



2020 DMAW MAXI AWARD ENTRY FORM FOR

Workhorse Campaigns

For DMAW Office
use only

Control Number

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

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

Version: 12/2019

Step 1 - Applicant INFORMATION

Entry Name _____ Campaign (beginning/end date): _____

- **Complete ONE COPY of APPLICATION per ENTRY.** (In this case, an entry includes 3 years.)
 - **3 SAMPLES of EACH YEAR must be provided (9 total samples).**
 - Collate samples together three times (2017, 2018, and 2019) - creating sample packets.
 - Attach a copy of this completed ENTRY FORM to each of the 3 sample packets.
- Full campaign results must be provided. Do not skip any steps on this form! Read 2020 Rules for Entry!**

Step 2 - Select CATEGORY

- Association - 501(c) 6
 Nonprofit 501(c) 3
 Nonprofit 501(c) 4
 Political - PACs, Political candidates/parties or 527's
 B2B
 B2C
 B2G
 Other _____

Step 3 - Select PROGRAM (select only one)

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

This entry for is for Direct Mail Campaigns Only.

Step 4 - RESULTS

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

FUNDRAISING CAMPAIGN								
Direct Mail	(A) # of Pieces Mailed	(B) # of Gifts	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Avg gift (\$=D÷B)	(F) Total Cost \$	(G) Net Revenue (\$=D-F)	(H) Net Revenue per Donor (\$=G÷B)
2017								
2018								
2019								

COMMERCIAL CAMPAIGN								
Direct Mail	(A) # of Pieces Mailed	(B) # of Sales/Orders	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Avg gift or purchase (\$=D÷B)	(F) Total Cost \$	(G) Net Revenue (\$=D-F)	(H) Net Revenue per Sale/Order (\$=G÷B)
2017								
2018								
2019								

Go to page 2 to complete entry form

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? Customers?
- 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)? Former clients? Lapsed members?
- 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 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 Workhorse Campaigns

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

- Three (3) samples of **EACH** 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

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www.dmaw.org/award/maxi-award