

2020 **MAXI** Awards
WINNERS LIST

BIG IDEA

O'Brien Garrett
Organic Social Reproductive Rights Campaign

DIGITAL MEDIA CAMPAIGN

Nonprofit Renewal — *Silver*
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 — *Silver*
Mal Warwick Donordigital
NOW 2019 Year-end Campaign

Nonprofit Special Appeal — *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 — *Silver*
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 — *Bronze*
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 — *Silver*
Mal Warwick Donordigital
Earthjustice Justice Partners Announcement

Nonprofit Major Donor — *Bronze*
Mal Warwick Donordigital
IPPF/WHR October Midlevel Campaign

Nonprofit Reinstatement/Lapsed — *Silver*
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 — *Silver*
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 — *Gold*
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 — *Silver*
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

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Nonprofit Special Appeal — * *Bronze*

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 — * *Silver*

Mal Warwick Donordigital
DNC Leadership Circle August Renewal

ABD Direct
DCCC Renewal 1

Political Special Appeal — * *Silver*

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 — * *Silver*

RKD Group
North Texas Food Bank Face of Hunger

Nonprofit Major Donor — * *Silver*

Impact Communications, Inc.
National Geographic Society 2019 Mid-Level Renewal Series

Nonprofit Renewal — * *Silver*

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 — * *Silver*

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 — * *Silver*

Mal Warwick Donordigital
DMC Rapid Response Telemarketing

WORKHORSE CAMPAIGN

Nonprofit Acquisition/Prospecting — * *Silver*

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

Nonprofit Special Appeal — * *Silver*

ResourceOne Fundraising Group/Fundraising That Works
St. Labre Christmas Ornament Package

Political Acquisition/Prospecting — * *Silver*

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