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#### **Direct Marketing Association of Washington**

11709 Bowman Green Drive Reston, VA 20190-3501 703-689-DMAW (3629) info@dmaw.org • www.dmaw.org

## 2020 MAXI Awards COMMITTEE



wishes to express their appreciation to all those who have committed their time and resources to ensuring the MAXI AWARDS continue to uphold the standard for excellence.



MANY THANKS to our 75 outstanding volunteers who judged the 2020 MAXI Awards! A challenge became an opportunity - by having to judge the MAXIs virtually, members from around the country and Canada were able to participate. Each MAXI entry was judged 3 times during two Zoom meetings for a total of 150 hours judging time. While each campaign reviewed was remarkable, the judges' scores identified 62 amazing award winning campaigns - including a BIG Idea Winner! And, we present them to you in this publication.

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Gail Battle, Lutheran Immigration & Refugee Service

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**Stephen Godbout,** CDR Fundraising Group

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## Our clients are changing the world, and we're helping them do it.



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- Reporting and analytics

For 40 years, ABD Direct has created and nurtured dedicated partnerships with non-profit charitable and progressive advocacy organizations. From turning around struggling programs to helping mature programs reach the next level of success, we specialize in building comprehensive, integrated fundraising programs to help our clients change the world!

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## 2020 MAXI Awards BIG IDEA



#### ORGANIC SOCIAL REPRODUCTIVE RIGHTS CAMPAIGN

American Civil Liberties Union Joe Coakley

Agency: O'Brien Garrett

Account Executive: Noelle Ramsey Copywriter: Andrea Washington

Director, Digital Development: Joe Coakley, ACLU







### Congratulations to all the 2020 MAXI winners!

Mal Warwick Donordigital is a proud sponsor of the DMAW MAXI Awards.

**MWDagency.com** 

Lake Group Media®, Inc. congratulates all the winners of the 2020 MAXI awards.



Thank you for all you do!

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## DIRECT MAIL Campaign

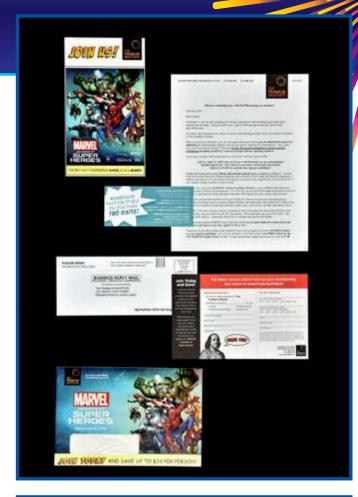
#### NONPROFIT ACQUISITION/PROSPECTING



#### THE FRANKLIN INSTITUTE - FEBRUARY 2019 MEMBER ACQUISITION

The Franklin Institute Kelli Buchan

Agency: Daniller + Company Art Director: Eric Fischer Lettershop: Ballantine Printer: Ballantine



#### NONPROFIT ACQUISITION/PROSPECTING



#### **BOOTS ON THE GROUND**

Mara Elephant Project Claire Bolles

Agency: Fund Raising Strategies
Account Executive: Christopher Wogan
Art Director: Daniel Clark, DNC Art
Copywriter: Christopher Wogan
Production Manager: Jen Keenaghan





## DIRECT MAIL Campaign

#### NONPROFIT ACQUISITION/PROSPECTING



#### AMMP FEBRUARY 2019 MEMBERSHIP ACQUISITION APPEAL

Academy Museum of Motion Pictures Abby Kavanaugh

Agency: The Lukens Company Account Executive: Erin Aguiar Art Director: Natalie Parker Production Manager: Ray Avalos List Broker: Belardi Wong

Lettershop: Monaco Printer: Monaco



#### NONPROFIT ACQUISITION/PROSPECTING



#### **RAFFY AND COOKIE**

No Dogs Left Behind Jeff Beri

Agency: Fund Raising Strategies Account Executive: RJ Robinson

Copywriter: RJ Robinson

Production Manager: Tommy Rollins



## DIRECT MAIL Campaign

#### NONPROFIT ACQUISITION/PROSPECTING



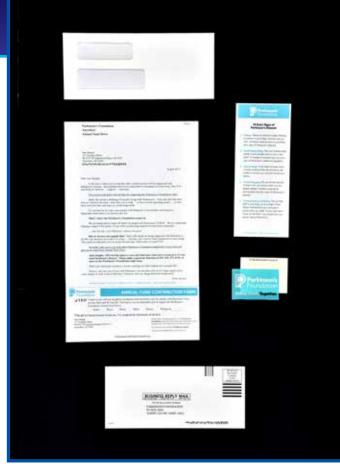
#### PARKINSON'S FOUNDATION AUGUST 2019 ACQUISITION

Parkinson's Foundation Kelly Austin

Agency: Lautman Maska Neill & Company

Account Director: Marie Kosanovich Account Executive: Nava Pickman

Art Director: Janise Harris Creative Director: Robin Perry Production Manager: Pat Dobson Senior Vice President: Lesley Hostetter



#### NONPROFIT ACQUISITION/PROSPECTING



#### TWR NORTH KOREA ACQUISITION POSTER

Trans World Radio Tim Klingbeil

Agency: ResourceOne Fundraising Group

Account Executive: Amy Lunceford Account Manager: Megan Adkins Art Director: Thomas Bradford Creative Director: Dom Spinosa

List Broker: NFL

Lettershop: ResourceOne Printer: ResourceOne Strategist: Mark Loux





## DIRECT MAIL Campaign

#### **NONPROFIT MAJOR DONOR**



#### WWF MID-LEVEL INVITATION PACKAGE

World Wildlife Fund Jo-Anna Alie

Agency: Impact Communications, Inc, Account Manager: Hannah Summers Copywriter: Jennifer Clements Creative Director: Kathy Swayze Production Manager: PMG Designer: Andy Farkas



#### **NONPROFIT MAJOR DONOR**



#### EARTHJUSTICE JUSTICE PARTNERS ANNOUNCEMENT

Earthjustice
Mary Ellen Mullaney

Agency: Mal Warwick Donordigital
Production Manager: RWT Production
Senior Account Executive: Jonathan Locy
Senior Production Executive: Karin Moeller

Art Director: Brenda Chow Copywriter: Eric Nielsen

Vice President: Christine Shilosky



## DIRECT MAIL Campaign

#### **NONPROFIT MAJOR DONOR**



#### IPPF/WHR OCTOBER MIDLEVEL CAMPAIGN

IPPF/WHR Lloyd Alexander

Agency: Mal Warwick Donordigital Account Director: Victoria Heckler Account Executive: Kate Sienicki Mucci

Account Manager: Gula Efros Art Director: Brenda Chow Creative Director: Bonnie Catena

Production Manager: Production Solutions



#### NONPROFIT REINSTATEMENT/LAPSED



#### THE CLARK INSTITUTE - JUNE 2019 LAPSED RECAPTURE

The Clark Institute
Caedy Shultz-Loomis

Agency: Daniller + Company Art Director: Michael Paff Lettershop: Ballantine Printer: Ballantine





## DIRECT MAIL Campaign

#### NONPROFIT REINSTATEMENT/LAPSED



#### SMILE TRAIN LAPSED RECAPTURE - HVP SOCKS PACKAGE

**Smile Train** 

Elyse Taub, Jake Tolan

Agency: MarkeTeam

Account Director: Christine McDonald Account Executive: Matthew Pierce Account Manager: Brian O'Keefe

Art Director: Trevor Green
Copywriter: Jim Johnson
Creative Director: Ron Bell
Production Manager: Anna Hall
Project Manager: Meisha Toliver
Lettershop: Innerworkings
Printer: Innerworkings

#### **NONPROFIT RENEWAL**



### THE LUSTGARTEN FOUNDATION "PROGRESS & PROMISE" FALL NEWSLETTER

The Lustgarten Foundation Ellen Zimmerman

Agency: Faircom New York

Account Directors: Winnie Mackintosh,

Megan Garner

Art Director: Thomas Puckett Copywriter: Sal Lombardo

Production Manager: Ron Kreutzer

Printer: Integram

VP, Integrated Marketing: Barbra Schulman





## DIRECT MAIL Campaign

#### **NONPROFIT RENEWAL**



#### ST. LABRE GRAY GK RENEWAL PACKAGE

St Labre Indian School Rachel Earl

Agencies: ResourceOne Fundraising Group and

Fundraising That Works!

Account Director: Pam Creekmore Account Executive: Erin Speier Account Manager: Greg Stoddard

Art Director: Carrie Barron

Copywriter: Lester Zaiontz, Fundraising That

Works!

Creative Director: Lester Zaiontz, Fundraising

That Works!

Lettershop: ResourceOne Printer: ResourceOne

#### **NONPROFIT RENEWAL**



#### MSF-USA "EARLY SUPPORTER CARD" RENEWAL

Médecins Sans Frontières/Doctors Without Boarders *Vera Eastman* 

Agency: Lautman Maska Neill & Company

Account Executive: PK Drago Account Manager: Michelle Le Art Director: Janise Harris Copywriter: Caligan Creative Creative Director: Robin Perry Production Manager: PMG

Senior Vice President: Bryan Evangelista







## DIRECT MAIL Campaign

#### **NONPROFIT RENEWAL**



#### CAF YEAR END PERSONALIZED LABELS & AIRCRAFT CARDS APPEAL

Commemorative Air Force RozeLyn Beck

Agency: Edge Direct

Account Director: Kathy Calta Account Executive: Tim Youngbar Account Manager: Nick Estes

Art Director: Joy Harry Copywriter: Bob Merrigan

Creative Director: Kaitlyn Schmeiser Lettershop: Barton Cotton Graphics Printer: ResourceOne, Barton Cotton



#### **NONPROFIT RENEWAL**



#### THE FLAME OF FREEDOM

The National World War II Museum Leith Thorpe

Agency: Edge Direct

Account Director: Becky Odum

Account Executive: Gwynn McCormick-Livingston

Account Manager: Nick Estes Art Director: Kaitlyn Schmeiser Copywriter: Bob Merrigan

Creative Director: Kaitlyn Schmeiser

Lettershop: ResourceOne Printer: ResourceOne



## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### **2019 STONES RIVER APPEAL**

America Battlefield Trust David N. Duncan

Agency: American Battlefield Trust

Art Director: Steven Stanley Copywriter: David Duncan

Production Manager: Amanda Murray Lettershop: Production Solutions Printer: Production Solutions



#### **NONPROFIT SPECIAL APPEAL**



#### 2019 PERRYVILLE 2ND ASK APPEAL

America Battlefield Trust David N. Duncan

Agency: American Battlefield Trust

Art Director: Steven Stanley Copywriter: David Duncan

Production Manager: Amanda Murray Lettershop: Production Solutions Printer: Production Solutions





## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



### DAUGHTERS OF THE AMERICAN REVOLUTION - COMMEMORATIVE SCARF CAMPAIGN

Daughters of the American Revolution Sandra Pollack

Agency: Edge Direct

Account Director: Kim Harmon

Account Executive: Catherine Haymans Account Manager: Wanda Knight-Griffin

Art Director: Joy Harry

Creative Director: Tammy Severe Lettershop: Barton Cotton Graphics

Printer: Heartland Direct



#### **NONPROFIT SPECIAL APPEAL**



#### TOYS FOR TOTS JUST SAY THANK YOU CAMPAIGN

Marine Toys for Tots Foundation Ted Silvester

Agency: CDR Fundraising Group Account Executive: Peter Cline

Account Manager: Bessie Thibodeaux

Art Director: Kathleen Randour Copywriter: Stephen Godbout

Creative Directors: Julie Dixon, Chuck Lowensen

Production Manager: Sharron Johnson Lettershop: Southwest Publishing Printer: Southwest Publishing



## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### ST. LABRE CHRISTMAS STOCKING BOUNCE-BACK TEST

St Labre Indian School Rachel Earl

Agencies: ResourceOne Fundraising Group and

Fundraising That Works!

Account Director: Pam Creekmore Account Executive: Erin Speier Account Manager: Greg Stoddard

Art Director: Paige Oliver, Peerless Direct Copywriter: Lester Zaiontz, Fundraising That

Works!

Creative Director: Lester Zaiontz, Fundraising

That Works!

Lettershop: ResourceOne Printer: ResourceOne

#### **NONPROFIT SPECIAL APPEAL**



#### 2019 1862 APPEAL

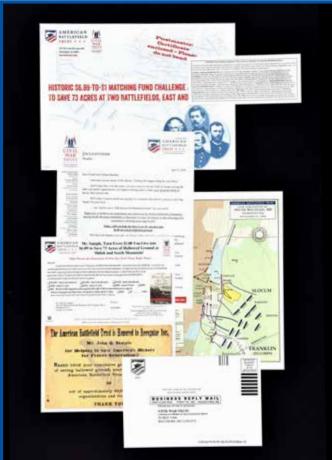
America Battlefield Trust David N. Duncan

Agency: American Battlefield Trust

Art Director: Steven Stanley Copywriter: David Duncan

Production Manager: Amanda Murray Lettershop: Production Solutions Printer: Production Solutions







## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### **TORTOISE DISCOVERY APPEAL**

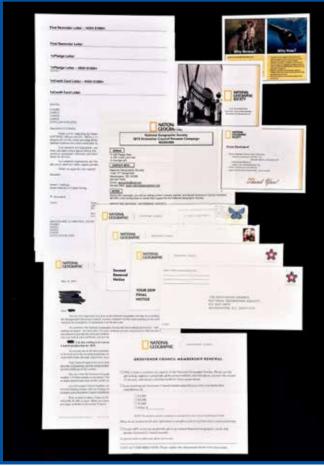
Galapagos Conservancy Lori Ulrich

Agency: Avalon Consulting Group, Inc. Account Executive: Jackie Biancolli Libby Account Manager: Nova Cohen-Prohow

Art Director: Lori Ulrich

Copywriter: Jake Koenigsberg

Production Manager: Production Solutions



#### **NONPROFIT SPECIAL APPEAL**



#### **BEFORE ANOTHER DOG DIES APPEAL**

**PCRM** 

Agency: Lautman Maska Neill & Company

Account Director: Jordanna Sussman Account Executive: Devon Bruzzone

Art Director: Dana Kunkel Copywriter: Kath Boeke

Creative Director: Robin Perry Production Manager: Jamie Tissel



## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### **BEST FRIENDS 2025 STATE PLAN APPEAL**

Best Friends Animal Society
Barbara Camick

Agency: Newport One

Account Executive: Stacey Rubenstein

Account Manager: Nick Jillson Art Director: Stephanie Bailey Copywriter: Katie Southerland Production Manager: Cindy Barham



#### **NONPROFIT SPECIAL APPEAL**



#### **OLD SCHOOL FOLLOW-UP APPEAL**

Friends of Smithsonian

John Perell

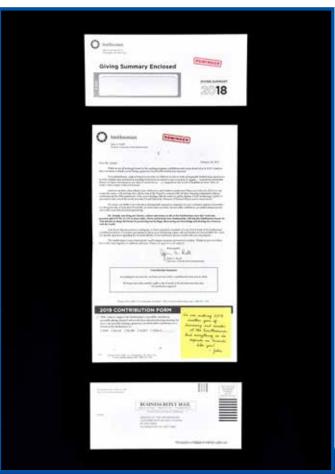
Agency: Avalon Consulting Group, Inc.

Account Director: Kerri Kerr

Account Executive: Jackie Biancolli Libby

Account Manager: Lisa Caldwell Art Director: Scott Cannon Copywriter: Jake Koenigsberg

Production Manager: Production Solutions





## Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### MSF-USA "LAST CHANCE" APPEAL

Médecins Sans Frontières/Doctors Without Boarders *Vera Eastman* 

Agency: Lautman Maska Neill & Company

Account Executive: PK Drago Account Manager: Michelle Le Copywriter: Onnesha Roychoudhuri Creative Director: Robin Perry Production Manager: PMG

Senior Vice President: Bryan Evangelista



#### **NONPROFIT SPECIAL APPEAL**



#### **KINDNESS APPEAL**

American Friends Service Committee *Mark Graham* 

Agency: Mal Warwick Donordigital

Account Executive: Leigh Corrigan-Owens

Account Manager: Chioke Barkari

Art Director: Brenda Chow Copywriter: Sabrina Naylor Creative Director: Tiffany Reed Production Manager: PMG



## Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### 2019 SPECIAL TAX QUESTIONNAIRE APPEAL

America Battlefield Trust David N. Duncan

Agency: American Battlefield Trust

Art Director: Steven Stanley Copywriter: David Duncan

Production Manager: Amanda Murray Lettershop: Production Solutions Printer: Production Solutions



#### **NONPROFIT SPECIAL APPEAL**



#### **WALL OF HONOR POSTCARD**

National Air and Space Museum Liz Wilson

Agency: Avalon Consulting Group, Inc. Account Executive: Krisen Shank Finn

Account Manager: Aly Wells Art Director: Alana Littman Copywriter: Jeanne Duncan

Production Manager: Production Solutions

List Broker: Conrad Direct





## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### NORTHERN DOGS BLANKET ENGAGEMENT APPEAL

International Fund for Animal Welfare Kim Spiro

Agency: IFAW

Account Manager: Tina Meyer Art Director: Finn Maguire Copywriter: Finn Maguire Creative Director: Finn Maguire

Production Managers: Gabby Paredes,

Michele Marino



#### **NONPROFIT SPECIAL APPEAL**



#### **NOW 2019 MAY APPEAL**

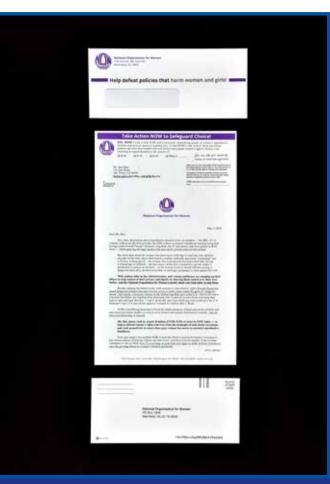
National Organization for Women Christian F. Nunes

Agency: Mal Warwick Donordigital Account Director: Melissa Ford Account Executive: Jennifer Rist

Account Managers: Gula Erfros, Rashel Allswang

Art Director: Brenda Chow Copywriter: John Bates

Production Manager: RWT Production



## DIRECT MAIL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### NRDC GIVING TUESDAY MAIL CAMPAIGN

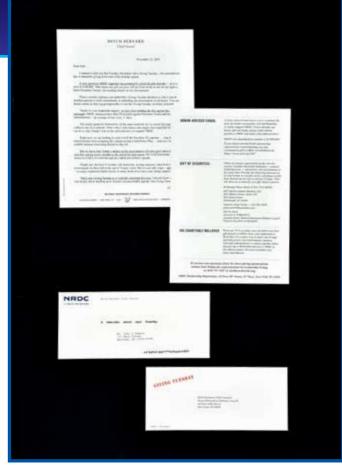
Natural Resources Defense Council Gina Trujillo

Agency: O'Brien Garrett

Account Director: Teresa Weaver Account Executive: Liz Coplon

Art Director: Annmarie Dalton, Dalton Design

Creative Director: Stephen Mills



#### **NONPROFIT SPECIAL APPEAL**



#### NCPSSM'S NONPROFIT INDICIA POSTAGE TEST

National Committee to Preserve Social Security & Medicare Deborah Johnson

Agency: The Lukens Company
Account Director: Jillian Rogers
Account Executive: Paige Prosser

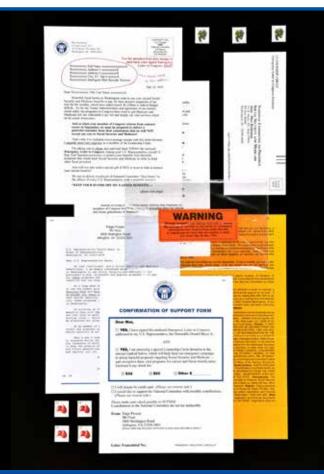
Copywriter: Heather Birk

Creative Director: Rebekah Sasek

Director, Client Services: Debbie Loubier

Production Manager: Karla Reed

Printer: RHA Marketing





## Campaign

#### **POLITICAL RENEWAL**



#### **DCCC RENEWAL 1**

Democratic Congressional Campaign Committee *Nickie Titus* 

Agency: ABD Direct

Account Executive: Claire Recalde Account Manager: Sam Bohn Art Director: Diana Prichard

Creative Directors: Chuck Pruitt, Cathy Grams

Production Manager: RWT Production

Consultant: Scott McConnell



#### **POLITICAL RENEWAL**



#### DNC LEADERSHIP CIRCLE AUGUST RENEWAL

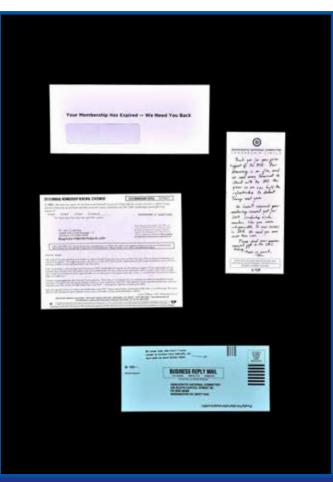
Democratic National Committee Lauren Williams

Agency: Mal Warwick Donordigital Account Director: Tiffany Reed Account Executive: Melanie Smith

Art Director: Carolyn Coon Copywriter: Melanie Smith

Creative Directors: Tiffany Reed, Melanie Smith

Production Manager: RWT Production



## DIRECT MAIL Campaign

#### **POLITICAL SPECIAL APPEAL**



#### **BENEFIT BUMP ROLODEX PACKAGE**

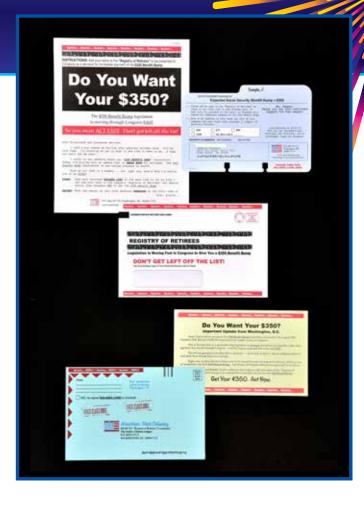
The Senior Citizens League Shannon Benton

Agency: Chesapeake DM Group, Inc. Account Manager: Mary Knowles

Art Director: Patti Boykin, The Design Studio

Creative Director: Scott E. Huch, Direct Creative, Inc.

Production Manager: Jenn LaManna







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#### WE HELP GREAT CAUSES SUCCEED

## DIGITAL MEDIA Campaign

#### **NONPROFIT RENEWAL**



#### USING TECHNOLOGY TO RECOUP ONLINE REVENUE

The Trustees

Daniel Vincent

Agency: Avalon Consulting Group, Inc. Account Director: Jackie Biancolli Libby

Account Executive: Peter Childs

Account Manager: Catherine Wallwork

Art Director: Alana Littman Copywriter: Jake Koenigsberg

Online Consultant: Catherine Wallwork



#### **NONPROFIT SILVER APPEAL**



#### HERBALIFE NUTRITION FOUNDATION'S YEAR-END CAMPAIGN

Herbalife Nutrition Foundation Jenny Perez

Agency: Media Cause

Account Director: Nicola Leckie Account Executive: Tori Baskind Account Manager: Ilse Enciso

Art Director: Herbalife Nutrition Global Business

Services

Copywriter: Tori Baskind

Creative Director: Patricia Fernandez

Developers: Paulina Colio, Lizette Mendoza,

Christian Madonna

Online Consultant: Media Cause





## DIGITAL MEDIA Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### **NOW 2019 YEAR-END CAMPAIGN**

National Organization for Women Christian F. Nunes

Agency: Mal Warwick Donordigital Account Executive: Ryan Sauve Senior Account Executive: Jack Valor

Art Director: Dell Milton President: Mwosi Swenson



#### **NONPROFIT SPECIAL APPEAL**



#### TOYS FOR TOTS ASK AND YOU SHALL RECEIVE SANTA

Marine Toys for Tots Foundation Ted Silvester

Agency: CDR Fundraising Group

Account Executives: Peter Cline, Daniella Dowiak

Account Managers: Meg Dawson, Bessie

Thibodeaux

Art Director: Ryan Evancho Copywriter: Daniella Dowiak

Creative Directors: Julie Dixon, Chuck Lowensen



## 2020 MAXI Awards DIGITAL MEDIA Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### ORGANIC SOCIAL REPRODUCTIVE RIGHTS CAMPAIGN

American Civil Liberties Union Joe Coakley

Agency: O'Brien Garrett

Account Executive: Noelle Ramsey Copywriter: Andrea Washington

Director, Digital Development: Joe Coakley,

**ACLU** 



#### **NONPROFIT SPECIAL APPEAL**



#### SAVE THE REDWOODS LEAGUE - STAGG TREE EMAIL

Save the Redwoods League Kate Berry

Agency: K2D Strategies

Account Executive: Angela Guzman Account Manager: Sheryl O'Keefe

Art Director: Jeph Christoff Creative Director: Alex Madison

Digital Marketing Manager: Marcos Costineiras,

SRL

Director, Annual Giving: Kate Berry, SRL

Director of Communications: Garrison Frost, SRL





## 2020 MAXI Awards DIGITAL MEDIA Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### RED CLOUD INDIAN SCHOOL - 2019 GIVING TUESDAY EMAILS

Red Cloud Indian School DeAndra McLaughlin

Agency: Mal Warwick Donordigital Senior Account Executive: Katie Dunne

Account Manager: Amirah Tyler Art Director: Dell Milton

Vice President: Eric Overman





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- We believe everyone has the capacity to create a better world.
- We nurture each other as people and professionals.
- We serve humanity by providing the tools and resources that teach, inspire, and motivate others to act.

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#### Resource One

- Fundraising Group -

For more information contact: Bryan Lank: bryan@resource-one.us

## 2020 MAXI Awards MULTI-CHANNEL Campaign

#### NONPROFIT ACQUISITION/PROSPECTING



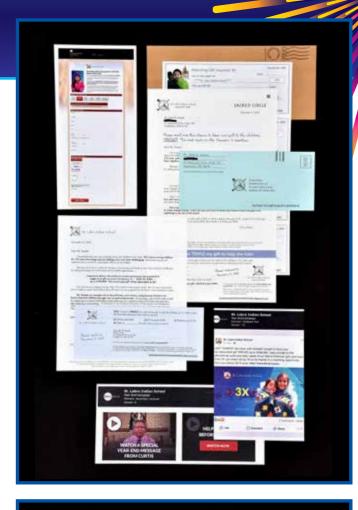
#### ST. LABRE INDIAN SCHOOL TRIPLE MATCH YEAR END APPEAL

St Labre Indian School Rachel Earl

Agency: RKD Group

Account Executive: Cara Marinelli Account Manager: Devon Welborn

Art Director: Deirdre Pocase Copywriter: Mary Guinane Creative Director: Mario Salman



#### NONPROFIT ACQUISITION/PROSPECTING



#### NORTH TEXAS FOOD BANK FACE OF HUNGER

North Texas Food Bank *Lexi Kay* 

Agency: RKD Group

Account Director: Cody Mains Account Manager: Lindsey McCarthy Art Director: Courtney Edwards Copywriter: Josie Rojewski

Production Manager: Emily Sciantarelli

Creative Director: Mario Salman





## MULTI-CHANNEL Campaign

#### **NONPROFIT MAJOR DONOR**



#### NATIONAL GEOGRAPHIC SOCIETY 2019 MID-LEVEL RENEWAL SERIES

National Geographic Society Mikaela King

Agency: Impact Communications, Inc, Account Manager: Hannah Summers

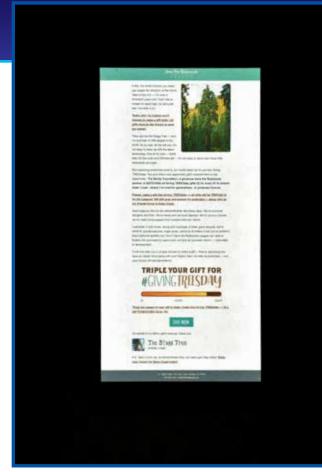
Copywriter: Juliana Price

Creative Director: Kathy Swayze

Designer: Bojan Valvoic

Production Manager: Les Markman, PMG

Telemarketing Firm: SD&A



#### **NONPROFIT RENEWAL**



#### BRIGHAM AND WOMEN'S HOSPITAL HOLIDAY MATCH CAMPAIGN

Brigham and Women's Hospital Jeff Caplain

Agency: RKD Group

Account Director: Ioannis Saratsis Account Executive: Mercedes Padilla

Copywriter: Victoria Beeber Creative Director: Mario Salman



# MULTI-CHANNEL Campaign

#### **NONPROFIT RENEWAL**



## INNER-CITY SCHOLARSHIP FUND SCHOLARSHIP VOUCHERS

Inner-City Scholarship Fund Thomas Zwilling

Agency: Faircom New York

Senior Account Director: Marissa Effman Senior Director Digital Marketing: Carla San

Vincente

Account Director: Tracy Coutain Art Director: Louise Johnson Copywriter: Linda Lapp

Production Manager: Ron Kreutzer

Printer: A Plus Letter Service



#### **NONPROFIT RENEWAL**



# K9S FOR WARRIORS MULTICHANNEL MOTHER'S DAY CAMPAIGN

K9s For Warriors Sarah LeGrand

Agency: TrueSense Marketing, Inc. Account Director: Jennifer Starrett Account Manager: Stacey Christe

Art Director: Matt Lorenz Copywriter: Lori Gunnell

Creative Director: Angie MacAlpine





# MULTI-CHANNEL Campaign

#### **NONPROFIT SPECIAL APPEAL**



## SHRINERS HOSPITALS FOR CHILDREN GIVING TUESDAY CAMPAIGN

Shriners Hospitals for Children Marty Quessenberry

Agency: Edge Direct

Account Director: Margaret Chialastri Account Executive: Courtney Marsh

Copywriter: Sam Ackeman

Creative Director: Kaitlyn Schmeiser Online Consultant: Crosby Marketing



#### **NONPROFIT SPECIAL APPEAL**



## AMERICARES GIVING TUESDAY MULTI-CHANNEL

Americares
Trista Murphy

Agency: The Harrington Agency Account Executive: Sarah Harris

Digital Account Manager: Ryan McKinney

Art Director: Steve Fleshman, DR2

Copywriter: Wendy Davis

Creative Director: Cheryl Keedy Production Manager: Rusty Varney Senior Strategist: Jessica Harrington

Lettershop: RWT Production Printer: RWT Production



# MULTI-CHANNEL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### SAVE THE REDWOODS LEAGUE - 2019 ALDER CREEK CAMPAIGN

Save the Redwoods League Kate Berry

Agency: K2D Strategies

Account Director: Angela Guzman Account Manager: Sheryl O'Keefe

Art Director: Jeph Christoff Copywriter: Alex Madison

Digital Marketing Manager: Marcos Costineiras, SRL

Director, Annual Giving: Kate Berry, SRL

Director of Communications: Garrison Frost, SRL



#### **NONPROFIT SPECIAL APPEAL**



# HUMAN RIGHTS CAMPAIGN PRE-PRIDE SUSTAINER UPGRADE

Human Rights Campaign Dane Grams

Agency: Lautman Maska Neill & Company

Account Director: Rachel Kottler Account Executive: Devon Bruzzone

Copywriter: Rachel Kottler Creative Director: Dana Kunkel





# MULTI-CHANNEL Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### CHRISTIAN APPALACHIAN PROJECT SPRING GIVING SPIRIT IN BLOOM CAMPAIGN

Christian Appalachian Project Ryan Chapman

Agency: CDR Fundraising Group

Account Executives: Becca Luckett, Kathi Geddes Account Managers: Amy Braiterman, Kevin Payne

Advertising Specialist: Dina Trembisky

Art Director: Ryan Evancho
Copywriter: Julie Dixon
Creative Director: Julie Dixon
Production Manager: Katio At

Production Manager: Katie Atkinson



#### **NONPROFIT SPECIAL APPEAL**



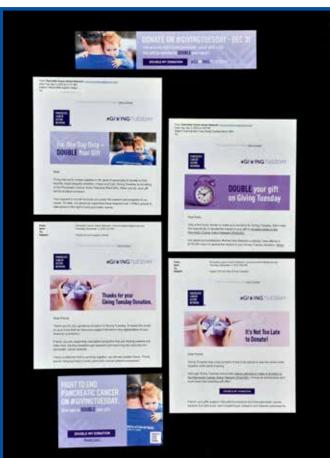
## PANCAN MULTI-CHANNEL - GIVING TUESDAY

Pancreatic Cancer Action Network

Danielle Roane

Agency: MarkeTeam

Account Executive: Kelly Mostowy Account Manager: Holly Davis Art Director: Vera Gorbunova Copywriter: Aundrea Hearn Online Consultant: Mary Getz Project Manager: Andrea Kirby







eBook

36% of donors say they will give *more* this December

ACCESS THE FINDINGS 1







# Congratulations to all of this year's Maxi Winners!

Fundraising Communications
Mid-Level Fundraising
Gift Planning

www.impactdc.com

# CONGRATULATIONS DMAW'S 2020 MAXI AWARD WINNERS

WHAT WE DO BEST:





JAPS-OLSON COMPANY
Commercial Print & Direct Mailers



FOR MORE INFORMATION CONTACT

CORY FUNK

CORY.FUNK@JAPSOLSON.COM 952.912.1829

# TELEMARKETING Campaign

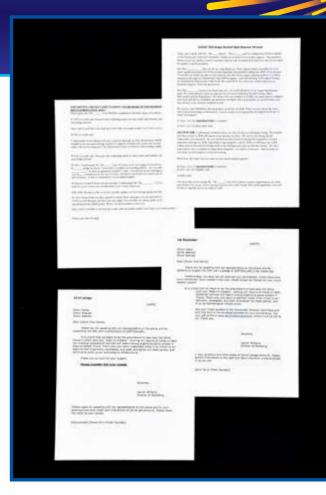
#### **POLITICAL MAJOR DONOR**



#### **DNC RAPID RESPONSE TELEMARKETING**

**Democratic National Committee** Lauren Williams

Agency: Mal Warwick Donordigital Account Director: Tiffany Reed Account Executive: Melanie Smith Creative Director: Tiffany Reed Telemarketing Firm: DCM







### Congratulations to the 2020 MAXI Award Winners

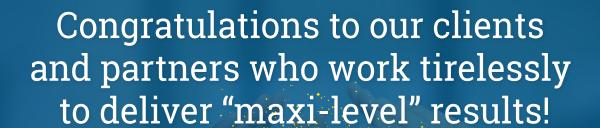
DonorBase is honored to support and serve your agencies as you work to create the most effective fundraising campaigns possible!

We congratulate your creative staff on producing award winning packages that serve great causes.

We are happy to provide you with intelligent data to fuel your success. Think of DonorBase direct mail and digital audiences when you are ready to reach the best donors that will continue to give and support your cause.

Congrats from the DonorBase Team, Bruce, Sherene, Debbie, Allison, Jim, Kait and Gal

www.donorbase.com





Wiland proudly celebrates over 40 years of marketing excellence with you.

Wiland

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wiland.com

# WORKHORSE Campaign

#### NONPROFIT ACQUISITION/PROSPECTING



# OCEAN CONSERVANCY CALENDAR ACQUISITION WORKHORSE

Ocean Conservancy

Amy Fonville

Agency: Newport One

Account Executive: Collin Ward Account Manager: Alexa Dysch Printer: Production Solutions



#### **NONPROFIT RENEWAL**



# CAMILLUS HOUSE THANKSGIVING RECIPES

Camillus House Christine Perez

Agency: New River Communications
Account Executive: Shaun Petersen
Account Manager: Rod Taylor
Art Director: Austin Schuldt
Copywriter: Larry Montali

Creative Director: Larry Montali

Production Manager: April Fifer, RWT Production





# WORKHORSE Campaign

#### **NONPROFIT SPECIAL APPEAL**



#### **GIVING DAY ONLINE APPEAL**

Farm Sanctuary Lisa Felding

Agency: Avalon Consulting Group, Inc.
Account Executive: Margot O'Leary
Account Manager: Amy Vanpouille Padre
Art Directors: Alana Littman, Tom Drymon
Copywriters: Tara Pabellon, Jake Koenigsberg



#### **NONPROFIT SPECIAL APPEAL**



## ST. LABRE CHRISTMAS ORNAMENT PACKAGE

St Labre Indian School Rachel Earl

Agencies: ResourceOne Fundraising Group and

Fundraising That Works!

Account Director: Pam Creekmore Account Executive: Erin Speier Account Manager: Greg Stoddard

Art Director: Calie Taylor

Copywriter: Lester Zaiontz, Fundraising That

Works!

Creative Director: Lester Zaiontz, Fundraising

That Works!

Lettershop: ResourceOne Printer: ResourceOne



# 2020 MAXI Awards WORKHORSE Campaign

#### POLITICAL ACQUISITION/PROSPECTING



# SUSAN B. ANTHONY LIST - CRUZ PETITION TO DEFUND PLANNED PARENTHOOD

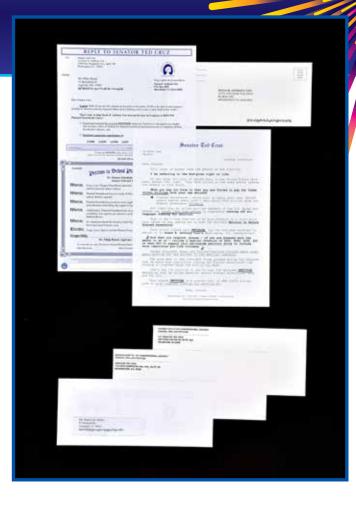
Susan B. Anthony List Emily Buchanan

Agency: The Lukens Company Account Executive: Emi Averill

Art Directors: Gary Cooper, John Jones

Copywriter: James Knode

VP, Political Services: Olivia Kelley Delgado Executive Vice President: Seth Colton







Kelly Leech 703.487.4484 Andrew Giffen 571.281.3416



# We're thrilled with our two new Maxi Awards, but there's one honor we value more...

Winning awards is nice. It confirms that we produce **smart**, **intriguing**, **innovative creative** that inspires people to support our clients.

And at the end of the day, that's more important. When people vote with their gifts, children receive nutrition, immunizations, and the opportunity to survive. Cancer research is accelerated, clinical trials are funded, and patient outcomes improve. Hospitals gain funding. Children receive free cleft surgery. Environmental lawyers go to court to protect our air and water and endangered species...

And the world becomes a better place.





If you want to be part of the MarkeTeam cycle of success, please contact
Jeff Huberty at jhuberty@mkteam.com

# WINNERS LIST



O'Brien Garrett

Organic Social Reproductive Rights Campaign

**DIGITAL MEDIA CAMPAIGN** 

Nonprofit Renewal — \* Gilver

Avalon Consulting Group, Inc.

Using Technology to Recoup Online Revenue

Nonprofit Special Appeal — \* Gold

Media Cause

Herbalife Nutrition Foundation's Year-End Campaign

Nonprofit Special Appeal — \* Gilver

Mal Warwick Donordigital

NOW 2019 Year-end Campaign

Nonprofit Special Appeall — \* Bronze

O'Brien Garrett

Organic Social Reproductive Rights Campaign

CDR Fundraising Group

Toys for Tots Ask and You Shall Receive Santa

Mal Warwick Donordigital

Red Cloud Indian School -2019 Giving Tuesday Emails

**K2D Strategies** 

Save the Redwoods League -Stagg Tree Email

**DIRECT MAIL CAMPAIGN** 

Nonprofit Acquisition/Prospecting — \* Gilver

**Fund Raising Strategies** 

Boots on the Ground

Daniller + Company

The Franklin Institute - February 2019 Member

Acquisition

The Lukens Company

AMMP February 2019 Membership Acquisition Appeal

Nonprofit Acquisition/Prospecting — \* Bronse

**Fund Raising Strategies** 

Raffy and Cookie

ResourceOne Fundraising Group

TWR North Korea Acquisition Poster

Lautman Maska Neill & Company

Parkinson's Foundation August 2019 Acquisition

Nonprofit Major Donor — \* Gold

Impact Communications, Inc,

WWF Mid-Level Invitation Package

Nonprofit Major Donor — \* Gilver

Mal Warwick Donordigital

Earthjustice Justice Partners Announcement

Nonprofit Major Donor — \* Bronse

Mal Warwick Donordigital

IPPF/WHR October Midlevel Campaign

Nonprofit Reinstatement/Lapsed — # Gilver

Daniller + Company

The Clark Institute - June 2019 Lapsed Recapture

Nonprofit Reinstatement/Lapsed — \* Bronze

MarkeTeam

Smile Train Lapsed Recapture - HVP Socks Package

Nonprofit Renewal — \* Gold

Faircom New York

The Lustgarten Foundation "Progress & Promise"

Fall Newsletter

Nonprofit Renewal — # Gilver

Lautman Maska Neill & Company MSF-USA "Early Supporter Card" Renewal

ResourceOne Fundraising Group/Fundraising

That Works

St. Labre Gray GK Renewal Package

Nonprofit Renewal — \* Bronze

Edge Direct

The Flame of Freedom

Edge Direct

CAF Year End Personalized Labels & Aircraft Cards

Appeal

Nonprofit Special Appeal — 🎇 🕜

American Battlefield Trust

2019 Stones River Appeal

American Battlefield Trust

2019 Perryville 2nd Ask Appeal

**Edge Direct** 

Daughters of the American Revolution -

Commemorative Scarf Campaign

ResourceOne Fundraising Group/Fundraising

That Works

St. Labre Christmas Stocking Bounce-Back Test

CDR Fundraising Group

Toys for Tots Just Say Thank You Campaign

Nonprofit Special Appeal — \* Gilver

American Battlefield Trust

2019 1862 Appeal

Avalon Consulting Group, Inc.

Tortoise Discovery Appeal

Newport One

Best Friends 2025 State Plan Appeal

Lautman Maska Neill & Company

Before Another Dog Dies Appeal



## WINNERS LIST



Avalon Consulting Group, Inc. Old School Follow-Up Appeal

Lautman Maska Neill & Company MSF-USA "Last Chance" Appeal

Mal Warwick Donordigital Kindness Appeal

American Battlefield Trust

2019 Special Tax Questionnaire Appeal

**Avalon Consulting Group, Inc.** Wall of Honor Postcard

O'Brien Garrett

NRDC Giving Tuesday Mail Campaign

The Lukens Company NCPSSM's Nonprofit Indicia Postage Test

Mal Warwick Donordigital NOW 2019 May Appeal

**IFAW** 

IFAW Northern Dogs Blanket Engagement Appeal

Political Renewal — \* Gilver

Mal Warwick Donordigital

DNC Leadership Circle August Renewal

ABD Direct DCCC Renewal 1

Political Special Appeal — \*\* Gilver Chesapeake DM Group, Inc.
Benefit Bump Rolodex Package

#### **MULTI-CHANNEL CAMPAIGN**

Nonprofit Acquisition/Prospecting — # Gold RKD Group

St. Labre Indian School Triple Match Year End Appeal

Nonprofit Acquisition/Prospecting — # Gilver RKD Group

North Texas Food Bank Face of Hunger

Nonprofit Major Donor — \* Gilver

Impact Communications, Inc,

National Geographic Society 2019 Mid-Level Renewal Series

Nonprofit Renewal — # Gilver

**RKD Group** 

Brigham and Women's Hospital Holiday Match Campaign

Faircom New York

Inner-City Scholarship Fund Scholarship Vouchers

Nonprofit Renewal — \* Bronze

TrueSense Marketing, Inc.

K9s for Warriors Multichannel Mother's Day Campaign

Nonprofit Special Appeal — \* Gold

The Harrington Agency

Americares Giving Tuesday Multi-Channel

**Edge Direct** 

Shriners Hospitals for Children Giving Tuesday Campaign

Nonprofit Special Appeal — # Gilver

**K2D Strategies** 

Save the Redwoods League - 2019 Alder Creek Campaign

Lautman Maska Neill & Company

Human Rights Campaign Pre-Pride Sustainer Upgrade

Nonprofit Special Appeal — \* Bronze

MarkeTeam

PanCAN Multi-Channel - Giving Tuesday

CDR Fundraising Group

Christian Appalachian Project Spring Giving Spirit in Bloom Campaign

#### **TELEMARKETING CAMPAIGN**

Political Major Donor - # Gilver Mal Warwick Donordigital

DMC Rapid Response Telemarketing

#### **WORKHORSE CAMPAIGN**

Nonprofit Acquisition/Prospecting — # Gilver Newport One

Ocean Conservancy Calendar Acquisition Workhorse

Nonprofit Renewal — \* Bronze

**New River Communications** 

Camillus House Thanksgiving Recipes

Nonprofit Special Appeal — \* Gold Avalon Consulting Group, Inc.

Giving Day Online Appeal

St. Labre Christmas Ornament Package

Susan B. Anthony List - Cruz Petition to Defund Planned Parenthood

