



2018 DMAW MAXI AWARD ENTRY FORM FOR

Multi-Channel Campaigns

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

Political - PACs, Political candidates/parties or 527's B2C B2G Other _____

Step 3 - Select CHANNELS

Direct Mail Email Social Media Texting

DRTV DR Radio Telemarketing

Search/Display Advertising Organizational Website

Other _____

Select 2 Channels to qualify!

Step 4 - Select PROGRAM (select only one)

- Renewals/Special Appeals Major Donors \$1,000+ Peer to Peer Events Events
 Conference/Educational/Meetings Sales (e.g., online store, catalog) Reinstatement/Lapsed
 Acquisition/Prospecting (includes list building)

A thru E MUST BE COMPLETED for each channel selected in Step 3.

	(A) # Mailed	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
Direct Mail					
	(A) # Delivered less soft & hard bounces	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
Email - # of Emails Launched					
	(A) # of Friends, Fans or Followers	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
Social Media					
	(A) # Reached	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
Texts - # of Texts Sent					

Page 1 of 3 - please complete all appropriate pages.

Direct Marketing Association of Washington 2017 MAXI Award Entry Form

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

Entry Name _____ Campaign (begin date): _____

	(A) # of Impressions	(B) # of Conversions	(C) # of Conversion/Click	(D) Gross Revenue	(E) Average Gift/Purchase (\$=D÷B)
<i>Search/Display Advertising</i>					
	(A) # of Visitors or Impressions to Campaign Pages	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
<i>Organizational Website</i>					
	(A) # of Viewers or Households	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
<i>DRTV</i>					
	(A) # of Listeners	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
<i>DR Radio</i>					
	(A) # of Contacts	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)
<i>Telemarketing</i>					
<i>Other Ancillary Revenue* (please specify)</i>	(A) Define Audience	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Average Gift/Purchase (\$=D÷B)

				Total Gross Revenues	Total # of Gifts
Grand TOTALS →					

*Other can include paid dedicated email send, online acquisition partners, etc.
Search paid for by Google Grant - please outline the value in descriptive portion.

Go to page 3 to complete application!

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 Multi-Channel Campaigns

Provide 3 samples for all media campaign efforts shown above. Samples must be submitted by hard copy or DVD/CD. For online be sure to include:

- Full email envelope - to, from, date/time, subject
- Screen shot or art for all emails and landing pages
- If entry is part of an online campaign that had a micro-site, used multi-pages on organization's website, or includes flash, video, audio or other multi-media features that do not translate to paper provide on DVD/CD (PC compatible).
- Did you block out all references to the agency and its name? Anonymity is crucial!*

Direct Marketing Association of Washington

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www.dmaw.org/award/maxi-award