



2020 DMAW MAXI AWARD ENTRY FORM FOR

Direct Mail-NonProfit

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. Prior winning campaigns should consider the *Workhorse Category*.

Full campaign results 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 PROGRAM (select only one)

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

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)

What is the size of your 0-24 months donor file? _____

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 Direct Mail Campaigns

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

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

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

www.dmaw.org/award/maxi-award