



2019 DMAW MAXI AWARD ENTRY FORM FOR

Direct Mail-NonProfit

For DMAW Office use only
Control Number

DEADLINE: 5:00 PM, Friday, February 22, 2019

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

Version: 12/2018

Step 1 - Applicant INFORMATION

Entry Name Hurricane Irma: Devastation Beyond Words Appeal Campaign (begin date): October 2018

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 for EACH ENTRY.**

All entries must be unique, first time campaigns. Prior winning campaigns should consider the *Workhorse Category*.

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 2019 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 PROGRAM (select only one)

- Acquisition/Prospecting Reinstatement/Lapsed Renewals (Members/Donors)
- Major Donors \$1,000+ Special Appeals Planned Giving
- Conference/Educational/Meetings Events Sales (e.g., online store, catalog)

Step 4 - RESULTS - Select ONE Campaign

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

FUNDRAISING CAMPAIGN - A thru H MUST BE COMPLETED.

(A) # of Pieces Mailed*	(B) # of Gifts	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Average Gift Per Donor (\$=D÷B)	(F) Total Cost \$	(G) Net Revenue (\$=D-F)	(H) Net per Donor (\$=G÷B)
485,000	49,360	10.17%	\$1,375,169	\$27.86	\$302,537	\$1,072,632	\$21.73

What is the size of your 0-24 months donor file? 97,000

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 Section 4.**

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

Provide the following for all direct mail nonprofit campaign efforts. **Samples must be submitted by hard copy.**

- Three (3) samples of the mailing piece
- An application form

SEE REVERSE FOR NARRATIVE

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

Direct Marketing Association of Washington

2019 MAXI Award Entry Form - Deadline Friday, February 22, 2019

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

www.dmaw.org/award/maxi-award

SAMPLE

SAMPLE

SAMPLE

SAMPLE

SAMPLE

SAMPLE

Entry Name: Hurricane Irma: Devastation Beyond Words Appeal Campaign Date: Nov 2018

1. Objective

When Hurricane Irma devastated Puerto Rico, the usual resources whose mission is to provide the needed services were already overloaded by a powerful hurricane season which had run rampant through the Caribbean for the past two months.

Neighbors of the World (NOW) was challenged to quickly acquire new donors and motivate proven donors to give NOW, even if only \$1!

2. Strategy

Time was our enemy. A simple emergency appeal to raise our goal of \$1M was needed by the end of the year or thousands of lives would be lost. A direct mail campaign proved to be the answer focusing on the following elements:

1. Compelling copy was written telling the story of the families devastated by the hurricanes
2. Dramatic photographs of the island's devastation were used, including children and families who are now homeless because of the destruction.
3. Pleas from various Puerto Rico officials were quoted
4. Historically information about the island - size, population, etc. was included
5. A chart listing needed products - water, toilet paper, batteries, diapers, etc., and how many people the donation would help.

Costs were managed such that the production value of the piece was impressive but would not be considered high-end. O/E had a compelling photo; and deadline – need your help NOW. Inside, the two-page letter was from the CEO of NOW, with pleas from PR officials, more photos and a separate insert and photo of one family's plight. Also enclosed was a return envelope and response card with an ask string of \$1, \$5, \$10, \$25, \$50 and "Your Best Gift."

3. Audience

The target audience for this appeal was our entire donor and non-donor file. This package was a low dollar appeal - \$1 to \$50, with an average gift of \$27.86.

4. Results

Although donors generously responded to NOW's yearly spring appeal, the response to this emergency appeal was overwhelming with some more than doubling the requested appeal. The appeal generated a 10.17% response rate and more than 49,000 donations.

We met our goal of \$1M with \$1,375,169 in gross revenues and \$1,072,631 in net revenues. The success of this package enabled NOW to provide 10 shipments of needed products to Puerto Rico within 3 months of the conclusion of the appeal. We were able to share with our donors that we helped provide the basics of life (food, water, clothing and shelter) for over 20,000 people.