



Direct Marketing Association of Washington

2020 DMAW MAXI AWARD ENTRY FORM FOR Digital Media (One Channel)

DEADLINE: 5:00 PM, Friday, February 28, 2020

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

For DMAW Office
use only

Control Number

Version: 12/2019

Step 1 - Applicant INFORMATION

Entry Name _____ Campaign (begin date): _____

This entry form is to showcase the **RESULTS OF ONE DIGITAL CHANNEL**. It does not preclude the campaign using several channels. **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 the one channel must be provided; results for selected segmentation do not qualify.

Read 2020 Rules for Entry before continuing!

Step 2 - Select CATEGORY

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

Step 3 - Select ONE CHANNEL

- Email
 Texting/Mobile Campaign
 Website/Lightbox
 Digital Advertising
 Other _____

Step 4 - Select PROGRAM (select only one)

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

Step 5 - FUNDRAISING/MARKETING CAMPAIGN

Provide the results for the channel selected in Step 3. **A thru E MUST BE COMPLETED.**
In the RESULTS narrative please be sure to describe how the campaign achieved its desired revenue results.

	(A) # Delivered	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) AVG gift or purchase (\$=D÷B)
Email (House File) Number of Emails Launched _____					
	(A) # Delivered	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) AVG gift or purchase (\$=D÷B)
Text - Number of Texts Sent _____					

Page 1 of 2 - complete all appropriate pages

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11709 Bowman Green Drive ♦ Reston, VA 20190 ♦ 703-689-DMAW (3629) ♦ info@dmaw.org

www.dma.org/award/maxi-award

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)
Website/Lightbox					
	(A) # of Impressions	(B) # of Gifts	(C) \$ Ad Spend	(D) Gross Revenues	(E) Return on Ad Spend (%=D÷C)
Digital Advertising Platform:					
	(A) Define Audience	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) AVG gift or purchase (\$=D÷B)
Other* - please specify)					

*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 Digital - Single Channel

Provide the following SAMPLES for all digital single channel efforts.

- 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 label your USB drives!
- An application form

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

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