

2010 MAXI AWARD RULES FOR ENTRY

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

Don't forget -
Anonymity!

Deadline Thursday, April 15, 2010 - 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 2008 through December 2009.
- Eligibility.** Each package may be submitted for one category, unless there are substantive changes to the package. An entry that won in a particular category in 2009 may not be resubmitted in the same category in 2010. The exception is the Workhorse category, but note that Workhorse entries must report three consecutive years of results (i.e., 2007, 2008, 2009).
- 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 identification information is confined to the Application Form only.

How do I submit an entry?

Go to www.dma.org/maxi download the entry forms and follow the instructions:

- 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 entries using paper clips or rubber bands - **no staples**. Each channel has requirements for the number of samples, as listed below:

Item	Samples Required
	Do not mount any samples on boards
Direct Mail	3 complete packages as mailed
Websites-Email-Social media-Mobile-Gaming, etc.	3 copies 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 a per provide on CD, flash drive or URL
Print/Space Ad	3 Tear sheets or reprints. Mark clearly whether magazine or newspaper ad, give publication dates. for split run, state how split was executed.
Telemarketing	3 copies of script, fulfillment materials and caller training materials - Heed request to identification!
DRTV/Radio	3 CDs or DVDs with 3 copies of the script
Multi-Channel	3 Complete samples from each medium used, based on above descriptions.
Other Media	Be sure to submit 3 appropriate samples

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 channel, category, program, and your results) -- Do not regurgitate a sales pitch.
- Judges will see, read, and evaluate your samples as well as the entry form.
- Your description: Briefly **Outline the OBJECTIVE, Describe the STRATEGY** and **Present the RESULTS - creative writing not required!** (You may attach an additional sheet if necessary.)
- 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 Sponsor, **NonProfit Times**.

See page 2 Rules for Entry for additional information

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Page 2

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

Select from one of the SIX (6) entry forms that fits your CHANNEL. There may be some slight variations in the entry forms but all contain the basic components that must be completed. The CHANNELS are:

- a. **Direct Mail Non-Commercial:** Direct mail campaign used by associations, nonprofits or political candidates/parties, PACS or 527's..
- b. **Direct Mail Commercial:** Direct mail used for Business-to-Business; Business-to-Consumer; Business-to-Government; Self-promotion.
- c. **Telemarketing - Non-Commercial:** Telemarketing campaign used by associations, nonprofits or political organizations (e.g., candidates/parties, PACS or 527's).
- d. **Online/Interactive Campaigns:** Used by associations, political organization (candidates/parties, PACs or 527's), non-profits (501(c)3 or (c)4), Business-to-Business; Business-to-Consumer; Business-to-Government; Self-promotion.
- e. **Multi-Channel Campaigns:** Used by campaigns using more than one channel, such as Online and/or Direct Mail or Telemarketing. The Direct Mail, the Telemarketing or Online entry form must be completed if these channels were utilized.
- f. **Workhorse:** A control or other package mailed for several years. A Workhorse must include reported results for 2007, 2008, and 2009. Previously submitted packages are eligible under Workhorse. **For 2009 information, the specific channel entry form must ALSO be completed PLUS the Workhorse entry form**

Step #2 on Entry Each Form - Selecting specific CATEGORY

Each entry form requests that the campaign CATEGORY be selected. Categories include: Association 501 (c)6; Political (PACs, candidates, parties, or 527's) and Nonprofits (501 (c)3 & c(4).

Step #3 on Entry Form - Selecting the appropriate PROGRAM

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

- | | |
|-----------------------------------|--------------------------------|
| ■ Acquisition/Prospecting | ■ Monthly Giving |
| ■ Conference/Educational/Meetings | ■ Reinstatement/Lapsed Members |
| ■ Fundraising/Special Appeals | ■ Renewals (members or donors) |
| ■ Lead Generation | ■ Sales |
| ■ Major Donors (\$1,000+) | ■ Special Events |

On the Online/Interactive, Multi-Channel entry forms, Step 3 is select Channel and Step 4 is Select Program. On the Workhorse entry form Step #2 is select Channel and Step #3 is select Category.

Steps #4 and #5 on Entry Forms - These steps address the actual campaign numbers including: AUDIENCE, REVENUE & EXPENSE, PRODUCTIVITY, and COSTS

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.

Online/Interactive and Multi-Channel campaigns, Step 6 also asks for numbers relating to the campaign's Promotional Efforts.

Step #6 on Entry Form - Describe the Campaign DETAILS

Breakout campaign details using these three (3) headers: **Outline the OBJECTIVE, Describe the STRATEGY and Present the RESULTS - creative writing not required!**

Again, remember, **MAXIs are based on Campaign Results, attractiveness facilitates those results!**

For Telemarketing attach an additional sheet with your narrative. For other channels, you may attach an additional sheet if necessary.

Step #7 on Online/Interactive and Multi-Channel campaign forms ask for Campaign Details.

Step #8 on Online/Interactive and Multi-Channel Campaigns Forms Only

Describes submission procedures for these campaigns.

USEFUL TIP: 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 costs divided by gross revenues
5. Net revenue - Gross revenue minus gross costs
6. Net per donor - Net revenue divided by number of responses

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Anonymity!**

**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)?

Direct Marketing Association of Washington

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