



Direct Marketing Association of Washington

2019 DMAW MAXI AWARD ENTRY FORM FOR Telemarketing Campaigns - Non Commercial

DEADLINE: 5:00 PM, Friday, February 22, 2019

For EACH entry include one complete application. Please print or type.

For DMAW Office use only

Control Number

# \_\_\_\_\_

Version: 12/2018

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 FORM.

All entries must be unique, first time campaigns.

Full campaign results must be provided; results for selected segmentation do not qualify.

Do not skip any steps on this form! Read 2019 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 Major Donors \$1,000+
Special Appeals Sales (e.g., online store, catalog) Planned Giving
Conference/Educational/Meetings Events

Step 4 - FUNDRAISING CAMPAIGN

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

One Time Gift Campaign

Table with 4 columns: Question number, description, calculation, and answer line. Includes items like # of Prospects, % Fulfilled Gifts, Total Fulfilled \$\$, etc.

Monthly Giving/Sustainer Campaign

Table with 4 columns: Question number, description, calculation, and answer line. Includes items like Payment Type Accepted, # of Prospects, 1X Pledges, etc.

\*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

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

**Step 5 - Campaign DETAILS**

**Tell us why these results are good for YOU.**

***Use a separate sheet of paper; must answer all 4 points - no more than a total of 500 words. Be thoughtful about what is written and be consistent in the reporting of data.***

- 1. Outline your OBJECTIVE** - What were you trying to achieve? Increase donors?
- 2. Outline your STRATEGY** - For example, what strategy did you put into place? What did you do different than your prior campaigns?
- 3. Describe your AUDIENCE** - For example, were they lapsed? If so, for how long? Are they mid-level donors (define your mid-level donors)? Are they your major donors (define your major donors)?
- 4. Describe your RESULTS** - **THIS IS THE MOST IMPORTANT SECTION!** Campaign data is required! If this was a test, did it beat control? If so, explain. Tie results back to the objective. **Numbers must match what has been put above in Step 4.**

**Be sure to include at the top of your page the Entry Name and Campaign Date. Paper clip ONLY to entry.**

**Step 6 - Checklist for Submitting Telemarketing Campaigns**

Provide 3 samples of the following for all telemarketing campaign efforts. Samples must be submitted by hard copy.

- Script
- Confirmation letter & fulfillment letter
- Pledge confirmation

***Be sure to block out all references to the agency and its name! Anonymity is crucial!***

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