



Direct Marketing Association of Washington

# 2018 DMAW MAXI AWARD ENTRY FORM FOR Digital Media (One Channel)

**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: 1/2018

## 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 ONE CHANNEL

- Email                                
  Texting/Mobile Campaign                
  Organizational Website                
  Social Media  
 Search/Display Advertising    
 Other \_\_\_\_\_

## Step 4 - Select PROGRAM (select only one)

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

## Step 5 - FUNDRAISING/MARKETING CAMPAIGN

Complete results for each selected channel in Step 3. **A thru E MUST BE COMPLETED** for the selected channel.

	(A) # Delivered	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Avg gift or purchase (\$=D÷B)
<b>Email (House File)</b> Number of Emails Launched _____					
	(A) # Reached	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Avg gift or purchase (\$=D÷B)
<b>Text - Number of Texts Sent</b> _____					

Page 1 of 3 - complete all appropriate pages

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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): \_\_\_\_\_

	(A) # of Impressions or Visitors to Campaign Pages	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Avg gift or purchase (\$=D÷B)
<i>Organizational Website</i>					
	(A) # of Friends, Fans or Followers	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Avg gift or purchase (\$=D÷B)
<i>Social Media</i>					
	(A) # of Impressions	(B) # of Conversions	(C) Conversion Rate (%=B÷A)	(D) Gross Revenues	(E) Avg gift or purchase (\$=D÷B)
<i>Search/Display Advertising</i>					
	(A) Define Audience	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Avg gift or purchase (\$=D÷B)
<i>Other* - please specify</i>					
_____					

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

**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?

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

**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 Single Digital Media Campaigns***

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

- 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).
- Complete an application form
- Did you block out all references to the agency and its name? Anonymity is crucial!*

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