



A Direct Path to Success

## 2009 DMAW MAXI AWARD ENTRY FORM FOR

## Web-Email-Online Campaigns

DEADLINE: 5:00 PM, Friday, March 6, 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       Business  
 Nonprofit *indicate:*       501(c) 3 or Congressionally Chartered       501(c) 4

**Step 3 - Select Media**

- Website       Email       Other \_\_\_\_\_

**Step 4 - Select Program**

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

**Step 5 - Campaign Audience Profile**

- NonProfit Audience:  Prior online donor     Has taken action but not given     Prior donor but not online     Other \_\_\_\_\_  
 B2C Audience:  Prior online customer     Has reviewed but not purchased     Customer but not online     Other \_\_\_\_\_  
 B2B Audience:  Prior online customer     Has reviewed but not purchased     Customer but not online     Other \_\_\_\_\_

**Step 6 - Number of Efforts in the Campaign**

- # 1: Type/Description \_\_\_\_\_  
 Execution Date/Time Span of Campaign \_\_\_\_\_ # of emails Sent \_\_\_\_\_ # of emails Delivered \_\_\_\_\_
- # 2: Type/Description \_\_\_\_\_  
 Execution Date/Time Span of Campaign \_\_\_\_\_ # of emails Sent \_\_\_\_\_ # of emails Delivered \_\_\_\_\_
- # 3: Type/Description \_\_\_\_\_  
 Execution Date/Time Span of Campaign \_\_\_\_\_ # of emails Sent \_\_\_\_\_ # of emails Delivered \_\_\_\_\_
- # 4: Type/Description \_\_\_\_\_  
 Execution Date/Time Span of Campaign \_\_\_\_\_ # of emails Sent \_\_\_\_\_ # of emails Delivered \_\_\_\_\_
- # 5: Type/Description \_\_\_\_\_  
 Execution Date/Time Span of Campaign \_\_\_\_\_ # of emails Sent \_\_\_\_\_ # of emails Delivered \_\_\_\_\_
- # 6: Type/Description \_\_\_\_\_  
 Execution Date/Time Span of Campaign \_\_\_\_\_ # of emails Sent \_\_\_\_\_ # of emails Delivered \_\_\_\_\_

**Step 7 - Platform used:** Platform name \_\_\_\_\_**Go to page 2 to complete entry form**

Direct Marketing Association of Washington

2009 MAXI Award Entry Form

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