



2020 DMAW MAXI AWARD ENTRY FORM FOR

Multi-Channel Campaigns

For DMAW Office
use only
Control Number

Version: 12/2019

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): _____

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 2020 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)
Direct Mail					
	(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) # of Emails Launched					
	(A) # Reached	(B) # that purchased or donated	(C) Response Rate (%=B÷A)	(D) Gross Revenues	(E) AVG gift or purchase (\$=D÷B)
Texts - # of Texts Sent					

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

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

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www.dmaw.org/award/maxi-award