

MARKETING AWARD FOR EXCELLENCE AND INNOVATION
2021 MAXI AWARDEES

Digital Campaign

Nonprofit Fundraising Appeal

Avalon Consulting Group, Inc.
Meeting the Moment: A Special Social Justice Outreach

CDR Fundraising Group
Christian Appalachian Project End of Year Search

CDR Fundraising Group
Mount Vernon Ladies Association
#GivingTuesday Double Your Buck

CDR Fundraising Group
Toys for Tots #GivingTOYSday Campaign

Faircom New York
Human Rights Watch Giving Tuesday 5X Match

K2D Strategies
Save the Redwoods League: Big Basin
Emergency Email Appeal

Lautman Maska Neill & Company
Heifer Food Baskets Campaign

Lautman Maska Neill & Company
PCRM Nutrition Renewal Campaign

Lautman Maska Neill & Company
HRC Gives Back Mask Campaign

Lautman Maska Neill & Company
Human Rights Campaign Year-end
Membership Challenge

The Harrington Agency
Central Park Conservancy September Budget
Shortfall Email Appeal

Direct Mail Campaign
Nonprofit Acquisition/Prospecting

Avalon Consulting Group, Inc.
"No Home to Go to" Acquisition

Edge Direct
PVA Memory Medallion

Lautman Maska Neill & Company
MSF-USA Face Mask Acquisition

Lautman Maska Neill & Company
Reading Is Fundamental November Sign and
Return Acquisition

Lautman Maska Neill & Company
Human Rights Campaign: Love Conquers Hate
Acquisition

Lautman Maska Neill & Company
PCRM: Calendar of Compassion Acquisition

MarkeTeam
Smile Train Acquisition Smile File

The Lukens Company
National Republican Senatorial Committee
Area Assessment Acquisition

Direct Mail Campaign

Nonprofit Major Donors

Impact Communications, Inc,
Howard University 2020 Year End High Dollar Package

O'Brien Garrett
Oxfam America April Mid Level Match Appeal

Direct Mail Campaign

Nonprofit Reinstatement/Lapsed

Daniller + Company
Naples Botanical Garden - January 2020 Lapsed Recapture

Direct Mail Campaign

Nonprofit Renewal

CDR Fundraising Group
Lutheran World Relief Autumn Special Reports DM Newsletter

Mal Warwick Donordigital
Student Conservation Association 2020 First Renewal
Newport One
White House Universal Renewal 1

Edge Direct
iMuchas Gracias Amigos! SHC's Hispanic Match Challenge

Edge Direct
Seas & Greetings!

Edge Direct
This is Your Fight, Too!

MarkeTeam
Oblate Missions - St. Michael Healing Pendant

ABD Direct
Amnesty International Year-end Wave 1 Appeal

Altus Marketing
St. Labre Indian School Graduation Appeal

Avalon Consulting Group, Inc.
Come Together Emergency Appeal

CDR Fundraising Group
Mount Vernon Ladies Association Holiday Card Test

K2D Strategies
Humane Society Naples November 2020 Matching Gift Appeal

Lautman Maska Neill & Company
Heifer Wagalog

Lautman Maska Neill & Company
Meals on Wheels Coop April 2020 Appeal

Lautman Maska Neill & Company
MSF-USA "Bounce Back" Cultivation

Lautman Maska Neill & Company
MSF-USA "Table Topics" Cultivation

Lautman Maska Neill & Company
MSF-USA COVID-19 Emergency Appeal

Mal Warwick Donordigital
Project HOPE Winter Newsletter

MarkeTeam
Beer, Sports, Fundraising - Inova Health Foundation Give to the Givers

Newport One
Best Friends Ripple Appeal Campaign

Direct Mail Campaign

Nonprofit Renewal *(continued)*

O'Brien Garrett

National Audubon Society - October Leadership Report Appeal

O'Brien Garrett

UCS Henry Kendall Society Year-End Appeal

The Lukens Company

American Leprosy Missions 'Leprosy Vaccine' Appeal

The Lukens Company

Woodland Park Zoo 2019 Gift Membership Appeal

Direct Mail Campaign

Political Special Appeal

ABD Direct

DCCC Key Tag Appeal

Mal Warwick Donordigital

DNC President Obama Cultivation

The Lukens Company

National Republican Senatorial Committee Georgia Runoff Special Appeal

DRTV-DR Radio Campaign

Nonprofit Sustainer

DDTV

No Kid Hungry DRTV Pilot Campaign for Sustainer Acquisition

Multi-Channel Campaign

Nonprofit Special Appeal

Avalon Consulting Group, Inc.

"Nearly Impossible" Emergency Appeal

Lautman Maska Neill & Company

PCRM: It Still Gives Me Nightmares Campaign

Mal Warwick Donordigital

PETA Presents Campaign

Avalon Consulting Group, Inc.

"Monthly Aid for Farm Animals During Covid" Sustainer Series

MarkeTeam

UNICEF USA Renewal - Multi-Channel Sustainer Invitation

The Harrington Agency

Americare Covid-19 Rapid Response

The Harrington Agency

Americares Year-End Campaign

Workhorse Email Campaign

Nonprofit Special Appeal

Avalon Consulting Group, Inc.

How the Trusted Set Up Its Perennial Membership Month Campaign for Success