



2009 DMAW MAXI AWARD RULES FOR ENTRY

Applications and entry forms available at: www.dma.org/maxi

Don't forget -
Anonymity!

I certify that, to the best of my knowledge, all of the information that I will submit in the application and accompanying entry form is correct and meets all eligibility requirements as outlined in these Rules for Entry. Signed _____ Date _____

Deadline Friday, March 20, 2009 - Completed applications with samples must be **received** at DMAW Headquarters, 11709 Bowman Green Drive, Reston, VA 20190. Sorry, no extensions!

Fees DMAW Members - \$125 per entry
NonMembers - \$175 per entry

Full payment by check or credit card must accompany each completed entry form.

Winners Each winner receives one engraved plaque and up to 3 certificates for team members. Additional plaques and/or certificates may be ordered.

What Work is Eligible?

- Eligibility Period.** November 2007 through December 2008.
- Eligibility.** A package that won in a particular category in 2008 may not be resubmitted in the same category in 2009. The exception is the Workhorse category, but note that Workhorse entries must report three consecutive years of results (i.e., 2006, 2007, 2008).
- Measurability Standards.** All entries must solicit and report trackable, measurable responses to a promotion. The majority of your score will be based on your **Campaign Results**, so please report results carefully and completely.
- Completeness.** Complete campaign results must be submitted. Selections, segmentations, or otherwise incomplete audience entries will be disqualified.
- Anonymous. Mask out letterhead, labels, and all marks that could serve to identify the individual creators** (e.g., agency/consultant) of an entry before submission. **FAILURE TO MASK OUT** such information **may disqualify** your entry. Complete identifying information is confined to the Application Form only.

How do I submit an entry?

Go to www.dma.org/maxi click **Enter here** and follow the online instructions or download the entry forms. Follow these instructions for the downloaded forms:

- Complete one **Application Form for each submission**. An **Application Form must accompany the 3 samples**. Each of the 3 samples must have attached a copy of the **Entry Form**. Submit a completed Application Form, 3 samples with Entry Form attached and payment to DMAW. Photocopies of Application and Entry Forms are acceptable.

Multiple entries may be batched into a single outer mailing package.

- For multiple entries, provide payment information on one Application Form and cross-reference that on additional Applications. Materials submitted without payment will not be accepted.
- Name your entry.** Be brief but distinguishable. If your entry is a winner, the **name you provide on the Application and corresponding Entry Form will be engraved on your plaque**.
- Entry form must be complete. An incomplete entry form will likely result in disqualification from judging.

Samples Attach your entry form to your samples using paper clips or rubber bands - **no staples**. Each medium has requirements for the number of samples, as listed below:

Item	Samples Required Do not mount any samples on boards
Catalogs	Submit 3 as mailed
Direct Mail	3 complete packages as mailed
Dimensionals	3 samples, plainly marked "Dimensional Material for (entry name). If actual piece is not available, note that and send a color photograph.
Print Ads	3 Tear sheets or reprints. Mark clearly whether magazine or newspaper ad, give publication dates. For split run, state how split was executed.
Radio/TV/Infomercial	3 CDs, DVDs or Cassette tapes with 3 copies of the script
Telemarketing	3 copies of script, fulfillment materials and caller training materials - Heed request to mask identification!
Websites-Email-Online	Samples can be submitted by hard copy, web page URL, on CD or flash drive - Full email envelope - to, from, date/time, subject - Screen shot or art for all emails and landing pages - any part of the entry that does not translate to paper provide on CD, flash drive or URL
Multimedia	Complete samples from each medium used, based on above descriptions

Important points to know and remember:

- The **majority of your score will be based on your Campaign Results**.
- The **entry form is to establish the judging parameters** (by campaign category, type of entry, media used, and program being pursued) and to report your results -- not to regurgitate a sales pitch.
- Judges will see, read, and evaluate your samples as well as the entry form.
- Your description of the problem or challenges faced or overcome must be limited to 250 words on the entry form. Do not exceed the word count.
- Audits.** Winning entries are subject to an audit. If audited, please submit proof of original in-house results from corresponding entry. Failure to do so by date noted in the DMAW audit notification will disqualify your entry. Audit results are confidential, and will be returned to the person who submitted the entry.
- Property.** All submitted materials become the property of DMAW and will not be returned. Do not send irreplaceable materials.
- Permission.** By entering, you give permission for DMAW to use your project or campaign in association with MAXI publicity and program materials, including our Media Sponsors: **NonProfit Times and Direct Magazine**.

See page 2 Rules for Entry for additional information

Direct Marketing Association of Washington
2009 MAXI Award Rules for Entry

11709 Bowman Green Drive ♦ Reston, VA 20190 ♦ 703-689-DMAW (3629) ♦ www.dma.org/maxi ♦ info@dma.org



2009 DMAW MAXI AWARD RULES FOR ENTRY

Step #1: Selecting the appropriate ENTRY FORM based on CATEGORY:

Select one of the five (5) categories that fits your entry(ies). An entry sometimes qualifies for more than one category and may be submitted separately in each category. The DMAW judges reserve the right to reassign or disqualify the entry for judging. Categories are:

1. **Association:** A nonprofit organization with the primary mission of gathering and/or educating members and categorized by the IRS as a 501(c)6 association.
2. **Nonprofit:** A foundation, charitable or congressional chartered organization with the primary mission of fundraising and categorized by the IRS as 501(c) 3 or 501(c) 4. This may include certain membership packages if the organization's primary goal is fundraising.
3. **Political:** A package promoting a political cause, party, or candidate for elected office, including those created by or for organizations categorized by the IRS as 527s or a Political Action Committee.
4. **Business:** Business-to-Business; Business-to-Consumer; Self-promotion. Business category has the following subcategories: Communications/Utilities; Direct Response Sales; Financial Products & Services; Information Technologies; Publishing; Retailing; Travel & Hospitality.
5. **Workhorse:** A control or other package mailed for several years. A Workhorse may fall under any of the above categories, but must include reported results for 2006, 2007, and 2008. Previously submitted packages are eligible under Workhorse.

(Catalogs qualify for any of the above campaign categories.)

Based on the above, select and complete the appropriate entry form:

There are 4 entry forms from which to choose:

1. Association-NonProfit-Political
2. Business
3. Workhorse
4. Website/Online - as campaigns using website or other online tools track their results differently, i.e., # of emails sent, delivered, and click thru - a separate application form has been created for these campaigns. No matter which category you may have selected if the campaign entry that you are submitting is a website or some type of online campaign, use this form.

Step #2 on Entry Each Form - Selecting specific CATEGORY OR TYPE

Each entry form requests that the campaign type be selected. There are slight variations in each category (Association-NonProfit-Political vs. Business vs. Workhorse vs. Online). Choose the one that fits your entry.

Entries for The Big Idea Category will be nominated by the judges!

Quick Checklist - Did you...

- Fully complete an Application **AND** Entry Form for each submission?
- Mask out any letterhead, labels, etc. that may identify creators?
 - Submit an appropriate number of samples?
 - Submit payment with your entry(ies)?

Step #3 on Entry Form - Selecting the appropriate MEDIA:

There are eight (8) media classifications:

1. **Catalog:** Entries that use this medium exclusively.
2. **Direct Mail, Letter or Flat:** Entries that use this medium exclusively, with no use of dimensional ("lumpy") devices.
3. **Dimensional Direct Mail:** Entries that use 3-dimensional mail, including the use of pop-ups, samples, involvement devices, and premiums.
4. **Print/Space Ad:** Entries in any category that use either print or space advertising exclusively to reach a target audience.
5. **DRTV/Radio:** Entries in any category that use radio, broadcast and/or cable promotions and that run up to 120 minutes in length (:30, :90, :120). Review **What Work is Eligible** see **Measurability Standards**.
6. **Telemarketing:** Entries in any category that use outbound telemarketing programs.
7. **Integrated/Multimedia:** Entries in any category that use two or more media. You must report results for each channel.
8. **Other media:** Entries in any category that use video-text, fax, video kiosk, CD-ROM or other channels not previously listed. See **Measurability Standards** under **What Work Is Eligible**.

For Web/Online/Email Entries: Use specific entry form!

Step #4 on Entry Form - Selecting the appropriate PROGRAM

Select the focus of the campaign. Programs vary according to the category, type, and media, and include:

- | | |
|------------------------------------|---------------------------------|
| 1. Acquisition/Prospecting | 7. Monthly Giving |
| 2. Conference/Educational/Meetings | 8. Reinstatement/Lapsed Members |
| 3. Fundraising/Special Appeals | 9. Renewals (members or donors) |
| 4. Lead Generation | 10. Sales |
| 5. Major Donors (\$1,000+) | 11. Special Events |
| 6. Membership Acquisition | |

Steps #5 & #6 on Entry Form - REVENUE & EXPENSE and PRODUCTIVITY

Be sure to complete this information accurately! Remember, the **MAXI Awards are judged primarily on Campaign Results!** Workhorse applications require three (3) years of results.

How to calculate the metrics

1. Average gift - gross revenue divided by number of responses
2. Response rate - responses divided by volume
3. Gross costs - All expenses incurred to create and mail the mail effort, including creative, print, data, mailshop, list costs, postage, other delivery costs.
4. Cost per Dollar raised (CPDR) - Gross revenue divided by gross costs
5. Net revenue - Gross revenue minus gross costs
6. Net per donor - Net revenue divided by number of responses

Step #7 on Entry Form - Describing the Campaign DETAILS

In 250 words or less (and not more!), please describe the problem or challenge that this campaign was designed to overcome. Again, remember, **MAXIs are based on Campaign Results, attractiveness facilitates those results!**