



2018 DMAW MAXI AWARD ENTRY FORM FOR

Workhorse 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 (beginning/end date): _____

- **Complete ONE COPY of APPLICATION per ENTRY.** (In this case, an entry includes 3 years.)
 - **3 SAMPLES of 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

Workhorse is for Direct Mail Campaigns Only.

Step 4 - RESULTS

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

FUNDRAISING CAMPAIGN								
Direct Mail	(A) # of Pieces Mailed	(B) # of Gifts	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Avg gift (\$=D÷B)	(F) Total Cost \$	(G) Net Revenue (\$=D-F)	(H) Net Revenue per Donor (\$=G÷B)
2015								
2016								
2017								

COMMERCIAL CAMPAIGN								
Direct Mail	(A) # of Pieces Mailed	(B) # of Sales/Orders	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Avg gift or purchase (\$=D÷B)	(F) Total Cost \$	(G) Net Revenue (\$=D-F)	(H) Net Revenue per Sale/Order (\$=G÷B)
2015								
2016								
2017								

Go to page 2 to complete entry form

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 Workhorse Campaigns

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

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

DID YOU:

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

Direct Marketing Association of Washington

2018 MAXI Award Entry Form - Deadline Friday, March 9, 2018

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