



A Direct Path to Success

## 2009 DMAW MAXI AWARD ENTRY FORM FOR

## ASSOCIATION-NONPROFIT-POLITICAL

DEADLINE: 5:00 PM, Friday, March 20, 2009

For EACH entry include one complete application. Please print or type.For DMAW Office  
use only  
Control Number

# \_\_\_\_\_

**Step 1 - Applicant Information**

Entry Name \_\_\_\_\_ Mail Date or Span of Campaign \_\_\_\_\_

Attach a completed copy of this form to **EACH of the 3 ENTRY SAMPLES** to be submitted.  
In addition to this form, be sure to include **ONE COPY** of a **COMPLETED APPLICATION for EACH ENTRY**.  
**All entries must be unique, first time packages.** Prior winners should consider the *Workhorse Category*.  
Full campaign results must be provided; select segmentation results do not qualify.  
**Do not skip any steps on this form! Read 2009 Rules for Entry before continuing!**

**Step 2 - Select Type**

- Association - 501(c) 6       Political  
 Nonprofit *indicate*:       501(c) 4       501(c) 3       Congressionally Chartered

**Step 3 - Select Media**

- Catalog       Direct Mail (Flat or Dimensional)       DRTV/Radio  
 Print/Space Ad       Telemarketing       Other Media \_\_\_\_\_  
 Integrated (2 or more media - report on combined results)      **(For web/email/online - use specific entry form!)**

**Step 4 - Select Program**

- Membership Acquisition       Reinstatement/Lapsed       Renewals (Members/Donors)       Sales  
 Conference/Educational/Meetings       Special Events       Fundraising/Special Appeals       Monthly Giving  
 Lead Generation       Acquisition/Prospecting       Major Donors (\$1000+)

**Step 5 - Revenue & Expense**

1. Number Mailed: \_\_\_\_\_ c. Postage per M \$ \_\_\_\_\_ h. Retainer/PM \$ \_\_\_\_\_  
2. Calculate Direct Mail Cost Per M: d. DP Mail Shop \$ \_\_\_\_\_ i. Other Costs \$ \_\_\_\_\_  
a. Copy/Art \$ \_\_\_\_\_ e. Production \$ \_\_\_\_\_  
b. Telemktg/Per contact f. Creative \$ \_\_\_\_\_ **Gross Revenue \$** \_\_\_\_\_  
(pledge/refusal/unspecified) \$ \_\_\_\_\_ g. Print \$ \_\_\_\_\_ **Net Revenue \$** \_\_\_\_\_

**Step 6 - Productivity - See MAXI Rules, page 2, under Steps 5 & 6 on how to calculate**

1. Number of Responses: \_\_\_\_\_ 4. Net/Donor or Member: \_\_\_\_\_  
2. Response Rate: \_\_\_\_\_ 5. Cost/Dollar Raised: \_\_\_\_\_  
3. Average Gift: \_\_\_\_\_ 6. Beat Control by: \_\_\_\_\_

**Step 7 - Campaign Details**

In 250 words or less, **just the facts** - briefly state the problem or challenge and describe the solution(s) - **creative writing not required!**