



2020 DMAW MAXI AWARD ENTRY FORM FOR **DRTV AND/OR DR RADIO**

For DMAW Office
use only

Control Number

Version: 1/2020

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

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

Step 1 - Applicant INFORMATION

Entry Name _____ Campaign (begin date): _____

Attach a completed copy of this form to **EACH of the 3 ENTRY SAMPLES (DVD or CD)** to be submitted.

In addition to this form, be sure to include **ONE COPY** of a **COMPLETED APPLICATION for EACH ENTRY**.

All entries must be unique, first time campaigns.

Full campaign results must be provided; if audited, **data must be provided to support results;** results for selected segmentation do not qualify. **Do not skip any steps on this form! Read 2020 Rules for Entry before continuing.**

Step 2 - Select CATEGORY

- | | | |
|---|---|--|
| <input type="checkbox"/> Nonprofit 501(c) 3 | <input type="checkbox"/> Nonprofit 501(c) 4 | <input type="checkbox"/> Political - PACs, Political candidates/parties or 527's |
| <input type="checkbox"/> B2B | <input type="checkbox"/> B2C | <input type="checkbox"/> B2G <input type="checkbox"/> Other _____ |

Step 3 - Select CHANNELS

- DRTV DR Radio Other _____

Step 4 - Select PROGRAM (select only one)

- | | | |
|--|--|--|
| <input type="checkbox"/> Acquisition/Prospecting | <input type="checkbox"/> Special Appeals | <input type="checkbox"/> Major Donors \$1,000+ |
| <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Sales (e.g., online store, catalog) | |

SPECIAL NOTE: DRTV & DR Radio - in calculating costs, production costs are not to be included since they are amortized over a long term period and in these metrics we are not calculating long-term value. This is just a snapshot in the campaign.

Step 5 - RESULTS

	(A) # of Households Reached (000s)	(B) # that Purchased or Donated	(C) # of Leads	(D) Response Rate (%=B÷A)	(E) # of One-Time Only (OTO) Donors	(F) # of Monthly Donors	(G) Total \$\$ Initial Donations (OTO & Monthly)	(H) Total MEDIA Cost	(I) Net Cost of MEDIA (\$=H-G)	(J) Net Cost per Monthly Donor (\$=I-F)	(K) Avg gift or purchase \$=(G÷(E+F))
DRTV											

	(A) # of household impressions	(B) # that Responded (Leads)	(C) Response Rate (%=B÷A)	(D) # that Purchased	(E) Conversion Ratio (#=D÷B)	(F) MEDIA Cost	(G) Cost per Lead (\$=F÷B)	(H) Cost per sale (\$=F÷D)
DR Radio								

	(A) Production & Distribution Cost	(B) # of Stations that Picked up the Spot	(C) # of Stations- Outlets Spot was offered to	(D) % of Pickup (%=C÷B)	(E) Value of Donated Airtime	(F) Gross Revenue	(G) Net Revenue (\$=F-A)	(H) ROI (%=G÷A)
PSA								

Go to page 2 to complete entry form

Direct Marketing Association of Washington

2020 MAXI Award Entry Form - Deadline Friday, February 28, 2020

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 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 clients-customers-members?
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 former (lapsed) customers? Former members? If so, how long were they inactive?
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 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 DRTV or DR Campaigns

Provide the following samples for all DRTV or DR campaign efforts.

- 3 copies of the spot on USB port
- 3 copies of the script
- Did you block out all references to the agency and its name? Anonymity is crucial!*

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