



Direct Marketing Association of Washington

2018 DMAW MAXI AWARD ENTRY FORM FOR

Direct Mail-NonCommercial

For DMAW Office

use only

Control Number

Version: 1/2018

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

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

Step 1 - Applicant INFORMATION

Entry Name _____ Campaign (begin date): _____

Attach a completed copy of this form to **EACH of the 3 ENTRY SAMPLES** 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. Prior winning campaigns should consider the *Workhorse Category*.

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

- Association - 501(c) 6 Nonprofit 501(c) 3 Nonprofit 501(c) 4 B2B B2C B2G
- Political - PACs, Political candidates/parties or 527's Other _____

Step 3 - Select PROGRAM (select only one)

- Acquisition/Prospecting Reinstatement/Lapsed Renewals/Special Appeals (Members/Donors)
- Major Donors \$1,000+ Sales (e.g., online store, catalog) Planned Giving
- Conference/Educational/Meetings Events

Step 4 - RESULTS - Select ONE Campaign

***Be sure to define audience in write-up.**

FUNDRAISING CAMPAIGN - A thru H MUST BE COMPLETED.

(A) # of Pieces Mailed*	(B) # of Gifts	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Average Gift Per Donor (\$=D÷B)	(F) Total Cost \$	(G) Net Revenue (\$=D-F)	(H) Net per Donor (\$=G÷B)

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?

Go to page 2 to complete entry form

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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 5 - Campaign DETAILS

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 6 - Checklist for Submitting Direct Mail Campaigns

Provide the following samples for all telemarketing campaign efforts. Samples must be submitted by hard copy.

- Three (3) samples of the mailing piece
- An application form

DID YOU:

- Did you block out all references to the agency and its name? Anonymity is crucial!

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