



Direct Marketing Association of Washington

2018 DMAW MAXI AWARD ENTRY FORM FOR

DRTV AND/OR DR RADIO

DEADLINE: 5:00 PM, Friday, March 9, 2018

For EACH entry include one complete application. Please print or type.

For DMAW Office use only

Control Number

Version: 12/2018

Step 1 - Applicant INFORMATION

Entry Name _____ Campaign (begin date): _____

Attach a completed copy of this form to **EACH of the 3 ENTRY SAMPLES (DVD or CD)** 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 campaigns.

Full campaign results must be provided; if audited, **data must be provided to support results;** results for selected segmentation do not qualify. **Do not skip any steps on this form! Read 2018 Rules for Entry before continuing.**

Step 2 - Select CATEGORY

- Nonprofit 501(c) 3 Nonprofit 501(c) 4 Political - PACs, Political candidates/parties or 527's
- B2B B2C B2G Other _____

Step 3 - Select CHANNELS

- DRTV DR Radio Other _____

Step 4 - Select PROGRAM (select only one)

- Acquisition/Prospecting Special Appeals Major Donors \$1,000+
- Lead Generation Sales (e.g., online store, catalog)

SPECIAL NOTE: DRTV & DR Radio - in calculating costs, production costs are not to be included since they are amortizable over a long term period and in these metrics we are not calculating long-term value. This is just a snapshot in the campaign.

Step 5 - RESULTS

	(A) # of Households Reached (000s)	(B) # that Purchased or Donated	(C) # of Leads	(D) Response Rate (%=B÷A)	(E) # of One-Time Only (OTO) Donors	(F) # of Monthly Donors	(G) Total \$\$ Initial Donations (OTO & Monthly)	(H) Total MEDIA Cost	(I) Net Cost of MEDIA (\$=H-G)	(J) Net Cost per Monthly Donor (\$=I-F)	(K) Avg gift or purchase \$=(G÷(E+F))
DRTV											

	(A) # of household impressions	(B) # that Responded (Leads)	(C) Response Rate (%=B÷A)	(D) # that Purchased	(E) Conversion Ratio (#=D÷B)	(F) MEDIA Cost	(G) Cost per Lead (\$=F÷B)	(H) Cost per sale (\$=F÷D)
DR Radio								

	(A) Production & Distribution Cost	(B) # of Stations that Picked up the Spot	(C) # of Stations- Outlets Spot was offered to	(D) % of Pickup (%=C÷B)	(E) Value of Donated Airtime	(F) Gross Revenue	(G) Net Revenue (\$=F-A)	(H) ROI (%=G÷A)
PSA								

Go to page 2 to complete entry form

Direct Marketing Association of Washington

2018 MAXI Award Entry Form - Deadline Friday, March 9, 2018

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

www.dmaw.org/award/maxi-award

Entry Name _____ Campaign (begin date): _____

Step 6 - Campaign DETAILS

Tell us why these results are good for YOU.
(Feel free to use an additional sheet of paper.)

Outline your OBJECTIVE - What was your challenge? What were you trying to achieve?

Outline your STRATEGY - For example, what strategy did you put into place? What did you do different than your prior campaign(s)?

Describe your AUDIENCE - For example...were they lapsed? If so, for how long? Mid-level donors - define your mid-level donors? Major donors - define your major donors?

Describe your RESULTS - SUPER IMPORTANT SECTION! Campaign data is required! If this was a test, did it beat the control? If so, please explain. **THE NUMBERS ARE IMPORTANT!**

Step 7 - Checklist for Submitting DRTV or DR Campaigns

Provide the following samples for all DRTV or DR campaign efforts.

- 3 copies of the DVD/CD of the spot
- 3 copies of the script
- Did you block out all references to the agency and its name? Anonymity is crucial!