

# 2012 MAXI AWARD RULES FOR ENTRY

Applications and entry forms available at: [www.dmaw.org/maxi](http://www.dmaw.org/maxi)

**Deadline** Friday, March 16, 2012 - Completed applications with samples must be **received** at DMAW Headquarters, 11709 Bowman Green Drive, Reston, VA 20190.  
Sorry, no extensions!

<b>Fees</b>	DMAW Members	\$125 per entry
	NonMembers	\$175 per entry

Full payment 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. Winners will be recognized and presented with their plaques at the **Annual MAXI Awards Ceremony** to be held **Tuesday, August 7, 2012 at the Gaylord National Hotel & Conference Center.**

## Eligibility

- 1. Eligibility Period.** November 2010 through December 2011.
- 2. 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 2011 may not be resubmitted in the same category in 2012. The exception is the Workhorse category, but note that Workhorse entries must report three consecutive years of results (i.e., 2009, 2010, 2011).
- 3. 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.
- 4. Completeness. COMPLETE CAMPAIGN RESULTS MUST BE SUBMITTED!** Please do not exclude any expenses! Selections, segmentations, or otherwise incomplete audience entries will be disqualified.
- 5. 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 **WILL DISQUALIFY** your entry. Complete identification information is confined to the Application Form only.

## How To Submit

Go to [www.dmaw.org/maxi](http://www.dmaw.org/maxi) download the entry forms and follow the instructions:

- 1. Complete one Application Form** for each MAXI entry.
- 2. Attach a completed copy of the applicable entry form** (Direct Mail, Multi-Channel, etc.) to **EACH of the three (3) entry samples** to the Application Form. **PLEASE DO NOT STAPLE - USE PAPER CLIPS.**
- 3. Submit the completed package with payment** to DMAW. Photocopies of the Application and Entry Forms are acceptable.
- 4. Multiple entries may be batched** into a single outer mailing package.
- 5. Payment information** for multiple packages may be provided on one Application Form and cross-referenced on additional Application Forms.
- 6. Carefully consider the name of your entry.** Should you be a winner, the entry name you provide on the Application Form will be engraved on your plaque.
- 7. IMPORTANT AND WORTH REPEATING: Check your forms for completeness.** An incomplete form could result in disqualification.

## Selecting Your ENTRY FORM:

Select from one of the FIVE (5) 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 Campaign:** Direct mail campaign used by associations, nonprofits or political candidates/parties, PACS or 527's, Business-to-Business; Business-to-Consumer and Business-to-Government.
- b. Multi-Channel Campaigns:** For campaigns using **MORE THAN ONE CHANNEL**. 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 and Business-to-Government.
- c. Digital Media Campaigns:** For **ONE DIGITAL CHANNEL 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 and Business-to-Government.
- d. Telemarketing - Non-Commercial:** Telemarketing campaign used by associations, nonprofits or political organizations (e.g., candidates/parties, PACS or 527's).
- e. Workhorse:** A control or other **DIRECT MAIL** package used for several years. A Workhorse must include reported results for 2009, 2010, and 2011. Previously submitted packages are eligible under Workhorse.

## Completing the appropriate ENTRY FORM:

**Please be thorough in completing your Entry Form.** While it may be obvious what each step on the Entry Form requires, please review the Glossary of Terms to ensure you are calculating the metrics accurately. If the judges cannot reach the same results shown on your Entry Form, your entry may be in jeopardy.

**Look on the DMAW website for the webinar  
on how to successfully complete your  
MAXI Application!**

See page 2 Rules for Entry for additional information

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**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 must be submitted by hard copy - 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.
Print/Space Ad	3 Tear sheets or repros. 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 mask 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.
Digital Media	Be sure to submit 3 appropriate samples, such as screen shots, thumb drive or DVD/CD of campaign.

**Important points to know and remember:**

1. The **majority of your score will be based on your Campaign Results.**
2. The **majority of your score will be based on your Campaign Results. (No this is not a typo! It's to emphasize results!)**
3. The **Entry Form is to establish the judging parameters** (by campaign channel, category, program, and your results) AND the Judges will see, read, and evaluate your samples as well as the Entry Form.
4. Describe Your Campaign DETAILS: Breakout campaign details using these three headers: **the OBJECTIVE, the STRATEGY and the RESULTS - creative writing not required but be informative - don't leave the judges guessing!** (You may attach an additional sheet if necessary. Do not regurgitate a sales pitch.)
5. **Audits.** Entries are subject to audit. If audited, please provide requested information by the deadline provided. Failure to do so by date noted in the DMAW audit notification will disqualify your entry. Audit results are confidential.
6. **Property.** All submitted materials become the property of DMAW and will not be returned. Do not send irreplaceable materials.
7. **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.**

**USEFUL TIPS:**

- Be sure your math is accurate! If not, it could disqualify or delay your entry processing.
- # of Responses - should be those who responded to the effort by making a donation or purchase (e.g., replied to direct mail piece, clicked through to the landing page to COMPLETE an action or fulfilled a gift to a telemarketing campaign.)
- Remember, GROSS revenue is cash in the door.
- Total Cost - should include **ALL** direct expenses including creative, production, postage, lettershop, placement, premiums, consulting, etc.
- When describing your campaign details, be clear in your descriptions
- One more time:

**Don't forget -  
Anonymity!**

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

**Quick Checklist - Did you...**

- Fully complete **ONE** Application **AND THREE** 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)?

***GOOD LUCK!***

## MAXI GLOSSARY OF TERMS

/M – per thousand

**# of Pieces Mailed/Emailed** – The total number of customers or prospects sent a particular piece of mail or email.

**# of Gifts/Purchases** – The number of donations received or purchases made as a result of a particular fundraising or marketing campaign (channels can include but are not limited to mail, email, DRTV, etc.)

**Bounce rate: Also return rate** – Number of hard/soft bounces divided by the number of emails sent.

**B-to-B or B2B (Business-to-Business)** – Type of marketing where businesses offer products and services to other businesses.

**B-to-C or B2C (Business-to-Consumer)** – Type of marketing where businesses offer products and services to consumers.

**B-to-G or B2G (Business-to-Government)** – Type of marketing where businesses offer products and services to government agencies.

**Clickthroughs (or clickthru)** – The number of people who click a link in an e-mail message. Used to calculate "clickthrough rate" for an e-mail message.

**Control** – The most successful direct mail piece or ad, determined after testing against other direct mail pieces or ads.

**COF – Cost of Fundraising** - fundraising revenue-to-cost ratio (dollars raised divided by cost)

**Cost Per Piece** – Total cost of a mailing or email divided by the number of pieces mailed (or emailed). Includes list rental, copywriting, creative design, graphics, printing, postage or email services.

**CPM (Cost Per Thousand)** – The cost to deliver your message to 1,000 people or the purchase price of 1,000 names of a mailing list. (The M is from the Roman numeral which stands for 1,000.)

**DRTV** – Short for Direct Response Television. Medium used to deliver ads to TV viewers and asking for an immediate response.

**Gross Revenue** – Total revenue received as donation or purchase

**Net Revenue** – Gross Revenue *less all* direct & indirect expenses

**Hard Bounce/Soft Bounce** - A hard bounce is the failed delivery of an e-mail due to a permanent reason like a non-existent address. A soft bounce is the failed delivery of an e-mail due to a temporary issue, like a full mailbox or an unavailable server.

**Major Donors** - are individuals who regularly make at least a \$1000 contribution to the organization. Any appeals made to *existing* major donors would fit the Major Donor entry category.

**Open Rate** – Number of people who open an e-mail message divided by the total number of e-mail messages sent.

**PAC** – Political Action Committee

**Payment Type** - The method of monthly payment accepted during the monthly/sustainer invitation telemarketing program

**Premium** – Gift or bonus offered to encourage people to buy a product or service - a direct expense in any direct marketing or fundraising campaign. (A Freemium – Free gift included in a mail package to increase response which is usually given after a purchase.)

**Renewals** - Renewals are a series of annual solicitations (mail, phone, web) asking a donor or member to *renew* their support with an annual contribution to the organization. The renewing time period can be based on an annual expiration date of the calendar year or other time period as long as it is a consistent annual campaign.

**Response Rate** – The number of responses to an offer divided by the total number of people who received the offer.

**Return on Investment (ROI)** – Revenue earned compared to expenses.

**Segmentation** – Dividing potential buyers/donors into smaller groups based on buying/giving patterns or demographic information.

**Sent emails** – Number of email names transmitted in a single broadcast. Does not reflect how many were delivered or viewed by recipients.

**Special Appeals** - are requests for contributions (mail, phone, web, DRTV) *above and beyond* an individual's annual membership or supporter gift. As some organizations forego a renewal series than this can be any non-renewal specific solicitation.

**Workhorse – FOR MAXIS:** A control or other direct mail package that is changed minimally and that over a 3 year period continuously performs well. Items changed can include any dates, times or time sensitive data - the basic piece itself cannot be changed.