

**MARKETING **A**WARDS FOR **E**XCELLENCE AND  
**I**NNOVATION**

**2024 MAXI AWARDEES**

**DIGITAL CHANNEL**

**Nonprofit**

**Acquisition/Prospecting**

**Further Digital**

No Kid Hungry - Scaling CTV Nationally

**Nonprofit Renewal**

**Allegiance Group + Pursuant**

"Be the One" 2023 SMS Campaign

**Faircom New York**

Cardinal's Annual Stewardship Appeal  
End of Year Campaign

**Nonprofit Special Appeal**

**K2D Strategies**

Center for Reproductive Rights  
Thank-A-Plaintiff Form

**The Harrington Agency**

Central Park Conservancy Giving Day  
Email Campaign

**Concord Direct**

Seeing Eye International Guide Dog Day  
Campaign

**DIRECT MAIL CAMPAIGN**

**Nonprofit**

**Acquisition/Prospecting**

**Eberle Communications Group**

Derrick Evans Wife Letter

**Lautman Maska Neill & Company**

Heifer International - High Dollar  
Acquisition

**Newport One**

Introducing the "Would You Drink This?"  
Package for CARE: A Triumph  
in Donor Acquisition

**Daniller + Company**

Missouri Botanical Garden April 2023  
Member Acquisition

**Lautman Maska Neill & Company**

MSF-USA Winter Hat Acquisition  
Test Package

**Moore, CDR DivisionDirect Mail**

Ukraine/Ripped From The Headlines

**Nonprofit Major Donor**

**Impact Communications**

A Little Bit of Money and a Lot of Love:  
AARP Foundation



Direct Marketing Association of Washington  
**Lautman Maska Neill & Company**  
 ACLU Fund the Match Appeal

**Fuse Fundraising**

CARE FY23 November Matching  
 Campaign

**Newport One**

WWF Amazon Go BIG Appeal

**Newport One**

WWF Nature Positive Future Leadership  
 Partners Invitation

**Nonprofit**  
**Reinstatement/Lapsed**

**Daniller + Company**

Amazeum Summer 2023 Lapsed  
 Recapture

**Daniller + Company**

High Museum of Art September 2023  
 Lapsed Recapture

**Daniller + Company**

Kimbell May 23 Lapsed Recapture

**Nonprofit Renewal**

**Moore, CDR Division**

Dana-Farber Cancer Institute FYE  
 Renewal

**TrueSense Marketing**

Meals on Wheels America Be the Match  
 Campaign

**The Harrington Agency**

National LGBTQ Task Force Renewal 7



**K2D Strategies**

White Coat Waste Project July Kitten  
 Petition

**Moore, CDR Division**

Wounded Warrior Project Suicide  
 Awareness Appeal

**Nonprofit Special Appeal**

**The Harrington Agency**

International Rescue Committee  
 November Year-End Appeal

**Newport One**

Best Friends Animal Society July  
 "Shipley Dog Lodges" Appeal

**Newport One**

Best Friends Celebrity Kitten Appeal

**The Harrington Agency**

International Rescue Committee Donor  
 Advised Fund Appeal

**Schultz & Williams**

Fox Chase Cancer Center July Appeal

**The Harrington Agency**

Greenpeace Jane Fonda Package Appeal

**Fuse Fundraising**

Helen Keller International Fall 2023  
 Newsletter

**Lautman Maska Neill & Company**

National Park Foundation Thanksgiving  
 Cultivation

**Mal Warwick Donordigital**

PETA's Annual Fund Appeal

**New River Communications**

Save the Sound "Fifty Years of Fighting"  
Year End Campaign

**New River Communications**

Tunnel to Towers Season of Hope  
Mid-Donor Campaign

**MULTI-CHANNEL CAMPAIGN**

**Nonprofit**

**Acquisition/Prospecting**

**Icon Media Direct**

AARP Membership 2023

**Nonprofit Renewal**

**RKD Group**

40 Million Meals Year-End Campaign

**K2D Strategies**

Appalachian Trail Conservancy  
Giving TRAILSday

**K2D Strategies**

Appalachian Trail Conservancy Year-End  
Giving Hike

**Mal Warwick Donordigital**

Earthjustice Multichannel Renewal  
Campaign

**Lautman Maska Neill & Company**

HRC August Autorenewal Campaign

**Nonprofit Special Appeal**

**Mal Warwick Donordigital**

AFSC Refugee Response Fund  
Digital Campaign

**Newport One**

American Battlefield Trust  
Battle of Gettysburg  
Willoughby's Run Campaign

**Lautman Maska Neill & Company**

JDC Israel Emergency Campaign

**Moore, CDR Division**

Lutheran World Relief Giving  
Tuesday 2023

**O'Brien Garrett**

Norman Lear Legacy Campaign

**Nexus Direct**

Northern Nevada HOPES Give Out  
Campaign

**WORKHORSE CAMPAIGN**

**Nonprofit**

**Acquisition/Prospecting**

**Concord Direct**

No Kid Hungry Annual Calendar  
Campaign

**K2D StrategiesWorkhorse Campaign**

White Coat Waste Project Kitten  
Petition Acquisition

**Nonprofit Renewal**

**O'Brien Garrett**

NAS Annualized Renewal #1