



2019 DMAW MAXI AWARD ENTRY FORM FOR

**Multi-Channel Campaigns**

For DMAW Office use only  
Control Number # \_\_\_\_\_  
Version: 1/2019

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

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

**Step 1 - Applicant INFORMATION**

Entry Name \_\_\_\_\_ Campaign (begin date): \_\_\_\_\_

This entry form is to showcase the **RESULTS** for **AT LEAST TWO DIGITAL CHANNELS**. It does not preclude the campaign from using several more. **Please provide 3 hard copies of screen shot or art for all emails (including email envelope) and landing pages. Any part of the entry that does not translate to paper, provide on 3 USB drives.**

Be sure to include **ONE COPY** of a **COMPLETED application form. All entries must be unique, first time campaigns. Full campaign results for selected channels must be provided;** results for selected segmentation do not qualify.

**Read 2019 Rules for Entry before continuing!**

**Step 2 - Select CATEGORY**

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

**Step 3 - Select CHANNELS**

- Direct Mail     Email     Social Media     Texting  
 Website/Lightbox     Digital Advertising     DR TV     DR Radio  
 Telemarketing     Other \_\_\_\_\_

**Select 2 Channels to qualify!**

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

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

**Provide the results for the channels selected in Step 3.**

**A thru E MUST BE COMPLETED** for each channel. In the **RESULTS** narrative, please be sure to describe how the campaign achieved its desired revenue.

**Step 5 - FUNDRAISING or MARKETING CAMPAIGN**

	(A) # Mailed	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) Gross per Donor (\$=D÷B)
<b>Direct Mail</b>					
	(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) # of Emails Launched</b>					
	(A) # Reached	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) AVG gift or purchase (\$=D÷B)
<b>Texts - # of Texts Sent</b>					

Page 1 of 3 - please complete all appropriate pages.

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>Website/Lightbox</i>					
	(A) # of Impressions	(B) # that purchased or donated	(C) \$ Ad Spend	(D) Gross Revenues	(E) Return on Ad Spend (% = D ÷ C)
<i>Digital Advertising Platform</i>  _____					
	(A) # of Viewers or Households	(B) # that purchased or donated	(C) Response Rate (% = B ÷ A)	(D) Gross Revenues	(E) AVG gift or purchase (\$ = D ÷ B)
<i>DRTV</i>					
	(A) # of Listeners	(B) # that purchased or donated	(C) Response Rate (% = B ÷ A)	(D) Gross Revenues	(E) AVG gift or purchase (\$ = D ÷ B)
<i>DR Radio</i>					
	(A) # of Contacts	(B) # that purchased or donated	(C) Response Rate (% = B ÷ A)	(D) Gross Revenues	(E) AVG gift or purchase (\$ = D ÷ B)
<i>Telemarketing</i>					

**Go to page 3 to complete application!**

Entry Name \_\_\_\_\_ Campaign (begin date): \_\_\_\_\_

	(A) # of Listeners	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) AVG gift or purchase (\$=D÷B)
Other Ancillary Revenue (please specify) _____					
				Total Gross Revenues	Total # of Gifts
	Grand TOTALS →				

\*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.**

**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 differently than in 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 STEP!** 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 in Step 5.**

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

**Step 7 - Checklist for Submitting Multi-Channel Campaigns**

**Provide 3 samples for all media campaign efforts shown above.** Samples must be submitted by hard copy or 3 USB drives - Be sure to label your drives! And, be sure to include, when appropriate:

- 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 USB drive (PC compatible - and be sure to label your drives!).
- An application form

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

**Direct Marketing Association of Washington**

2019 MAXI Award Entry Form - Deadline Friday, February 22, 2019

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[www.dmaw.org/award/maxi-award](http://www.dmaw.org/award/maxi-award)