

MARKETING AWARD FOR EXCELLENCE AND INNOVATION
2022 MAXI AWARDEES

Digital Channel

Acquisition/Prospecting

Avalon Consulting Group
"Inspired Places" e-Acquisition Series

Lautman Maska Neill & Company
VHC Grateful Patient Conversion

Nonprofit Special Appeal

Newport One
American Battlefield Trust Education
Road Trip series

Mal Warwick Donordigital
SCA Postcards Acquisition

Newport One
Hawaiian Humane Society - Monthly
Recruitment & Upgrade Emails

MarkeTeam
UNICEF USA Acquisition - October
Hats Boots Mittens Once & Done

Newport One
April Acquisition Address Label
Control with QR code

Direct Mail Campaign

Acquisition/Prospecting

Avalon Consulting Group
Visitor Conversion Member Card
Acquisition Mailing

New River Communications
CWM DR Congo Orphanage ACQ

Chapman Cubine Allen + Hussey
Humane Society of the United States
Animal Lover's Calendar + Day Planner Test

The Lukens Company
Academy Museum of Motion Pictures
April 2021 Charter Member
Acquisition Appeal

Daniller + Company
Pennsylvania Horticultural Society
March 2021 Member Acquisition Campaign

Nonprofit Major Donors

Chapman Cubine Allen + Hussey
Humane Society of the United States
Agenda YTD Package

Daniller + Company
The Frick Collection, January 2021
Frick Madison Opening Acquisition

Mal Warwick Donordigital
PETA's Vanguard Vivisection
Match Proposal

Eberle Communications Group
Monica's Story

Reinstatement/Lapsed

Faircom NY
Friends of Notre-Dame Photo
Note Card Acquisition

Daniller + Company
Brooklyn Museum May 2021
Lapsed Recapture

Daniller + Company
Solomon R. Guggenheim Museum-
September 2021 Lapsed Recapture

The Lukens Company
SFMOMA June 2021 Reactivation Postcard

Renewal

Edge Direct
History In The Making: The National
World War II Museum's Flag of
Honor Campaign

Edge Direct
Keep Them Flying: Commemorative
Air Force Print Campaign

Edge Direct
Society of the Little Flower
Emergency Appeal

Faircom NY
USCJ Reusable Tote Bag Renewal

Lautman Maska Neill & Company
The ALS Association Caregiver Appeal

Mal Warwick Donordigital
American Friends Service
Committee's Renewal Reminder

MarkeTeam
UNICEF USA Renewal - September
Double Slip Match Grant Follow Up

Special Appeal

Avalon Consulting Group
"Democracy Has Prevailed"
Direct Mail Appeal

Avalon Consulting Group
"Resilience and Resistance" Appeal

Faircom NY
TechnoServe Mid-Level Challenge Match

K2D Strategies
March Kitten Petition Appeal

K2D Strategies
No Voice No Choice FDA Appeal

Lautman Maska Neill & Company
MSF-USA Haiti Emergency Appeal

Lautman Maska Neill & Company
MSF-USA Year in Review Appeal

Mal Warwick Donordigital
American Jewish World Service
Chanukah Appeal 2020

MarkeTeam
League of Women Voters –
Women Power Democracy

New River Communications
T2T 'Never Forget' Flag Decal Campaign

RKD Group
International Fellowship of
Christians and Jews Annual Report

The Harrington Agency
Lutheran Immigration and Refugee
Service Emergency Appeal

The Harrington Agency
National LGBTQ Task Force Year-End Appeal

Special Event

Newport One
Adopter Gotcha Day Anniversary Mailing

Multi-Channel Campaign

Acquisition/Prospecting

The Harrington Agency
Bobby Get's PICL'd

Renewal

CDR Fundraising Group
DAV Field of Flags 2021

MarkeTeam
Pancreatic Cancer Action Network
- Drive to Thrive Campaign

Nexus Direct
CS End-of-Year Digital 2020

Nexus Direct
CS Giving Tuesday 2020

Special Appeal

Avalon Consulting Group
Emergency Cat Rescue e-Appeal

Chapman Cubine Allen + Hussey
The Jane Goodall Institute "One Person Can"
Jane's Birthday Matching Gift Campaign

Edge Direct
Give the Gift of Love: Shriners Children's™
Holiday and End of Year Campaign

Lautman Maska Neill & Company
Parkinson's Foundation Year-End Campaign

Newport ONE
American Battlefield Trust Champion Hill
Multi-Channel Appeal

The Harrington Agency
Central Park Conservancy Year End

Workhorse Campaign

Renewal

Creative Direct Response, Inc.
Christian Appalachian Project Holiday Ornament
& Cards