



Direct Marketing Association of Washington

2018 DMAW MAXI AWARD ENTRY FORM FOR Telemarketing Campaigns - Non Commercial

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

Political - PACs, Political candidates/parties or 527's

Other _____

Step 3 - Select PROGRAM (select only one)

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

Acquisition/Prospecting

Reinstatement/Lapsed

Renewals /Special Appeals

Major Donors \$1,000+

Sales (e.g., online store, catalog)

Events

Conference/Educational/Meetings

Planned Giving

Step 4 - FUNDRAISING CAMPAIGN

ALL COSTS ARE REQUIRED for either One-Time or Sustainer Campaigns!

One Time Gift Campaign

1. # of Prospects w/phone #s	_____	8. % Fulfilled Gifts (#7 ÷ #3)	% _____
2. # of Contacts (pledges/refusals/maybe)	_____	9. Total Fulfilled \$\$	\$ _____
3. # of Pledges	_____	10. % \$\$ Fulfilled (#9 ÷ #6)	% _____
4. Pledge Rate % (#3 ÷ #2)	% _____	11. Avg Fulfilled Gift (#9 ÷ #7)	\$ _____
5. Credit Card Pledge Rate %	% _____	12. Total Costs*	\$ _____
6. Gross \$\$ Pledged	\$ _____	13. Net Revenue (#9 ÷ #12)	\$ _____
7. # of Fulfilled Gifts	_____	14. Net per Donor (#13 ÷ #7)	\$ _____

Monthly Giving/Sustainer Campaign

1. Payment Type Accepted (check all that apply):

Check Credit Card EFT

2. # of Prospects w/phone numbers _____

3. # Contacts (pledges/refusals/maybe) _____

4. # of Monthly/Sustainer Pledges _____

5. Sustainer Pledge Rate (#4 ÷ #3) % _____

6. Sustainer Pledged Income (1st month only) \$ _____

7. Sustainer Credit Card Pledge Rate % _____

8. # of Fulfilled 1st Month Gifts _____

9. Gross of Fulfilled 1st Month Income \$ _____

10. % Fulfilled 1st Month Gifts (#8 ÷ #4) % _____

11. % of 1st Month Gross Fulfilled (#9 ÷ #6) % _____

12. Avg Fulfilled Sustainer (1st month only)
Gift (#9 ÷ #8) \$ _____

13. # of 1X Pledges _____

14. % of 1X Pledge Rate (#13 ÷ #3) % _____

15. 1X Pledged Income \$ _____

16. # of Fulfilled 1X Gifts _____

17. 1X Credit Card Pledge Rate % _____

18. Gross of Fulfilled 1X Income \$ _____

19. % of 1x Gross Fulfilled (#18 ÷ #15) % _____

20. Avg 1X Fulfilled Gift (#18 ÷ #16) \$ _____

21. Total Costs* \$ _____

22. Projected # of months to breakeven _____

23. Cost to acquire new sustainer
(21÷(#4+#8)) \$ _____

***Costs:** must include all direct costs, such as contract charges, fulfillment (# of mailings, postage, printing, etc.), phone # look up, etc. If all costs are not being included, note what is not and why in the description. **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 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! Please explain. **THE NUMBERS ARE IMPORTANT!**

Step 6 - Checklist for Submitting Telemarketing Campaigns

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

- Script
- Confirmation letter & fulfillment letter
- Pledge confirmation

DID YOU:

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