



Direct Marketing Association of Washington

2020 DMAW MAXI AWARD ENTRY FORM FOR Telemarketing Campaigns - Non Commercial

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): _____

Attach a completed copy of this form to **EACH of the 3 ENTRY SAMPLES** to be submitted.
In addition to this form, be sure to include **ONE COPY** of a **COMPLETED APPLICATION FORM**.
All entries must be unique, first time campaigns.

Full campaign results must be provided; 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

Association - 501(c) 6 Nonprofit 501(c) 3 Nonprofit 501(c) 4

Political - PACs, Political candidates/parties or 527's

Other _____

Step 3 - Select PROGRAM (select only one)

***Be sure to define audience in write-up.**

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Acquisition/Prospecting | <input type="checkbox"/> Reinstatement/Lapsed | <input type="checkbox"/> Renewals | <input type="checkbox"/> Major Donors \$1,000+ |
| <input type="checkbox"/> Special Appeals | <input type="checkbox"/> Sales (e.g., online store, catalog) | <input type="checkbox"/> Planned Giving | |
| <input type="checkbox"/> Conference/Educational/Meetings | <input type="checkbox"/> Events | | |

Step 4 - FUNDRAISING CAMPAIGN

ALL COSTS ARE REQUIRED for either One-Time or Sustainer Campaigns!

One Time Gift Campaign

- | | |
|---|---|
| 1. # of Prospects w/phone #s _____ | 8. % Fulfilled Gifts (#7 ÷ #3) _____ % |
| 2. # of Contacts (pledges/refusals/maybe) _____ | 9. Total Fulfilled \$\$ _____ \$ |
| 3. # of Pledges _____ | 10. % \$\$ Fulfilled (#9 ÷ #6) _____ % |
| 4. Pledge Rate % (#3 ÷ #2) _____ % | 11. Avg Fulfilled Gift (#9 ÷ #7) _____ \$ |
| 5. Credit Card Pledge Rate % _____ % | 12. Total Costs* _____ \$ |
| 6. Gross \$\$ Pledged _____ \$ | 13. Net Revenue (#9 ÷ #12) _____ \$ |
| 7. # of Fulfilled Gifts _____ | 14. Net per Donor (#13 ÷ #7) _____ \$ |

Monthly Giving/Sustainer Campaign

- | | |
|--|---|
| 1. Payment Type Accepted (check all that apply):
<input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> EFT | 12. Avg Fulfilled Sustainer (1st month only)
Gift (#9 ÷ #8) _____ \$ |
| 2. # of Prospects w/phone numbers _____ | 13. # of 1X Pledges _____ |
| 3. # Contacts (pledges/refusals/maybe) _____ | 14. % of 1X Pledge Rate (#13 ÷ #3) _____ % |
| 4. # of Monthly/Sustainer Pledges _____ | 15. 1X Pledged Income _____ \$ |
| 5. Sustainer Pledge Rate (#4 ÷ #3) _____ % | 16. # of Fulfilled 1X Gifts _____ |
| 6. Sustainer Pledged Income (1st month only) _____ \$ | 17. 1X Credit Card Pledge Rate _____ % |
| 7. Sustainer Credit Card Pledge Rate _____ % | 18. Gross of Fulfilled 1X Income _____ \$ |
| 8. # of Fulfilled 1st Month Gifts _____ | 19. % of 1x Gross Fulfilled (#18 ÷ #15) _____ % |
| 9. Gross of Fulfilled 1st Month Income _____ \$ | 20. Avg 1X Fulfilled Gift (#18 ÷ #16) _____ \$ |
| 10. % Fulfilled 1st Month Gifts (#8 ÷ #4) _____ % | 21. Total Costs* _____ \$ |
| 11. % of 1st Month Gross Fulfilled (#9 ÷ #6) _____ % | 22. Projected # of months to breakeven _____ |
| | 23. Cost to acquire new sustainer
(21 ÷ (#4 + #8)) _____ \$ |

***Costs:** must include all direct costs, such as contract charges, fulfillment (# of mailings, postage, printing, etc.), phone # look up, etc. If all costs are not being included, note what is not and why in the description.

Go to page 2 to complete entry form

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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 5 - 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 different than 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 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 4.**

Be sure to include at the top of your page the Entry Name and Campaign Date. Paper clip ONLY to entry.

Step 6 - Checklist for Submitting Telemarketing Campaigns

Provide 3 samples of the following for all telemarketing campaign efforts. Samples must be submitted by hard copy.

- Script
- Confirmation letter & fulfillment letter
- Pledge confirmation

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

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