

Direct Marketing Association of Washington



The Direct Path to Success

## **2008 MAXI AWARD WINNERS**

### **Platinum**

Big Idea

Washington Nationals Baseball Pitch  
White & Partners

Big Idea

January 2008 Seeds of Change Initiative  
MINDset Direct

Big Idea

Save Darfur Coalition Poster Appeal  
A. B. Data

Big Idea

Defenders of Wildlife Lapsed Statement  
Prospect  
Adams Hussey & Associates

Big Idea

Ocean Conservancy Guardians of the Seas Year-  
End Appeal  
Mal Warwick Associates, Inc.

Big Idea

Activist Acquisition Campaign  
Public Interest Communications, Inc.

Big Idea

AARP Foundation November Calendar Appeal  
Adams Hussey & Associates

### **Gold**

Nonprofit Fundraising/Special Appeal  
Hill Donkeys  
Fund Raising Strategies, Inc.

Nonprofit Fundraising/Special Appeal  
Buck in a Bag

Fund Raising Strategies, Inc.

Nonprofit Fundraising/Special Appeal  
Project HOPE Year End Global Update  
Craver, Mathews, Smith & Co

Nonprofit Fundraising/Special Appeal  
Drug Policy Alliance Article Appeal  
A. B. Data

Nonprofit Fundraising/Special Appeal  
Habitat for Humanity Photo Appeal  
Craver, Mathews, Smith & Co

Nonprofit Fundraising/Special Appeal  
Save Darfur Coalition Poster Appeal  
A. B. Data

Nonprofit Major Donors \$1000+  
Habitat for Humanity Special Development  
Appeal  
Craver, Mathews, Smith & Co

Nonprofit Acquisition/Prospecting  
Philadelphia Museum of Art: Renoir/Kahlo  
Campaign  
NPO Direct Marketing, Inc.

Nonprofit Renewals  
JGI Major Donor Coffee Appeal  
Adams Hussey & Associates

Nonprofit Renewals  
WJCF Holocaust Survivor Artwork  
Upgrade/Invite HIS Appeal  
Adams Hussey & Associates

Nonprofit Renewals  
Iwo Jima Stamp  
Fund Raising Strategies, Inc.

Nonprofit Renewals  
Trick or Treat for the Troops  
Fund Raising Strategies, Inc.

Nonprofit Special Events  
Defenders of Wildlife Urgent Petition Pen  
Appeal  
Adams Hussey & Associates

Nonprofit Special Events  
Flag Tube - 10th Anniversary  
Fund Raising Strategies, Inc.

Nonprofit Renewals  
AIPAC Iran Counter Proliferation Appeal  
Adams Hussey & Associates

Business Direct Response Sales Lead  
Generation  
Washington Nationals Baseball Pitch  
White & Partners

## **Silver**

Nonprofit Fundraising/Special Appeal  
National Army Museum - Calendar  
Stephen Winchell & Associates

Nonprofit Fundraising/Special Appeal  
Project Angel Food Circle Of Angels December  
Oven Mitt Appeal  
Adams Hussey & Associates

Nonprofit Fundraising/Special Appeal  
Cloud and Shadow  
Fund Raising Strategies, Inc.

Nonprofit Fundraising/Special Appeal  
Christmas Stewardship Card  
MINDset Direct

Nonprofit Fundraising/Special Appeal  
Save The Bay Greening the Bay Advocates  
Invitation & Proposal  
Mal Warwick Associates, Inc.

Nonprofit Fundraising/Special Appeal  
2008 Project Catalog  
Catholic Relief Services

Nonprofit Fundraising/Special Appeal  
Doolittle Anniversary  
Fund Raising Strategies, Inc.

Nonprofit Fundraising/Special Appeal  
January 2008 Seeds of Change Initiative  
MINDset Direct

Nonprofit Fundraising/Special Appeal  
Basilica of the National Shrine CD Package  
SCA Direct, Inc.

Nonprofit Fundraising/Special Appeal  
The Gift of Bunny's Love  
Fund Raising Strategies, Inc.

Nonprofit Lapsed/Reinstatement  
Heal the Bay Lapsed Reinstatement  
Mal Warwick Associates, Inc.

Nonprofit Major Donors \$1000+  
Major Donor Proposal Appeal and Follow-up  
Mal Warwick Associates, Inc.

Nonprofit Major Donors \$1000+  
James Smith Society Upgrade TM and DM  
Avalon Consulting Group, Inc.

Nonprofit Acquisition/Prospecting  
Wounded Warrior Project Purple Heart Stamp  
Package  
CDR Fundraising Group

Nonprofit Acquisition/Prospecting  
Columbus Museum of Art: Monet Campaign  
NPO Direct Marketing, Inc.

Nonprofit Acquisition/Prospecting  
Birmingham Museum of Art: Pompeii  
Campaign  
NPO Direct Marketing, Inc.

Nonprofit Acquisition/Prospecting  
Membership Ad Campaign  
Epsilon

Nonprofit Acquisition/Prospecting  
Ocean Conservancy Guardians of the Seas Year-  
End Appeal  
Mal Warwick Associates, Inc.

Nonprofit Acquisition/Prospecting  
Make-A-Wish "Challenge Match"  
Mal Warwick Associates, Inc.

Nonprofit Acquisition/Prospecting  
CSPF April Budget Prospect  
Adams Hussey & Associates

Nonprofit Renewals  
WWC June Prescription Bag Appeal  
Adams Hussey & Associates

Nonprofit Renewals  
UCP April High \$ Handwritten Notecard Appeal  
Adams Hussey & Associates

Nonprofit Renewals  
Emergency #1  
Fund Raising Strategies, Inc.

Nonprofit Renewals  
Summer Shades  
Fund Raising Strategies, Inc.

Nonprofit Renewals  
Sierra Club October Year End John Muir  
Society Renewal  
Adams Hussey & Associates

Nonprofit Renewals  
Cross International Handwritten Card with  
Kwacha  
New River Communications

Nonprofit Renewals  
Dallas Zoological Society 2007 Renewal Series  
Schultz & Williams, Inc.

Association Lead Generation  
AOPA Flight School Counter Stand Lead  
Generation Pack  
Adams Hussey & Associates

Business Direct Response Sales, Sales  
Take Me Out to the Ball Game  
White & Partners

Political Fundraising/Special Appeals  
End of Quarter Max-Out Appeal  
Mal Warwick Associates, Inc.

Political Fundraising/Special Appeals  
Victory Fund July 2007 Candidate Profile  
Appeal  
Nexus Direct

Workhorse, Nonprofit Major Donor  
WJCF Major Donor Renewal  
Adams Hussey & Associates

Workhorse Nonprofit Acquisition/Prospecting  
Backpack  
Fund Raising Strategies, Inc.

## **Bronze**

Nonprofit Conference/Education  
Pilot Challenge Online Traffic Generation  
Campaign  
Adams Hussey & Associates

Nonprofit Fundraising/Special Appeal  
Fort Worth Museum of Science and History -  
Campaign to Build Tomorrow's Place  
Daniller + Company

Nonprofit Fundraising/Special Appeal  
Put Your 2¢ In  
Fund Raising Strategies, Inc.

Nonprofit Fundraising/Special Appeal  
Appalachian Trail Conservancy Grant Challenge  
EU Services

Nonprofit Fundraising/Special Appeal  
The Color Orange  
Fund Raising Strategies, Inc.

Nonprofit Fundraising/Special Appeal  
Wounded Warrior Project High Dollar Card  
Package  
CDR Fundraising Group

Nonprofit Lapsed/Reinstatement  
Open House  
SCA Direct, Inc.

Nonprofit Major Donors \$1000+  
Habitat for Humanity 13th Month Sustainer Ask  
Craver, Mathews, Smith & Co

Nonprofit Acquisition/Prospecting  
Defenders of Wildlife Lapsed Statement  
Prospect  
Adams Hussey & Associates

Nonprofit Acquisition/Prospecting  
JGI Bushmeat 9 x 12 Acquisition  
Adams Hussey & Associates

Nonprofit Acquisition/Prospecting  
Wildlife Conservation Society Spring 2007  
Acquisition  
Schultz & Williams, Inc.

Nonprofit Acquisition/Prospecting  
Activist Acquisition Campaign  
Public Interest Communications, Inc.

Nonprofit Renewals  
Three Envelope Emergency Appeal  
Fund Raising Strategies, Inc.

Nonprofit Renewals  
Holiday Music CD  
PEP Direct

Nonprofit Renewals  
Special Gifts Year End Appeal  
Epsilon

Nonprofit Renewals  
Marine Toys for Tots Foundation Photo Album  
CDR Fundraising Group

Nonprofit Renewals  
Northern Westchester Hospital Key Club High  
Dollar Appeal  
Lautman Maska Neill and Company

Nonprofit Renewals  
Wounded Warrior Project Holiday  
Notepad/Name Labels Package  
CDR Fundraising Group

Nonprofit Renewals  
Emergency Appeal  
Epsilon

Nonprofit Renewals  
AARP Foundation November Calendar Appeal  
Adams Hussey & Associates

Nonprofit Special Events  
Project Angel Food Paper Bag Appeal  
Adams Hussey & Associates

Nonprofit Acquisition/Prospecting  
NCPSSM "Re-Use" Strategy  
BMD, Inc.

Nonprofit Renewals  
NARAL - September PAC Appeal  
Adams Hussey & Associates

Nonprofit Special Events  
Defenders Action Fund Protect America's  
Wildlife Appeal  
Adams Hussey & Associates

Association Lead Generation  
AOPA Instrument Cover Lead Generation  
Package  
Adams Hussey & Associates

Business Retailing Sales  
DC Lottery Text Message Promotion  
MDB Communications

Political Acquisition/Prospecting  
Campaign Launch Donor Acquisition  
Mal Warwick Associates, Inc.

Political Fundraising/Special Appeals  
Rally Appeal  
A. B. Data

Political Renewals  
AARP Advocacy Secretarial Negotiation  
Campaign-Appeal  
Adams Hussey & Associates

Workhorse Nonprofit Fundraising/Special  
Appeals  
Bunny's Gift  
Fund Raising Strategies, Inc.

Workhorse Nonprofit Acquisition/Prospecting  
National World War II Museum  
Stephen Winchell & Associates

Workhorse Nonprofit Acquisition/Prospecting  
Pearl  
Fund Raising Strategies, Inc.

Workhorse Nonprofit Renewals  
Young America's Foundation: Ronald Reagan  
Photo Package  
SCA Direct, Inc.