



Direct Marketing Association of Washington

2018 DMAW MAXI AWARD ENTRY FORM FOR

Email Workhorse Campaigns

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 (beginning/end date): _____

- Complete ONE COPY of APPLICATION per ENTRY. (In this case, an entry includes 3 years.)
- 3 SAMPLES of EACH EMAIL USED FOR EACH YEAR must be provided (9 total samples).
- Collate samples together three times (2015, 2016, and 2017) - creating sample packets.
- Attach a copy of this completed ENTRY FORM to each of the 3 sample packets.



Full campaign results must be provided. Do not skip any steps on this form! Read 2018 Rules for Entry!

Step 2 - Select CATEGORY

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

Step 3 - Select PROGRAM (select only one)

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

NEW! This Workhorse form is for EMail Campaigns Only.

Step 4 - RESULTS

*Be sure to define audience in write-up.

FUNDRAISING CAMPAIGN

Email	(A) # Delivered	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Avg gift (\$=D÷B)
2015					
2016					
2017					

COMMERCIAL CAMPAIGN

Email	(A) # Delivered	(B) # that purchased	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Avg purchase (\$=D÷B)
2015					
2016					
2017					

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.dma.org/award/maxi-award

Entry Name _____ Campaign (begin date): _____

Step 5 - 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 6 - Checklist for Submitting *Email Workhorse Campaigns*

- Provide the following samples for all EMAIL WORKHORSE campaign efforts. Samples must be submitted by hard copy.
- Three (3) samples of **EACH EMAIL for each year**
 - An application form

DID YOU:

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