



2025 MAXI COMPETITION FAQ & INSTRUCTIONS

 **New items!**

What is the deadline for entering the MAXIs?

The deadline for entering is Friday, April 4

How can I get help in understanding how to enter the MAXIs online?

That's easy! Sign up for our free Webinar from 12 noon – 1:30 PM on **Tuesday, March 4** where **senior judges will tell you** *How to Enter the MAXIs to Give You Your Best Chance at Winning!*

Also feel free to email info@dmaw.org with your questions – a MAXI Committee member will respond to your questions!

When will the MAXI Awards be judged?

Judging will take place between the dates of April 22 – May 1.


When and how will I be notified of the results?

You will be notified of the judging results via email by the end of May or no later than the first week of June.

We are introducing a new Creative Award! What is the difference between a MAXI award and a Creative award?

There are several ways to make an impact through strong results and innovative ideas. Sometimes one award is not enough! What's the difference?

The **MAXI Awards** are all about results! In this competition, results carry the most weight while recognizing campaigns that excel in strategy, creativity, and measurable impact.

 The **Creative Awards** celebrate bold, boundary-pushing strategies that captivate, engage, and inspire action. While results still matter, creativity takes center stage in this competition.

Can I submit the same campaign for a MAXI and a Creative Award?

Yes.

What is the BIG Idea award?

One **MAXI Award** entry will be selected by judges for the prestigious **BIG Idea Award** – honoring a campaign that delivered outstanding results through bold, innovative, and breakthrough strategies.

What do I need to know about the judging process?

To give your entry the best chance for success, keep these key judging criteria in mind:

1. **Complete Entries Are Essential** – Incomplete submissions may be disqualified, so ensure every section is fully filled out.
2. **Consistency Matters** – Your narrative and results data must align. Double-check that the information in your **results matrix** matches what you present in your **narrative**.
3. **Tell a Compelling Story** – Judges want to be engaged! Use your narrative to showcase strategy, execution, and impact.
4. **Upload Clear, Legible Files** – If judges can't read your materials, they may not be able to evaluate your entry—and it could be disqualified.
5. **Maintain Anonymity** – If you're submitting as an agency, be sure to **remove your agency name** from all uploaded materials. Judging is conducted **blindly** to ensure fairness.
6. **For MAXIs: Results Are Weighted Heavily – Results account for 70% of your score**, so be sure to enter accurate data.
7. **For Creative Awards: Creativity Takes the Lead** – While results still matter, innovation and bold execution are the primary focus. Be sure to highlight what makes your campaign stand out.
 - a) Judges will decide on three finalists for each Creative award, but YOU cast the final vote! ***Join us for our Awards Ceremony Lunch where the winners will be chosen in person by those attending!***

When is the Awards Ceremony?



Our ***new refreshed MAXI Awards Ceremony is a luncheon on Friday, October 3rd***. As a MAXI entrant, we hope you plan to attend – no matter what your entry outcome!

The luncheon will be a fantastic opportunity to celebrate the creativity and results-driven successes of our industry, connect with peers, and see who takes home this year's top honors!

Whether you're a winner, finalist, or simply looking to be inspired by the best in the business, we'd love to see you there. Mark your calendar for Friday, October 3rd – you won't want to miss it!

What will happen between my being notified as a winner and the awards ceremony?

Lots! We'll be in communication with you on several items from collecting the names of your team members to confirming your plaque and certificate information!

What will I receive when I win an Award?

Winners will receive a **plaque** featuring their organization's name, the winning campaign, and the award level.

Want to recognize more team members? Additional plaques and certificates will be available for purchase after the MAXI Awards Ceremony – so be sure to celebrate everyone who contributed to your success!

SUBMITTING AN MAXI OR CREATIVE ENTRY ON THE ONLINE PLATFORM

Step 1: The Platform

To start, click: [DMAW MAXI Awards](#).

If you've entered MAXIs Online in Previous years, your account is still active under the name you registered. If you have a new email address, you will need to create a new account.


If you've never entered MAXIs Online, you just need to register your account.

Once your account is registered, Log in and hit Start here!

And, you are now taking the first steps into entering the MAXI Competition!

Step 2: What You Need to Know to Complete Your Entry:

Before you begin, select the type of award you'd like to submit:

- The **MAXI Awards** are all about results! In this competition, results carry the most weight while recognizing campaigns that excel in strategy, creativity, and measurable impact.
-  The **Creative Awards** celebrate bold, boundary-pushing strategies that captivate, engage, and inspire action. While results still matter, creativity takes center stage in this competition.

Then make sure you select the correct category for your campaign:

MAXIs:

- **Direct Mail – Single Campaign** – Choose this category for any standalone direct mail effort, whether it's for acquisition, renewal, lapsed donors, or another purpose.
- **Multi-Channel Campaign** – Select this category if your campaign utilizes **two or more channels**, such as direct mail and email. A campaign must include at least **two channels** to qualify.
- **Single Digital Channel** – Use this category if your campaign focuses on **one** digital channel, such as email, mobile, or web.
- **Telemarketing** – This category is specifically for campaigns conducted via telemarketing.

Creative:



- **The Stamp of Excellence Award** – Recognizing excellence in direct mail creative
- **The Digital Dynamo Award** – Honoring outstanding digital creative
- **The Omni-WOW Award** – Celebrating innovation in multichannel creative

Once you've selected your award & campaign type, enter the **entry name** and **campaign start date**, then explore the required fields by clicking through the entry tabs. Review what's needed, gather your data, and ensure you have everything prepared.

When ready, return to the **Start Here** section, click **Save + Next**, and begin completing the required information on each tab.

! Be sure to have your performance data and creative ready to showcase your campaign's impact.

Step 3: Crafting Your Narrative

One of the final steps in your submission is **The Narrative** – and it's a critical one! Judges will closely evaluate how well you communicate your campaign's story, so be **clear, concise, and compelling**.

A well-written narrative can make all the difference—use it to showcase **why your campaign deserves to win!**

Double-check your numbers! The data in your narrative must match the figures in the **Results Tab** to ensure accuracy.

To learn more: Attend our free Webinar from 12 noon – 1:30 PM on **Tuesday, March 4** where senior judges will tell you *How to Enter the MAXIs to Give You Your Best Chance at Winning!*

Step 4: Uploading Your Campaigns

Your MAXI entry will be evaluated by a panel of industry experts, so **high-quality digital files are essential**. Judges should experience your campaign just as a donor would—clear, compelling, and easy to review.

Ensure your files are:

- High resolution and **legible** (avoid small text that's difficult to read).
- **Free of crop marks** and print guides.
- Optimized for clarity—blurry or unclear visuals may impact judging.

File Size & Format Requirements:

- If a file exceeds **5MB**, please split it into multiple parts and **number them sequentially** (e.g., File_1, File_2) so judges review them in the correct order.
- Accepted formats:
 - **PDF**
 - **JPEG/JPG**
 - **TIF/TIFF**
 - **WinZip (5MB max)**

Your campaign deserves the spotlight – upload your materials with care.

Step #5 MAXI Payment Information

The final step in submitting your MAXI entry is **processing your payment**.

How to Pay:

Click the **payment link** on the MAXI platform. This will direct you to the **DMAW database** for secure payment processing.

Member Discount:

Be sure to **log in with your DMAW member credentials** to receive the **member rate** on your entry fees.

MAXI Entry Fees:

- DMAW Member - \$179/per entry
- DMAW Nonprofit Member - \$149/per entry
- Not-Yet-A-DMAW Member - \$229/per entry
- Special Bonus! - *Enter 5 MAXIs and get the 6 one free!*
- DMAW Member - \$895/per 6 entries
- DMAW Nonprofit Member - \$745/per 6 entries
- Not-Yet-A-DMAW Member - \$1,145/per 6 entries

(To pay - just click here: [DMAW MAXI Payment](#))

Once your payment is processed, your entry is officially submitted – good luck!