education.

Our partnerships are designed to create win-win situations. If your

organization provides services and programs to benefit physicians, practices and/or patients, MSDC wants to work with you to grow your business within the Washington, DC physician community. If you are a physician practice or society of doctors, partnership can help you increase connections and prestige in the broader physician community and among DC healthcare stakeholders.





# Benefits of partnership include:

# Visibility and Thought Leadership in the Physician Community

- Your content featured through social media platforms and MSDC website
- Publish white papers, articles or other content on critical physician issues
- Host a webinar or podcast on your area of expertise

# Face-to-Face Physician Interaction and Networking

- Attend events and network with doctors and medical staff
- Exhibit at events and promote unique services
- Sponsor events (on a shared or exclusive basis)
- Events include targeted group opportunities, board of directors meetings or annual membership meeting

# Expansive exposure via MSDC's dynamic, search-optimized website and regular newsletters to the entire membership

- Promote products, services, programs or events in MSDC's electronic newsletter, website or on social media
- Limited opportunities to distribute dedicated email to members or event attendees
- Logo placement throughout MSDC communications and website
- Sponsor or advertise at events (on shared and exclusive basis)
- Co-brand materials with the Medical Society

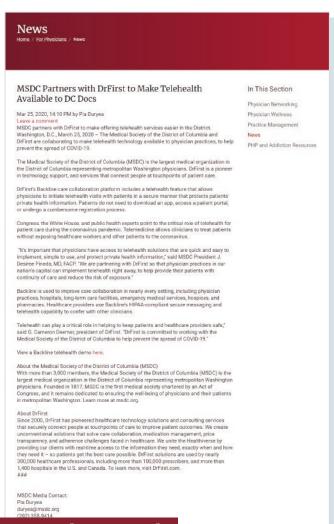
Special offer for start-up organizations: If you are a start-up business and meet certain requirements, MSDC staff can craft a package customized to your current business needs.

# **At-a-Glance Comparison of Strategic Partnerships**

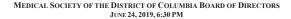
Diamond Bronze Silver Gold **Platinum** \$7,500 \$5.000 \$3.000 \$12.500 \$20.000 Events/Relationship Building Opportunities with Physicians and Healthcare Leaders **Exclusive Event Sponsorship** 2 Shared Event Sponsorship 1 **Exclusive Board Meeting** 1 2 Sponsorship **Shared Board Meeting** 1 1 Sponsorship MSDC Annual Meeting Contributor Contributor Contributor Contributor Contributor Sponsorship @\$2.000. @\$1,500, @\$1.000. @\$500. Comp \$3000 \$1,500 \$2,500 \$1,000 \$2,000 discount discount discount discount discount Participation in MSDC Industry Council MSDC eNewsletter Recognition and Advertising (per year) Advertorial - Tile ad with editorial copy. Promote 3 3 6 9 12 products, expertise or events Launch notice - Partner announcement in Spotlight w/press w/press w/press section of MSDC eNews release release release Company attribution in each edition Additional Membership Outreach (per year) Introductory company information included in member packets Proprietary email blast 1 2 3 Proprietary direct mailing 1 1 2 3 (cost at partner expense) MSDC Website and Social Media Exposure (per year) Company Recognition on **V V V** MSDC Homepage Homepage Spotlight Ad 3 6 Company Listing on Practice Management Resource Center Social Media Promotion 4 12 52 (Twitter, Facebook, Instagram) Thought Leadership Article - Convey expertise through 1 month 2 months 3 months 4 months 6 months awards, research, and case studies



### Company recognition on MSDC homepage



# Press Release example



Tonight's meeting is graciously hosted by ProAssurance
Tonight's meeting and dinner is provided by the Chesapeake Regional Information System for our
Patients (CRISP) represented by Ryan Bramble (Executive Director, DC) and Ronald Emeni (Outreach
Liaison, DC). Guests include the DC Primary Tore Association (Tamara Smith, Brandon Batiste, and
Donna Johnson-Ramos); Shannon Pryor, MD

1. CALL TO ORDER (Dr. BATHGATE)	6:30 PM
2. PRESENTATION BY CRISP	6:30 PM
3. PRESENTATION BY THE DC PRIMARY CARE ASSOCIATION (SMITH)	6:40 PM
4. APPROVAL OF CONSENT AGENDA	7:15 PM
a. Minutes of the April 22, 2019 Board meeting	

Company recognition in board meeting





# Strategic Partnerships Details

# **DIAMOND PARTNERSHIP** (\$20,000)

#### Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

Exclusive sponsorship of two (2) MSDC events (Value: \$2,000, \$1,000 each)

Exclusive sponsorship of two (2) MSDC Board of Director's meetings (Value: \$2,000, \$1,000 each)

Complimentary Contributor Sponsorship at MSDC's largest networking event, The 2020 Annual Meeting, October 30, 6 – 9:30 pm (Value: \$3,000)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

Participation in MSDC Industry Council – year round opportunity to network with MSDC board members and committee chairs.

#### MSDC eNewsletter Recognition and Advertising (per year)

Twelve (12) month *advertorial* in MSDC's enewsletter (Value: \$4,200, \$350 each.) *Note:* content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)

Partner announcement in *eNews* showcasing your value, services and benefits, plus press release posted on MSDC website and distributed on social media

Premium company logo placement in each edition of eNews (Value: \$3,500)

#### Additional Membership Outreach (per year)

Three (3) exclusive proprietary email messages to MSDC members - content of message subject to approval by MSDC staff. (Value: \$2,250, \$750 each)

Three (3) exclusive proprietary direct mailings to MSDC members - content of message subject to approval by MSDC staff. Labels provided by MSDC, cost of postage and materials at the expense of the partner. (Value: \$2,250, \$750)

#### MSDC Website and Social Media Exposure (per year)

Premium logo attribution at MSDC events and on MSDC homepage (Value: \$5,000)

Spotlight ad on MSDC website for six (6) months (Value: \$9,000)

Enhanced company listing on MSDC practice management resource center

Social media campaign, one per week, fifty-two (52) total.

Six (6) thought leadership articles on MSDC website for 1 month each (Value: \$4,200)

# **PLATINUM PARTNERSHIP** (\$12,500)

#### Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

One (1) exclusive sponsorship of live MSDC event (Value: \$1,000)

One (1) exclusive sponsorship of MSDC Board of Director's meeting (Value: \$1,000)

\$2,500 savings on Contributor Sponsorship at MSDC's largest networking event, The Annual Meeting, October 30, 6 – 9:30 pm (Incremental cost: \$500)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

Participation in MSDC Industry Council – year-round opportunity to network with MSDC board members and committee chairs.

#### MSDC eNewsletter Recognition and Advertising (per year)

Nine (9) month *advertorial* in MSDC's enewsletter (Value: \$3,150, \$350 each.) *Note:* content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)

Partner announcement in *eNews* showcasing your value, services and benefits, plus press release posted on MSDC website and distributed on social media

Premium company logo placement in each edition of eNews (Value: \$3,500)

#### Additional Membership Outreach (per year)

Provide for two (2) exclusive proprietary email messages to MSDC members - content of message subject to approval by MSDC staff. (Value: \$1,500, \$750 each)

Provide for two (2) exclusive proprietary direct mailings to MSDC members - content of message subject to approval by MSDC staff. Labels provided by MSDC, cost of materials at the expense of the partner. (Value: \$1,500, \$750 each)

#### MSDC Website and Social Media Exposure (per year)

Premium logo attribution at MSDC events and on MSDC homepage (Value: \$5,000)

Spotlight ad on MSDC website for three (3) months (Value: \$4,500)

Enhanced company listing on MSDC practice management resource center

Social media campaign, one per month, twelve (12) total.

Four (4) thought leadership articles on MSDC website for 1 month each (Value: \$3,800)

## **GOLD PARTNER** (\$7,500)

#### Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

One (1) shared sponsorship of live MSDC event (Value: \$500)

One (1) shared sponsorship of MSDC Board of Director's meeting (Value \$500)

\$2,000 savings on Contributor Sponsorship at MSDC's largest networking event, The Annual Meeting, October 30, 6 – 9:30 pm (Incremental cost: \$1,000)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

#### MSDC eNewsletter Recognition and Advertising (per year)

Six (6) month *advertorial* in MSDC's enewsletter (Value: \$2,100, \$350 each.) *Note:* content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)

Partner announcement in *eNews* showcasing your value, services and benefits, plus press release posted on MSDC website and distributed on social media

Company logo in each edition of *eNews* (Value: \$2,500)

#### Additional Membership Outreach (per year)

One (1) exclusive proprietary email blast to MSDC members - content of message subject to approval by MSDC staff. (Value: \$1,000)

One (1) exclusive proprietary direct mailing to MSDC members - content of message subject to approval by MSDC staff. Labels provided by MSDC, cost of materials at the expense of the partner. (Value: \$750)

#### MSDC Website and Social Media Exposure (per year)

Logo attribution at MSDC events and on MSDC homepage (Value: \$2,000)

Company listing on MSDC practice management resource center

Social media campaign, one per quarter, four (4) total.

Three (3) thought leadership articles on MSDC website for 1 month each (Value: \$1,900)



## **SILVER PARTNER (\$5,000)**

#### Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

One (1) shared sponsorship of MSDC Board of Director's meeting (Value \$500)

\$1,500 savings on Contributor Sponsorship at MSDC's largest networking event, The Annual Meeting, October 30, 6 – 9:30 pm (Incremental cost: \$1,500)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

#### MSDC eNewsletter Recognition and Advertising (per year)

Three (3) month *advertorial* in MSDC's enewsletter (Value: \$1,050, \$350 each.) *Note:* content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)

Partner announcement in eNews showcasing your value, services and benefits

Company logo in each edition of *eNews* (Value: \$2,500)

#### Additional Membership Outreach (per year)

One (1) exclusive proprietary direct mailing to MSDC members - content of message subject to approval by MSDC staff. Labels and labor provided by MSDC, cost of materials and postage at the expense of the partner. (Value: \$750)

#### MSDC Website and Exposure (per year)

Logo attribution at MSDC events and on MSDC homepage (Value: \$2,000)

Company listing on MSDC practice management resource center

Two (2) thought leadership articles on MSDC website for 1 month each (Value: \$1,900)





# **BRONZE PARTNER** (\$3,000)

#### Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

\$1,000 savings on Contributor Sponsorship (Value: \$3,000) at MSDC's largest networking event, The Annual Meeting, October 30, 6 – 9:30 pm (Incremental cost: \$2,000)

#### MSDC eNewsletter Recognition and Advertising (per year)

Three (3) month *advertorial* in MSDC's enewsletter (Value: \$900.) *Note: content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)* 

Partner announcement in eNews showcasing your value, services and benefits

Company name in each edition of *eNews* (Value: \$1,000)

#### MSDC Website and Exposure (per year)

Company attribution at MSDC events and on MSDC homepage (Value: \$1,000)

Company listing on MSDC practice management resource center

One (1) thought leadership article on MSDC website for 1 month (Value: \$950)

# **2020 Calendar of Events**

The following events are available for partner participation. Sponsor participation is non-exclusive (unless otherwise determined) but limited in number to provide exhibitors ample networking with attendees.

#### 2020 EVENTS

This list include confirmed and tentative events. Events marked with an asterisk are tentative and subject to change. Check www.msdc.org/events for details.

- MSDC Board Meeting February 24, 6:00 PM (MSDC Headquarters)
- Physician Community COVID-19 Virtual Townhall March 14, 10 AM (Webinar)
- Physician Community COVID-19 Virtual Townhall March 16, Noon (Webinar)
- Telemedicine Best Practices Industry Briefing March 25, Noon (Webinar)
- The Business of Medicine During COVID-19 March 27, Noon (Webinar)
- MSDC Board Meeting April 6, 6:00 PM (Webinar)
- Social Media as a Tool for Advocacy During the COVID-19 Outbreak and Beyond April 11, 10 AM (Webinar)
- MSDC Board Meeting June 22, 6:00 PM (Location TBD)
- Bright Young Doctors Summer Event (tent.)\* June/July/August (date and place TBD)
- Practice Managers Summer Event (tent.)\* June/July/August (date and place TBD)
- Women in Medicine Fall Event (tent.)\* July/August/September (date and place TBD)
- MSDC Board Meeting September 21 (6:00 PM, MSDC Headquarters)
- MSDC Annual Meeting October 30 (6:00 PM, AAMC Headquarters)
- MSDC Board Meeting December 7 (6:00 PM, MSDC Headquarters)

# **MSDC Advertising**

#### WEBSITE ADVERTISING

Ad Type	Specs	1 Month	3 Months
Homepage Spotlights – clickable prominent location just below main news stories	350 X 250 pixels, jpg or png	\$1,500	\$3,250
<ul> <li>Thought Leadership Article –</li> <li>Sponsored content on targeted pages. Ads are clickable to desired URL. Ideal for:</li> <li>New product/service intros</li> <li>Thought leadership content</li> <li>Medical real estate listing</li> </ul>	300X200 px, jpg or png, 100 words of text with headline.	\$950	\$2,700
Event Ad w/ inclusion in MSDC Event Calendar	100-word event description and image (jpg or png; 240 x 140), with link to your event website	\$400	\$1,100







Thought Leadership Article example

#### **ENEWS ADVERTISING**

MSDC's *eNews* is published twice monthly as an electronic newsletter, distributed by email. *ENews* is distributed electronically to key DC healthcare thought leaders and the majority of the MSDC's 3,000+ members , who practice in the metropolitan DC area.

MSDC's *eNews* is published on Fridays on a semimonthly schedule, except for a modified summer and year-end schedule.

Advertiser content is due to Duryea@msdc.org by close of business (4:30 PM) on the Wednesday directly preceding the Publication Date.

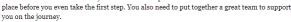
Ad Type	Specs	1 Month (2 issues)	3 Months (6 issues)
<ul> <li>Advertorial (two sizes) - high impact - Tile ad combined with editorial copy. Ideal for:</li> <li>New product/service intros</li> <li>Thought leadership content</li> <li>Webinars and education forums</li> </ul>	Standard Size: Tile ad (200x100 px, jpg or png), 40 words of text with headline.	S - \$350	S - \$900
	Large Size: Tile ad (300x200 px, jpg or png), 100 words of text with headline. All ads are clickable to desired URL	L - \$500	L - \$1,400
Jumbo Banner Ad – Page-width banner ad in MSDC newsletter with link	850 x 200 px	\$600	\$1,500
<i>Quarter Page Ad</i> – Tile ad	225 W x 325 H pixels, jpg or png	\$450	\$1,350
Event Listing – Event ad and placement in MSDC Event Calendar	100 word event description and 225 x 100 px image, with link to event page	\$400	\$1,100
Real Estate Listing – Property listing in our dedicated Medical Realty Section	75-word property description with 200x150 px image and link to online listing	\$300	\$800

#### Practice Management

Steps to Take Before Opening the Doors of Your First Medical Practice

Provided by MSDC Corporate Partner GZ Medical Realty

Deciding to open your own medical practice for the first time is a big step. It's an investment of time, money, resources and sweat. That's why it's vital to have a plan in



Opening a practice is a big undertaking and shouldn't be approached with a blasé attitude. You will need to figure out your financing, find a location, make personnel decisions, make sure you're adequately insured, figure out what kind of equipment you'll need and where you'll get it, etc. There is a lot to factor in before hanging your shingle and opening your

Once you've got all of the details locked down, you'll need to start seeking out the perfect location for your medical practice. That can be a huge undertaking in and of itself. Here are a few things to consider once you're ready to take that next step

#### eNews Advertorial example

Thrombolytic Agents (DL35428) . Deadline: December 15, 2019

Robert Hay Jr., CAE

The 2019 AMA Interim Meeting is underway. Here are 7



Patients Attitudes Towards the U.S Health Care System

The Physicians Foundation has released the 2019 Survey of America's Patients , a biennial survey that reveals the biggest hurdles facing Americans today in our country's

#### eNews Jumbo Banner Ad example

prior authorization has on their ability to help their patients. Read more from  $\underline{\text{the}}$ AMA.

#### Are You Frustrated By Prior Authorization?

Is prior authorization a burden on you or your patients? Do you want an innovative solution to prior authorization challenges? MSDC leadership is working to develop new solutions and is seeking a select group of volunteers to share their experience, time and insights. Contact Robert Hay, Jr. at hay@msdc.org.

colleagues, share practice tips and resources. If interested, please contact Pia Duryea (duryea@msdc.org)

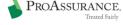


eNews Quarter Page Ad example

Grundy PHD KIN, and more. Up to 14.25 CML credits provided. More informa available here or call 202-687-1191. Discounted registration for residents and students

#### Out-of-Bounds: Previous Claims Under Further Review

ProAssurance Loss Prevention Seminars



July 25, 2019 (MD) September 19, 2019 (DC)

Registration opens at 5:30 PM, Seminar runs 6:00 - 8:00 PM DC: American College of Cardiology (2400 N Street, NW, Washington, DC) MD: Bethesda Marriott (5151 Pooks Hill Road, Bethesda, MD)

This year, ProAssurance, MSDC's 1817 Society Member and partner for medical professional liability insurance, will offer a sports-themed loss prevention seminars titled, Out-of-Bounds: Previous Claims Under Further Review . Participation in this seminar will better enable participants to:

- Explain the relationship between physician-patient boundaries and professional liability risks
- Identify a previous encounter where expectations were not met
- · Recognize the need to apply an internal or external boundary in a patient scenario

Whether you are competing for a championship sports title or practicing medicine, there are consequences for crossing the line. In this course, physicians and other healthcare professionals will hear the professional liability considerations associated with personally and professionally stepping out of bounds. The information and examples will help you stay in the game. Register online at proassurance.com/OutofBounds

A SENTIMENTAL MUSICAL JOURNEY!

#### eNews Event Listing example

students are admitted free. Price for General Public is \$20 through July 31. \$30 thereafter.

#### **Medical Real Estate Listings**

Brought to you by MSDC Corporate Partner GZ Medical Realty. Contact Pete Papantoniou for your real estate needs.

600 square foot sublet available on 19th Street NW between Farragut North and Dupont Circle Metro. Brand new build out with separate suite number, entrance, waiting area. One office and one exam room with large window. One smaller office without windows. Sublet space is connected to an established private internal medicine practice. Price negotiable . Contact Dr. Alice Fuisz if interested. a licefuiszacp@gmail.com

Boutique Townhouse Medical Office for Rent Across From GWU Hospital/ Medical School 900 New Hampshire Ave., NW Washington, DC 20037

Boutique townhouse medical office for rent across from G.W.U. Hospital & School of Medicine. Very close to Foggy Bottom Metro, Three rooms, one on entry level with powered table/chair & overhead surgical light. Consultation room, reception/waiting room, & possibility of 2 additional rooms, Two-car driveway, Call/text Sheldon K. Gottlieb, MD, 301-509-3319, or email skgottliebmd@comcast.net .

### University Medical

2141 K Street NW Washington, DC 20037 University Medical Building is conveniently located in the heart of DC





Merrifield, VA 22003 Woodburn Medical Park

Woodburn Medical

3229 Woodburn Road

eNews Real Estate Listing example



# 2020 Annual Meeting and Reception

Increase the value of your year-long partnership by sponsoring at MSDC's premier networking event – the 2020 Annual Meeting and Reception – October 30, 6:00 to 9:30 p.m.

This must-attend event attracts hospital systems leaders, medical department heads, specialists and physicians in independent and group practices from across the greater metropolitan Washington area.

#### **Unique Benefits for MSDC Partners**

- MSDC partners enjoy special discounts on Annual Meeting sponsorship packages
- Sponsoring the MSDC Annual Meeting provides face-to-face networking opportunities with leading physicians and administrators. A sample of past attendees include:

Chief Medical Officer, MedStar Washington Hospital Center

Senior Deputy Director, DC Medicaid Program

Chief of Staff, United Medical Center

Owner, Barnard Medical Center

Interim President and CEO,

Sibley Memorial Hospital

- Annual meeting sponsors enjoy unparalleled access to MSDC board members and committee leaders
- The intimate casual setting is perfect for doing business and promoting your brand

#### The Specifics

- Exposure to our entire membership of 3,000+ via the MSDC website and outbound
- Visibility in the Annual Meeting Program Book
- Event registration is included in most sponsorships
- Multiple levels of sponsorships are available to meet any budget or strategic marketing objective
- The Annual Meeting will be held at Association of American Medical Colleges Learning Center, 655 K Street NW, Washington, DC 20001, October 30, 6:00 to 9:30 PM.

# email news updates





#### Reserve early, save more

20% discount on all packages before May 15, 2020

#### Stand out from the crowd!

MSDC staff will work with you to identify the Annual Meeting sponsorship that best compliments your MSDC partnership. To obtain the detailed Annual Meeting Prospectus contact Pia Duryea, Director of Membership and Communications, Medical Society of the District of Columbia, 202.355.9414 or duryea@msdc.org





1250 23rd Street, NW Suite 270 Washington, DC 20037 Telephone: 202.466.1800 Fax: 202.452.1542 http://www.msdc.org



Designated	l Conta	ct Infor	mation					
Organization								
Contact Name								
Address								
Email			Pho	ne		Fax		
Advertising	]							
Website Ad Ty	/pe							
Spotlight	1 month	3 months ☐ \$3,250	Thought Leadership Article	1 month ☐ \$950	3 months ☐ \$2,700	Event Listing	1 month	3 months ☐ \$1,100
Newsletter Ad		7		1	7		1 +  -	7
Advertorial - S Quarter Page Ad	1 month ☐ \$350 ☐ \$450	3 months ☐ \$900 ☐ \$1,350	Advertorial - L Event Listing	1 month  \$500  \$400	3 months ☐ \$1,400 ☐ \$1,100	Jumbo Banner Ad Real Estate Listing	1 month ☐ \$600 ☐ \$300	3 months ☐ \$1,500 ☐ \$800
No. of Placements			Ad Run (dates)					
Cost of Ad \$			(ads must be prepaid)					
Strategic P	artners	ship						
Please select the level of partnership below and dollar amount:  Bronze (\$3,000 Annual)  Silver (\$5,000 Annual)  Platinum (\$12,500 Annual)  Diamond (\$20,000 Annual)  Note: There is a one-time \$250 administrative fee for new partners								
Goals								
Please indicate wh	at your org	anization do	oes and wants to accomplisi	h through	partnership			
Payment								
Issue check payable to: Medical Society of the District of Columbia and mail to MSDC, Accounting, 1250 23rd Street NW, Suite 270, Washington, DC 20037. To pay by credit card (VISA, MasterCard, American Express) complete below and return by fax (202-452-1542) email (duryea@msdc.org), or call 202-466-1800.								
Dollar Amount			Name on card					
Credit Card #			Exp. Date: (Required)		Secu	rity Code: (Require	d)	

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_