

2022

MAXI *Awards*

Together Again!



THE STANDARD IN DIRECT MARKETING EXCELLENCE!



Our greatest award
is serving ***you!***

Celebrating Fundraising
Excellence with all 2022 Winners



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2022 MAXI Awards

Direct Marketing Association of Washington

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

2022 MAXI AWARDS *Committee*

The DMAW Board of Directors 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.

Our Thanks to the 74 outstanding volunteers who judged the 2022 MAXI Awards! A challenge again became an opportunity – by having to judge the MAXIs virtually, enabling volunteers from around the country to participate. Each MAXI entry was judged three times during two Zoom meetings for a total of 220 hours judging time. While each campaign reviewed was remarkable, the judges' scores identified 53 amazing award-winning campaigns – including a BIG IDEA Winner! And we present them to you in this publication.

MAXI Awards Chair & DMAW Board of Director Liaison

Jim Chmielewski, Public Interest
Communications, a division of SIGNIA

Planning Committee

Bryan Evangelista, Lautman Maska
Neill & Company

Victoria Heckler, Mal Warwick
Donordigital

Tracy Lea, The Harrington Agency

Teresa Weaver, O'Brien Garrett

Joanne Wilson, The Humane Society
of the United States

Program Book Production

Susan Curran, Sue Curran Design

Program Book Photographer

Ron Guberman, Media Reactions

Display Panels

Cassandra Chisholm

Printing

MVP Press

Scriptwriter

Stephen Godbout, CDR Fundraising
Group

Video Production

Ron Guberman, Media Reactions

Awards

Summit Group

Sponsorship Sales

Maire Kosanovich, Lautman Maska
Neill & Company

Rebecca Shapalis, Avalon Consulting

Polly Papsadore, PMG

Teresa Weaver, O'Brien Garrett

Awards Masters of Ceremonies

Elise Buck, MailSmart Logistics

Stephen Godbout, CDR Fundraising
Group

DMAW

Donna Tschiffely, Executive Director

Ann Walsh, MAXI Awards Manager

2022 MAXI AWARDS

Judges

Judging Coordinators

Bryan Evangelista, Lautman Maska Neill & Company

Tracy Lea, The Harrington Agency

Senior Judges

Barry Cox, Copywriter

Steve Fleshman, DR2

Lisa French, Eidolon Communications

Mary Getz, MESG Marketing

Polly Papsadore, PMG

Teresa Weaver, O'Brien Garrett

Judges

Marti Allen, Edge Direct

Mike Anderson, Allied Printing Resources

Lori Archut, K2D Strategies

Barbara Armentrout, Mesa Group

Shannon Baccaglini, Wolf Trap Foundation for the Performing Arts

Bob Becker, Design Distributors

Brian Brilliant, Brilliant Communications

Autumn Carl, Infomergent, LLC

Phyllis Caudill, Christian Appalachian Project

Christa Chappel, Lautman Maska Neill & Company

Jim Chmielewski, Public Interest Communications, a division of SIGNIA

Amanda Cline, National Trust for Historic Preservation

Peter Cline, CDR Fundraising Group

Laura Connors, National Parks Conservation Association

Jennifer Deerr, K2D Strategies

Amy English, International Fund for Animal Welfare

Bryan Evangelista, Lautman Maska Neill & Company

Robert Fisher, The Harrington Agency

Steven Fleshman, DR2

Jennifer Gehring, Nexus Direct

Tracey Goetchius, Lautman Maska Neill & Company

Amy Graves Beaudoin, AGB Creative

Kim Harmon, Edge Direct

Matt Hepler, MKDM

Barbara Johnson, MarkeTeam

Michelle Johnston, Production Solutions

Karen Jones, Edge Direct

Karen Jones, MalWarwick Donordigital

Marie Kosanovich, Lautman Maska Neill & Company

Tim Logan, Edge Direct

Dennis Lonergan, Eidolon Communications

Debbie Loubier, The Lukens Company

Chris Lyons, NonProfit PRO

Lami Macbeth, Environmental Defense Fund

Justin McCord, RKD Group

Dan McNamara, RR Donnelley

Larry Montali, New River Communications

April Moore, Lautman Maska Neill & Company

Monique Morrow, CDR Fundraising Group

Liz Murphy, Allegiance Group

DeDi Oxenberg, CDR Fundraising Group

Adva Priso, Chapman Cubine Allen + Hussey

Jean Qiao, Lautman Maska Neill & Company

Joana Ramalho, Nexus Direct

Noelle Ramsey, O'Brien Garrett

Claire Recalde, ABD Direct

Amy Ricigliano, Eidolon Communications

Robin Riggs, RKD Group

Kristi Rinck, Nexus Direct

Laura Rynkiewicz, Nexus Direct

Fern Sanford, Fern Sanford Creative

Mary Schultz, Schultz & Williams

Kristin Serrano, Schultz & Williams

Lisa Smith, Newport One

Angela Struebing, Capital One

Jordanna Sussman, Lautman Maska Neill & Company

Jade Swanson, MESG Marketing

Bryan Terpstra, Bryan Terpstra Consulting

Bessie Thibodeaux-Belcher, St. John's Community Services

Christiana Trenum, Planet Direct

Britt Vatne, Adstra Nonprofit

Alice Vaughn, CDR Fundraising Group

Jamie Veltri, Moore DM Group

Amanda Wasson, RKD Group

Holly White, PMG

Gerri Zimbardi, Eidolon Communications

Together Again!

MAXI

Sponsors

Gold



Silver



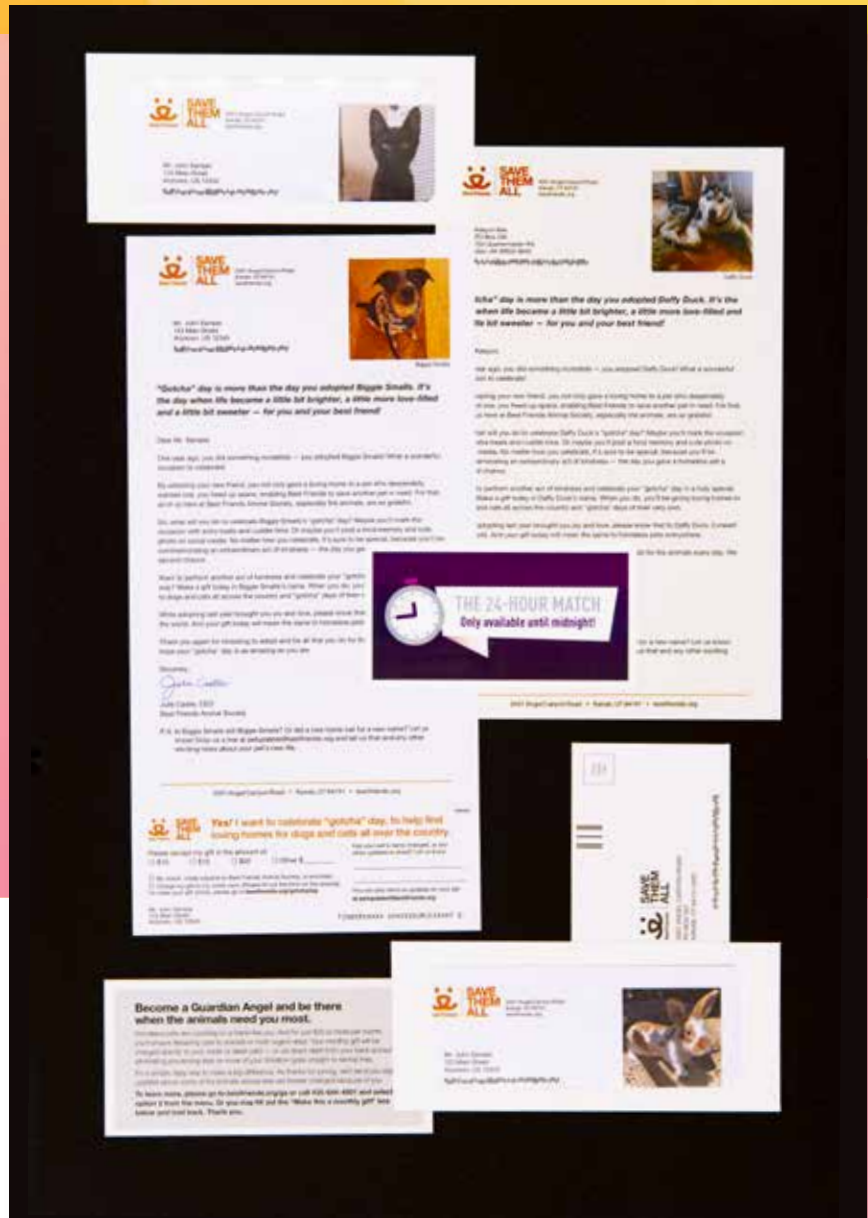
2022 MAXI AWARDS *Big Idea*

Big Idea

Best Friends Adopter Gotcha Day Anniversary Mailing

Best Friends Animal Society
Vicky Barrett

Agency: Newport One
Account Director: Stacey Rubenstein
Production Manager: Cindy Barham
List Broker: Carly Dy-Buncio



People.

Passion.

Progress.



**Driven by our passion,
motivated by YOUR Mission.**

From multimedia digital and direct mail to telemarketing and SMS, CCAH's **MAXI** award-winning campaigns help our client-partners stand out in a competitive ever-evolving market. To be successful in a fast-paced environment, you can't just keep up with change, you must create change.

**Your nonprofit makes an impact.
Your direct marketing should, too.**

Let us show you the CCAH difference!



**Chapman Cubine
Allen + Hussey**

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T: 703.248.0025 | ccah.com | [@ccahdirect](https://twitter.com/ccahdirect)

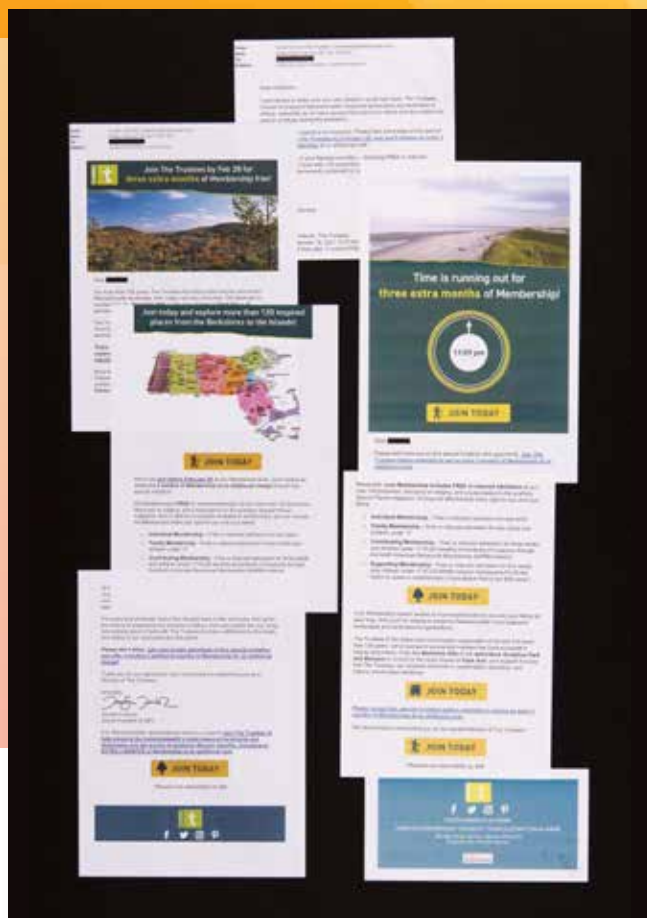


CONGRATS TO ALL THE 2022 MAXI AWARD WINNERS!

2022 MAXI AWARDS

Digital Media

CAMPAIGN



Nonprofit Acquisition/Prospecting

SILVER

The Trustees "Inspired Places" e-Acquisition Series

The Trustees
David Vincent

Agency: Avalon Consulting
 Account Director: Jackie Biancolli Libby
 Account Executive: Peter Childs
 Art Designer: Alana Littman, Avalon Design
 Copywriter: Jake Koenigsberg, Avalon Copy
 Online Consultant: Avalon Consulting



Nonprofit Special Appeal

GOLD

American Battlefield Trust Education Road Trip Series

American Battlefield Trust
Lawrence Swiader

Agency: Newport One
 Online Consultants: Debbie Young, Dani Hart

2022 MAXI AWARDS

Digital Media



Nonprofit Special Appeal

SILVER

Hawaiian Humane Society - Monthly Recruitment & Upgrade Emails

Hawaiian Humane Society
Elizabeth Gromko

Agency: Newport One
Account Director: Stacey Rubenstein
Art Designer: Stephanie Bailey
Copywriter: Amelia Kellter
Digital Architect: CR Rollyson
Online Consultant: Debbie Young



CONTACT US

Ask us how we can complement
your team!

Kelly Leech

Kelly@carolenters.com

Andrew Giffen

Andrew@carolenters.com

A graphic featuring various data visualization elements like bar charts, line graphs, and pie charts, with a hand pointing at a central circular chart.

BEYOND LISTS

CELCO is working harder than ever to offer superior acquisition, business introspection and data solutions.



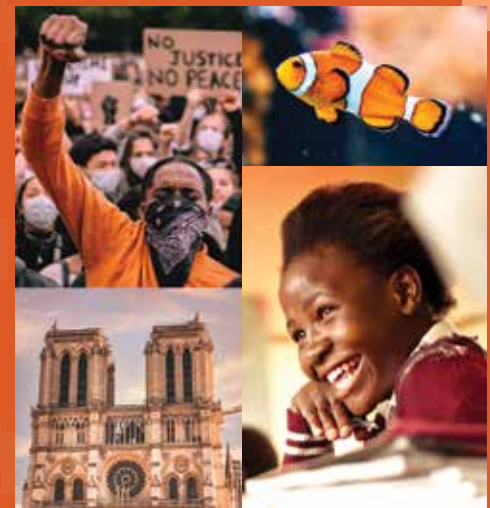
Raising Funds to Change the World

**Faircom New York congratulates
all 2022 MAXI Award winners!**

Faircom New York is an integrated fundraising agency composed of passionate development professionals. We work with your nonprofit team to raise funds at every donor level and through every channel of giving.

Whatever you do, we raise the funds to help you do it.

- » **Nonprofit Direct Mail**
- » **Digital Marketing**
- » **Mid-Level Giving**
- » **Major Giving**
- » **Planned Giving**
- » **Branding**



Want to connect with our team?

**Contact Samantha Walsh
at 212-727-3876 or email
samantha@faircomny.com
to request a proposal.**

faircomny.com





What you do makes a difference, and you have to decide what kind of difference you want to make. Jane Goodall

Congratulations to all the 2022 MAXI Winners!

And a special congrats to our clients

Central Park Conservancy

National LGBTQ Task Force

Lutheran Immigration and Refugee Service

Pennsylvania interscholastic Cycling League



theharringtonagency.com

2022 MAXI AWARDS *Direct Mail* CAMPAIGN

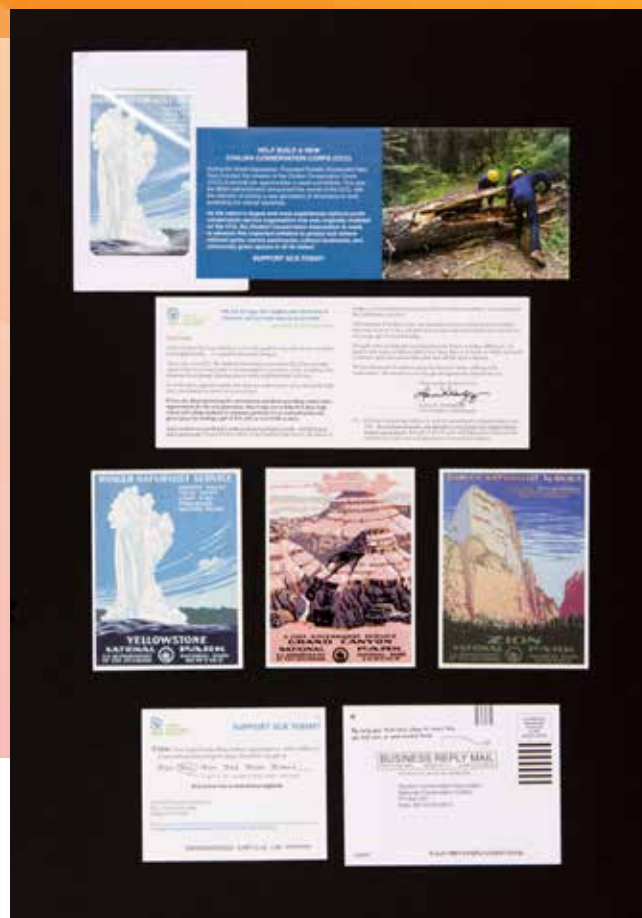


Nonprofit Acquisition/Prospecting GOLD

The Frick Collection, January 2021 Frick Madison Opening Acquisition

The Frick Collection
Angie Calderwood

Agency: Daniller + Company
Art Designer: Michael Paff, Michael Paff Design
Lettershop: Ballantine
Printer: Ballantine



Nonprofit Acquisition/Prospecting GOLD

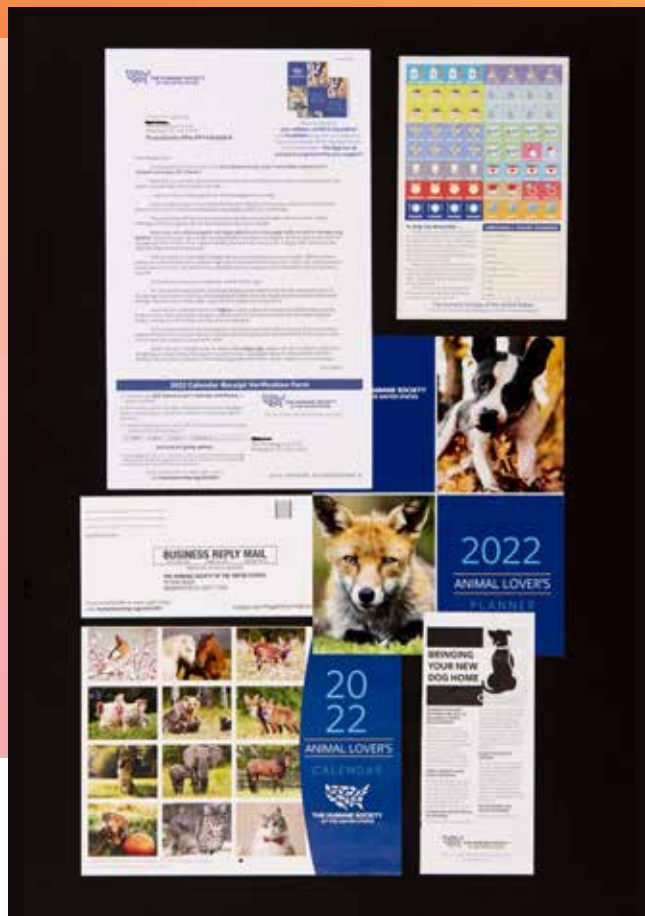
SCA Postcards Acquisition

Student Conservation Association
Lauren Harnishfeger

Agency: Mal Warwick Donordigital
Account Executive: Jennifer Rist
Account Managers: Gula Efras, Evan Goetz
Art Designer: Mark Sullivan, Image Works Creative Group
Copywriter: Tara Pabellon, Arkwright Creative LLC
Production Manager: Lisa Bublitz, RWT Production LLC
List Broker: Jennifer Cox, Names in the News
Vice President: Melissa Ford

2022 MAXI AWARDS

Direct Mail



Nonprofit Acquisition/Prospecting SILVER

Humane Society of the United States Animal Lover's Calendar + Day Planner Test

The Humane Society of the United States
Jamie Natelson

Agency: Chapman Cubin Allen + Hussey
Account Manager: Stephanie Frazier
Art Designer: Chris Quillian
Copywriter: Steven Yenzer
Creative Director: Kelly Potchak
Production Manager: Andre Temoney, HSUS
Principal & Senior Vice President: Pete Carter
Vice President: Will Kraiger



Nonprofit Acquisition/Prospecting SILVER

Friends of Notre-Dame Photo Note Card Acquisition

Friends of Notre-Dame
Michel Picaud

Agency: Faircom NY
Account Director: Winnie Mackintosh
Art Designer: Louise Johnson
Associate Vice President of Integrated Marketing:
Diana Lee
List Broker: VeraData
Lettershop: Innovairre

2022 MAXI AWARDS *Direct Mail*



Nonprofit Acquisition/Prospecting SILVER

CWM DR Congo Orphanage ACQ

Catholic World Mission
Bridgett Calia

Agency: New River Communications
Account Executive: Veronica Montali
Account Manager: Rod Taylor
Art Designer: Carlos Carbo, Acuity Integrated Marketing
Copywriter: Carlos Carbo, Acuity Integrated Marketing
Creative Director: Larry Montali
List Broker: Missy Root, VeraData



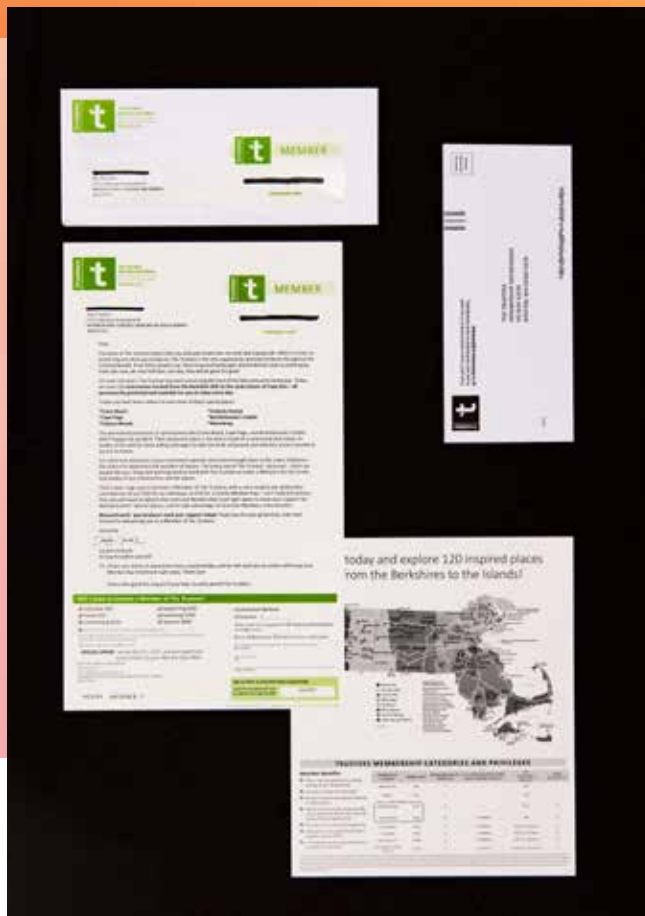
Nonprofit Acquisition/Prospecting SILVER

**Academy Museum of Motion Pictures 2021
Charter Member Acquisition Appeal**

Academy Museum of Motion Pictures
Abby Kavanaugh

Agency: The Lukens Company
List Broker: Jeanette Cassano, Belardi Wong
Production Director: Ray Avalos
Senior Account Director: Blair Kaye-Wallach

2022 MAXI AWARDS *Direct Mail*



Nonprofit Acquisition/Prospecting **BRONZE**

The Trustees Visitor Conversion Member Card Acquisition Mailing

The Trustees
David Vincent

Agency: Avalon Consulting
Account Director: Jackie Biancolli Libby
Account Executive: Peter Childs
Copywriter: Jake Koenigsberg, Avalon Copy
Creative Director: Avalon Design
Production Manager: PMG
Online Consultant: Avalon Consulting



Nonprofit Acquisition/Prospecting **BRONZE**

Pennsylvania Horticultural Society March 2021 Member Acquisition Campaign

Pennsylvania Horticultural Society
Karen Nagel

Agency: Daniller + Company
Art Designer: Deanne Clark, Deanne Clark Studios
Lettershop: Ballantine
Printer: Ballantine

Congratulations

to all of the 2022 MAXI
Award winners, including:



WHITE COAT **WASTE** PROJECT



We'd love to help you be an award winner!

Get in touch:



703.650.7491



info@k2dstrategies.com



k2dstrategies.com

DANILLER + COMPANY

Congrats, 2022 MAXI winners!

We are doggone proud of you!

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Meet Shiloh, our
cutest team member!

OUR 2022 MAXI WINNERS:

Brooklyn Museum

THE FRICK COLLECTION



Pennsylvania Horticultural Society

GUGGENHEIM

Let us help you
fetch the best results!

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2022 MAXI AWARDS Direct Mail

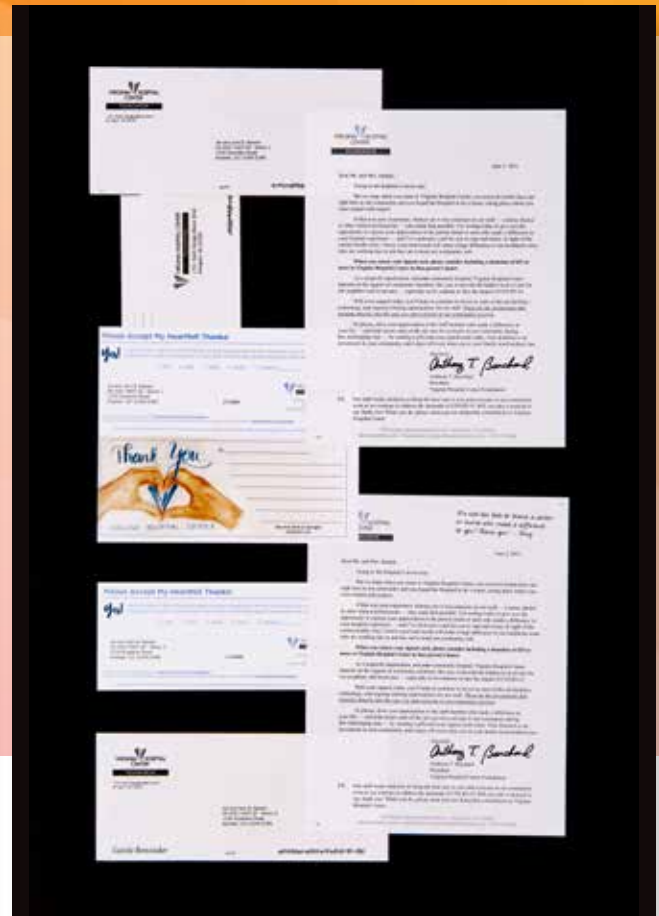


Nonprofit Acquisition/Prospecting BRONZE

Monica's Story

Safe Haven Baby Boxes
Monica Kelsey

Agency: Eberle Communications Group
Art Designer: Hall Graphics Design
Copywriter: Grazia Salvemini
Production Manager: Diana Harvell
List Broker: Omega List Company



Nonprofit Acquisition/Prospecting BRONZE

VHC Grateful Patient Conversion

Virginia Hospital Center Foundation
Eric Gobble

Agency: Lautman Masko Neill & Company
Account Executive: Maggie Hughes
Art Designer: Robin Perry
Production Manager: Jenny Alberti
Principal: Amy Sukol
Vice President, Accounts: Marie Kosanovich
Vice President, Production: Michael DeFlavia

2022 MAXI AWARDS *Direct Mail*

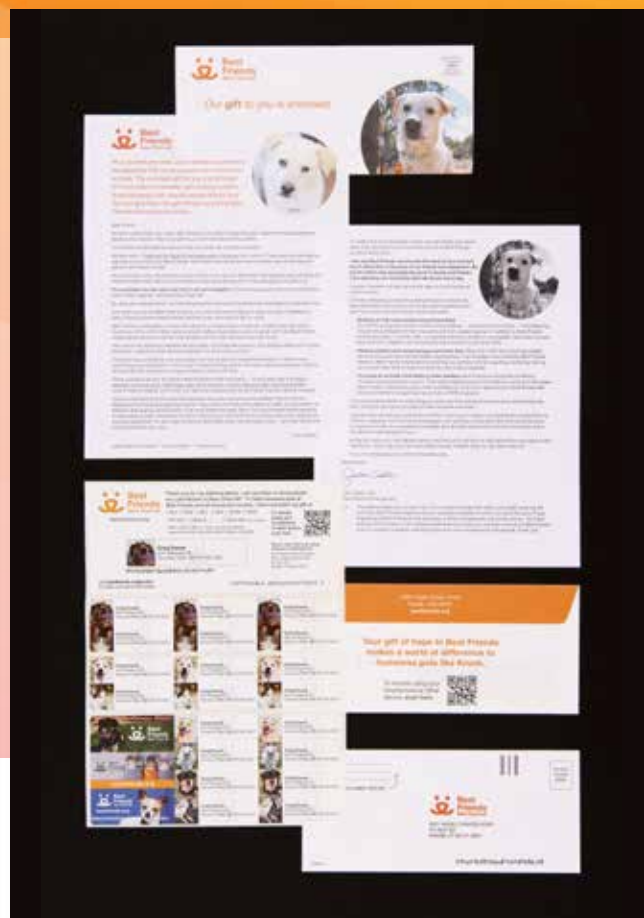


Nonprofit Acquisition/Prospecting **BRONZE**

UNICEF USA Acquisition - October Hats, Boots, and Mittens Once and Done

UNICEF USA
Helene Vallone Raffaele

Agency: MarkeTeam
Account Director: Christine McDonald
Account Executive: Victoria Culver
Account Manager: Holly Davis
Art Designer: Trever Green
Copywriter: Jim Johnson
Production Manager: Jon Cohen
Project Manager: Jo McWhorter



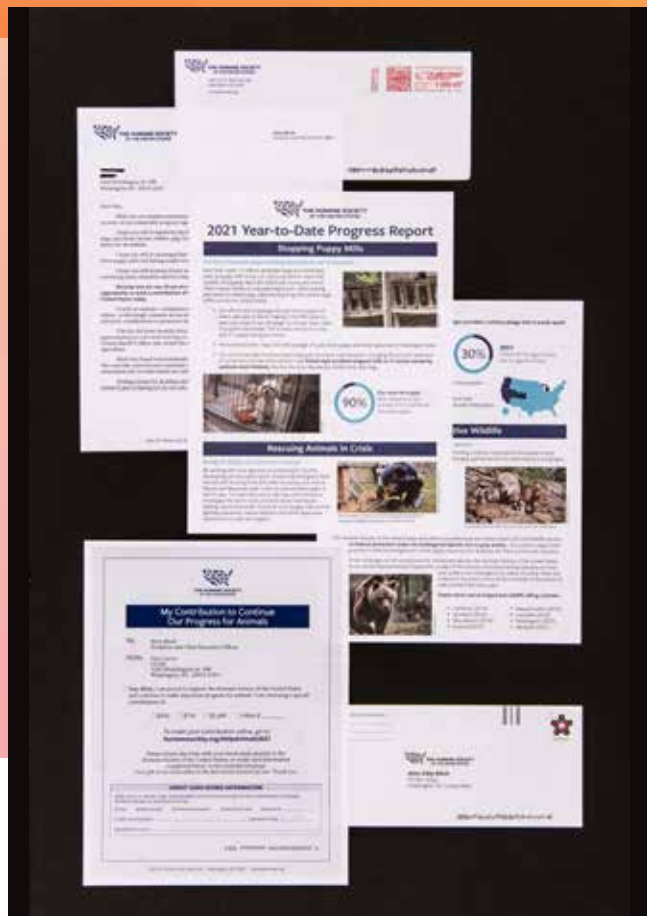
Nonprofit Acquisition/Prospecting **BRONZE**

Best Friends Address Label Acquisition with QR Code

Best Friends Animal Society
Vicky Barrett

Agency: Newport One
Account Director: Stacey Rubenstein
Art Designer: Tom Drymon
Production Manager: Cindy Barham

2022 MAXI AWARDS *Direct Mail*



Nonprofit Major Donor **GOLD**

Humane Society of the United States Agenda YTD Package

The Humane Society of the United States
Jamie Natelson

Agency: Chapman Cubine Allen + Hussey
Account Representative: Carter Allen
Art Designer: Alana Ralph
Copywriter: Lisa Selner
Creative Director: Lisa Selner
Production Manager: Andre Temoney, HSUS
Program Manager: Allison Schmidbauer, HSUS
Sr. Account Executive: Kaitlyn Schmeiser
Principal & Senior Vice President: Pete Carter
Vice President: Will Kraiger



Nonprofit Major Donor **BRONZE**

PETA's Vanguard Vivisection Match Proposal

PETA
Jeff Zick

Agency: Mal Warwick Donordigital
Account Executive: Leigh Corrigan-Owens
Account Manager: Eleni Goodman
Art Designer: Brenda Chow
Copywriter: Tara Pabellon, Arkwright Creative LLC
Creative Director: Leigh Corrigan-Owens
Production Manager: Erik Eaves, KT Production
Lettershop: KT Production
Printer: KT Production

Awards are nice. But they're not why we do this.

Sure, our most recent MAXI Awards validate the smart, effective work we do ... kind of like a pointy, heavy high-five.

What drives us is the change our clients create, fueled by our fundraising partnership ... Children are fed, vaccinated, and brought to safety ... life-changing clinical trials begin, and life-saving surgeries end suffering. Military families thrive in the very communities they worked so hard to protect. The American wild is defended, voters are empowered, and the world becomes a better, safer, fairer, kinder, and healthier place.



**Let us help you lead the way forward.
Contact Jeff Huberty at jhuberty@mkteam.com**

mkteam.com • 770-274-3700 • mkteam.com/thinking



MAL WARWICK • DONORDIGITAL

*Congratulations to all the
2022 MAXI winners!*

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

MWDagency.com

2022 MAXI AWARDS Direct Mail



Nonprofit Reinstatement/Lapsed GOLD

SFMOMA June 2021 Reactivation Postcard

SFMOMA
Michael Speziale

Agency: The Lukens Company
Copywriter: Leigh Ann Rogerson
Production Director: Ray Avalos
Senior Account Director: Blair Kaye-Wallach



Nonprofit Reinstatement/Lapsed BRONZE

Brooklyn Museum May 2021 Lapsed Recapture

Brooklyn Museum
Victoria Musselman

Agency: Daniller + Company
Art Designer: Deanne Clark, Deanne Clark Studios
Lettershop: Ballantine
Printer: Ballantine

2022 MAXI AWARDS *Direct Mail*



Nonprofit Reinstatement/Lapsed **BRONZE**

**Solomon R. Guggenheim Museum - September 2021
Lapsed Recapture**

**Solomon R. Guggenheim Museum
Brooke Affleck**

Agency: Daniller + Company
Art Designer: Deanne Clark, Deanne Clark Studios
Lettershop: Ballantine
Printer: Ballantine



Nonprofit Renewal **GOLD**

**Keep Them Flying: Commemorative Air Force
Print Campaign**

Commemorative Air Force

Agency: Edge Direct
Account Executive: Tim Youngbar
Account Manager: Nick Estes
Art Designer: Andrew Dickman
Copywriter: Bob Merrigan, Merrigan & Co.
Creative Director: Tammy Severe
Lettershop: The Mail Bag
Philanthropy Manager: Tony Vellucci, Commemorative Air Force
Printer: The Mail Bag

2022 MAXI AWARDS Direct Mail



Nonprofit Renewal GOLD

UNICEF USA Renewal - Double Slip Match Grant Follow Up

UNICEF USA
Helene Vallone Raffaele

Agency: MarkeTeam
Account Director: Christine McDonald
Account Executive: Victoria Culver
Account Manager: Holly Davis
Art Designer: Trever Green
Copywriter: Jim Johnson
Production Manager: Jon Cohen
Project Manager: Jo McWhorter



Nonprofit Renewal SILVER

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

The National World War II Museum
Natalie Hoskins

Agency: Edge Direct
Account Manager: Nick Estes
Art Designer: Andrew Dickman
Copywriter: Bob Merrigan, Merrigan & Co.
Creative Director: Marti Allen
Lettershops: Heartland, Inc. ResourceOne,
Richmond Print Group
Printer: ResourceOne



**WHEN FUNDRAISERS AND
MARKETERS UNITE,
THEY CHANGE THE WORLD.**

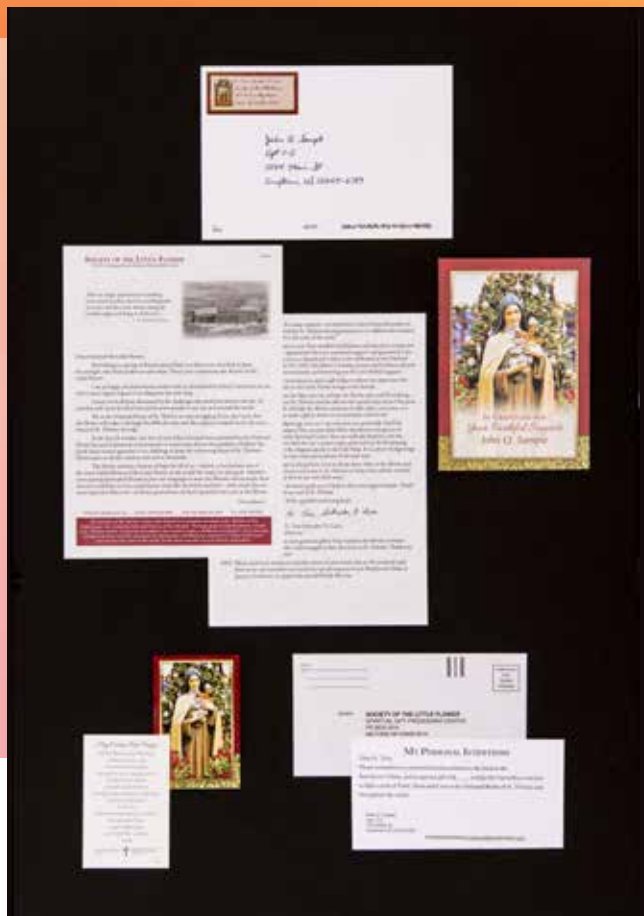
**Congratulations
to all the
SuperHeroes!**

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custom printed labels

MAXI

Congratulations
to our clients and all the
2022 MAXI Winners!

2022 MAXI AWARDS *Direct Mail*

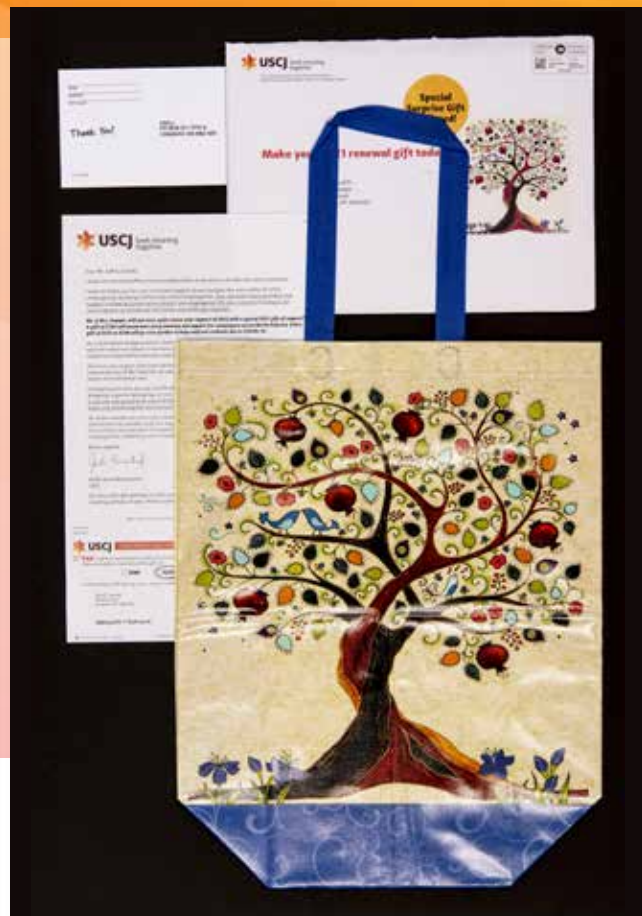


Nonprofit Renewal **BRONZE**

Society of the Little Flower Emergency Appeal

Society of the Little Flower
Mary Lambert

Agency: Edge Direct
Account Executive: John Hall
Account Managers: Diane Dotterweich, Stacy Howe
Art Designer: Mauricio Bohoquez
Copywriter: Jane Wallace
Creative Director: Tammy Severe
Lettershop: Barton Cotton Graphics
Printer: Barton Cotton Graphics



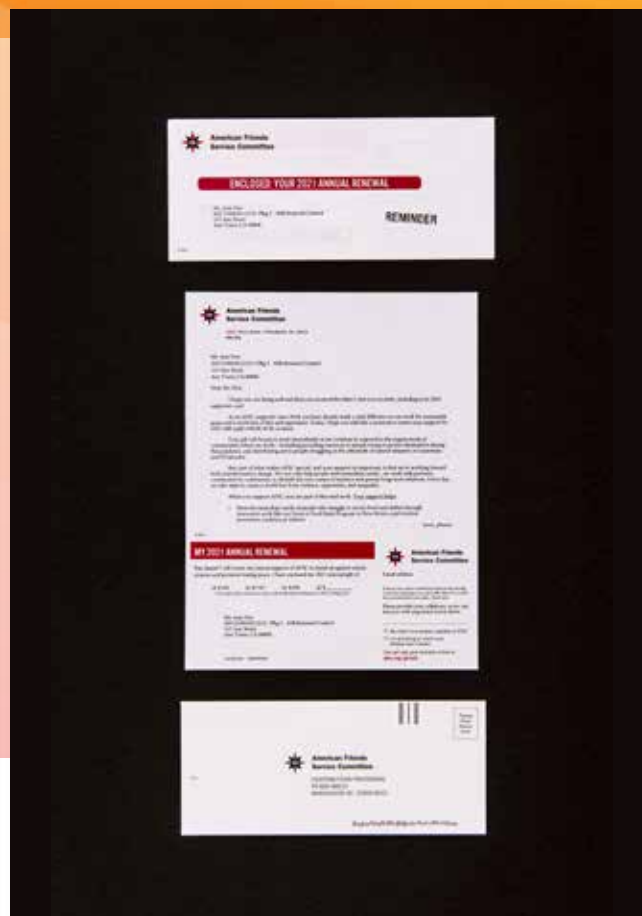
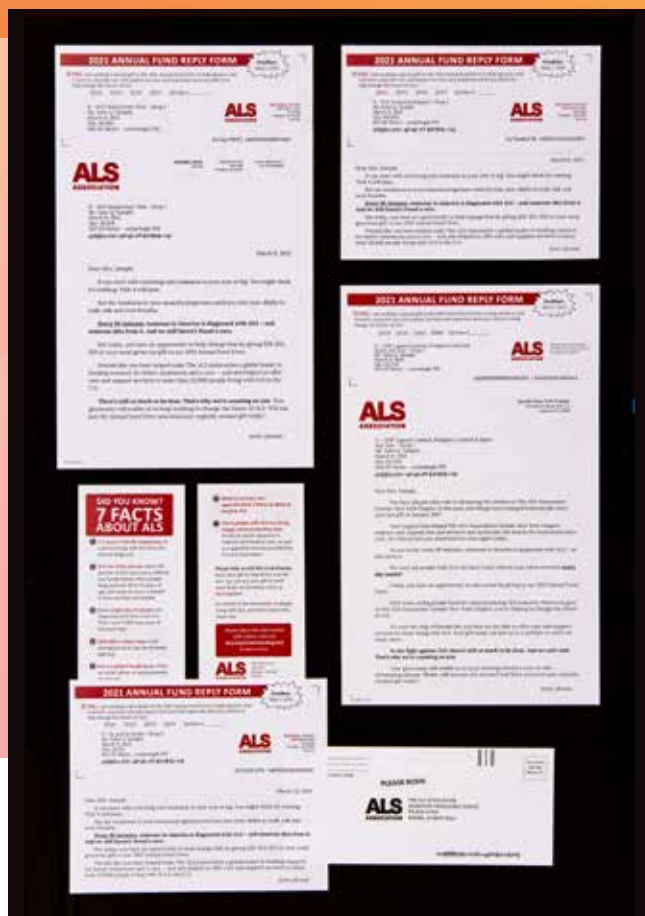
Nonprofit Renewal **BRONZE**

USCJ Reusable Tote Bag Renewal

USCJ
Rivka Friedlander

Agency: Faircom NY
Account Director: Winnie Mackintosh
Art Designer: Louise Johnson
Production Manager: Ron Kreutzer
Lettershop: Innovairre
Vice President of Integrated Marketing: Barbra Schulman

2022 MAXI AWARDS Direct Mail



Nonprofit Renewal BRONZE

The ALS Association Caregiver Appeal

The ALS Association
Kristi Koon

Agency: Lautman Masko Neill & Company
Account Executive: Lynsey Gallagher
Account Manager: Tiffany Neill
Art Designer: Robin Perry
Copywriter: BK Kreative
Creative Director: Robin Perry
Production Manager: James McClung
Lettershop: Production Solutions
Printer: Production Solutions

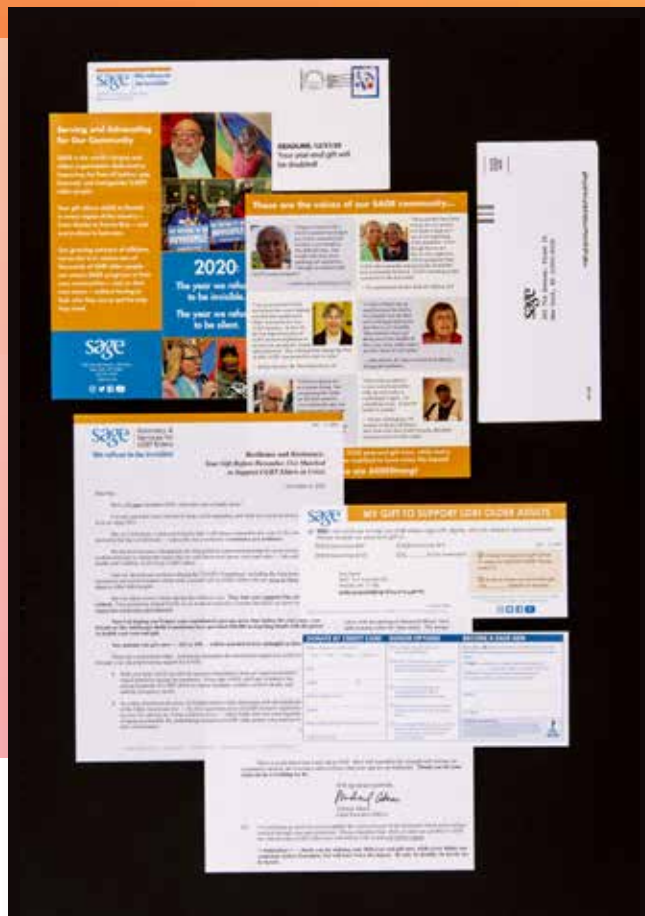
Nonprofit Renewal BRONZE

American Friends Service Committee's Renewal Reminder

American Friends Service Committee
Mark Graham, Christy Tavernelli

Agency: Mal Warwick Donordigital
Account Executive: Emily Cooper
Art Designer: Brenda Chow
Copywriter: Leigh Corrigan-Owens
Creative Director: Leigh Corrigan-Owens
Production Manager: Leigh Ann Doyle, PMG
Lettershop: PMG
Printer: PMG
Vice President: Tiffany Reed

2022 MAXI AWARDS *Direct Mail*



Nonprofit Special Appeal **GOLD**

SAGE "Resilience and Resistance" Appeal

SAGE

Jessica Stephens

Agency: Avalon Consulting

Account Director: Amy Tripi

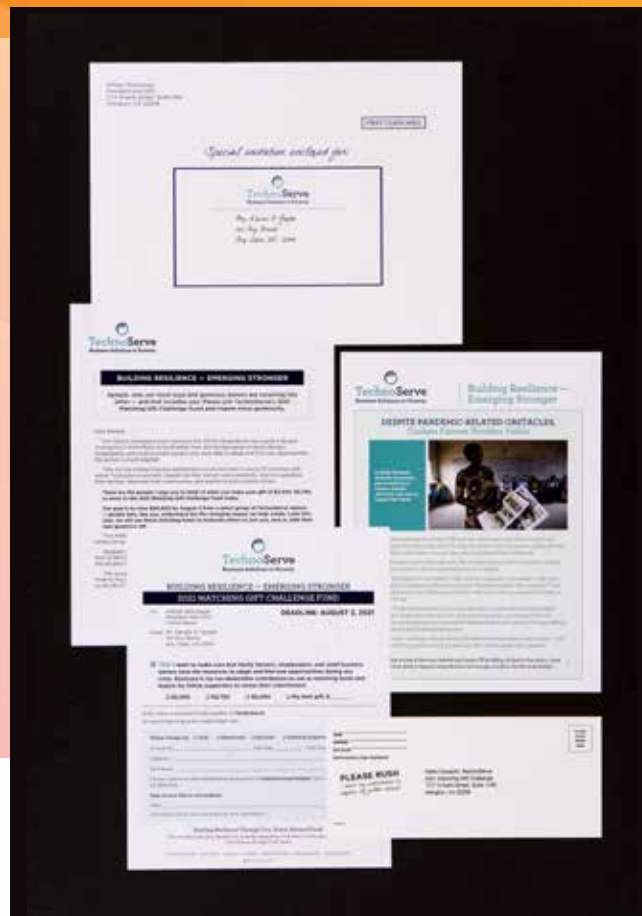
Account Executive: Sue Sena

Account Manager: Kristen Bocka

Art Designer: Amy Crystalloski, Image Works Creative Group

Copywriter: Sam Ackerman, Caliban Creative

Production Manager: Innovairre



Nonprofit Special Appeal **GOLD**

TechnoServe Mid-Level Challenge Match

TechnoServe

Katie Corradini

Agency: Faircom NY

Account Director: Winnie Mackintosh

Art Designer: Louise Johnson

Associate Vice President of Integrated Marketing:

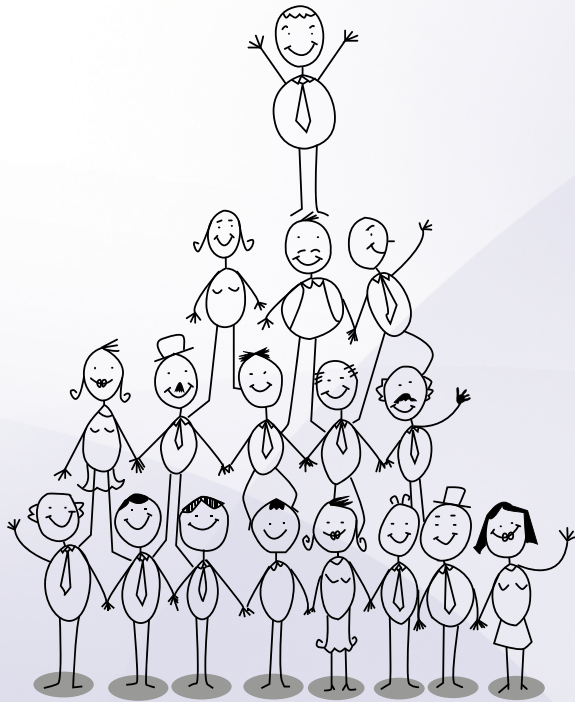
Diana Lee

Copywriter: Bonnie Catena, Catena Connects

Lettershop: A+ Letter Service

Vice President of Integrated Marketing: Barbra Schulman

MAXIMUM TEAMWORK!



Inspired creative comes from hard work. Attention to detail. Settling for nothing but the very best. Most of all it comes from a love of what you do.

Kudos to the 2022 MAXI Award winners. Your team deserves it!



newrivercommunications.com



RKD GROUP

To Transform More Lives, Transform Your Strategy

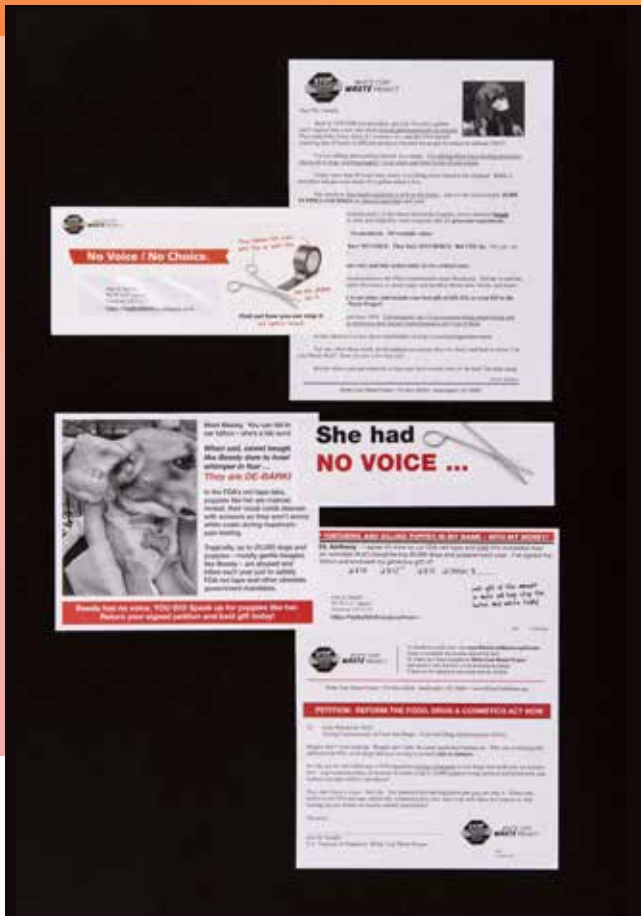
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rkdgroupp.com

For more information, contact Justin McCord:
jmccord@rkdgroupp.com

2022 MAXI AWARDS Direct Mail



Nonprofit Special Appeal GOLD

No Voice No Choice FDA Appeal

White Coat Waste Project
Anthony Bellotti

Agency: K2D Strategies
Account Director: Valerie Vierengel
Account Manager: Kris Anderson
Art Designer: Steven D. Fleshman, DR2
Copywriter: Sam Ackerman, Caliban Creative
Creative & Copy Consultants: Anthony Bellotti,
Christine McPherson, White Coat Waste Project



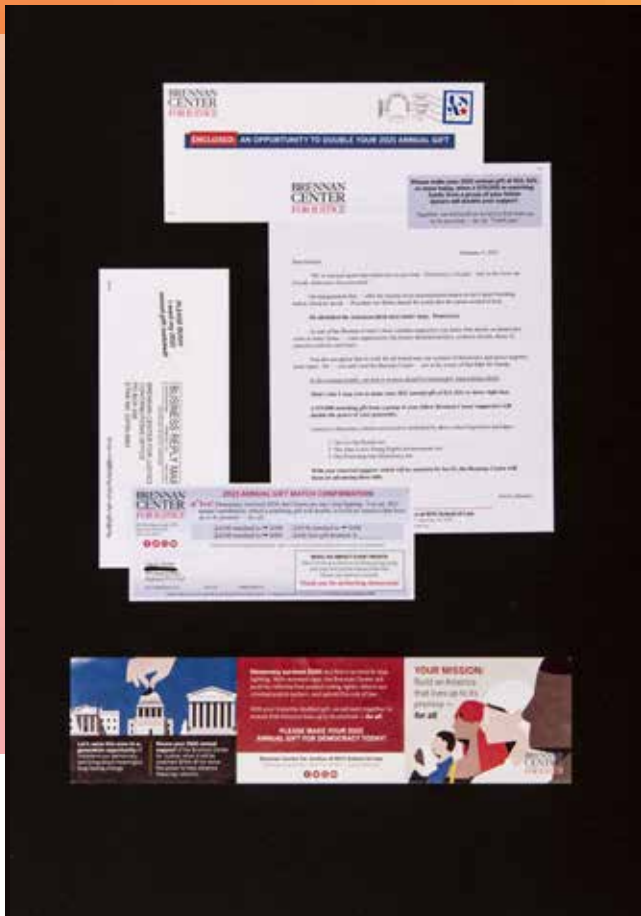
Nonprofit Special Appeal GOLD

International Fellowship of Christians and Jews Annual Report

International Fellowship of Christians and Jews
Erica Agree Prescott

Agency: RKD Group
Client Strategy: Angela Davis, Chris Madson, Duke Smith
Creative Directors: Billy Vaudry, Chris Weiland

2022 MAXI AWARDS Direct Mail

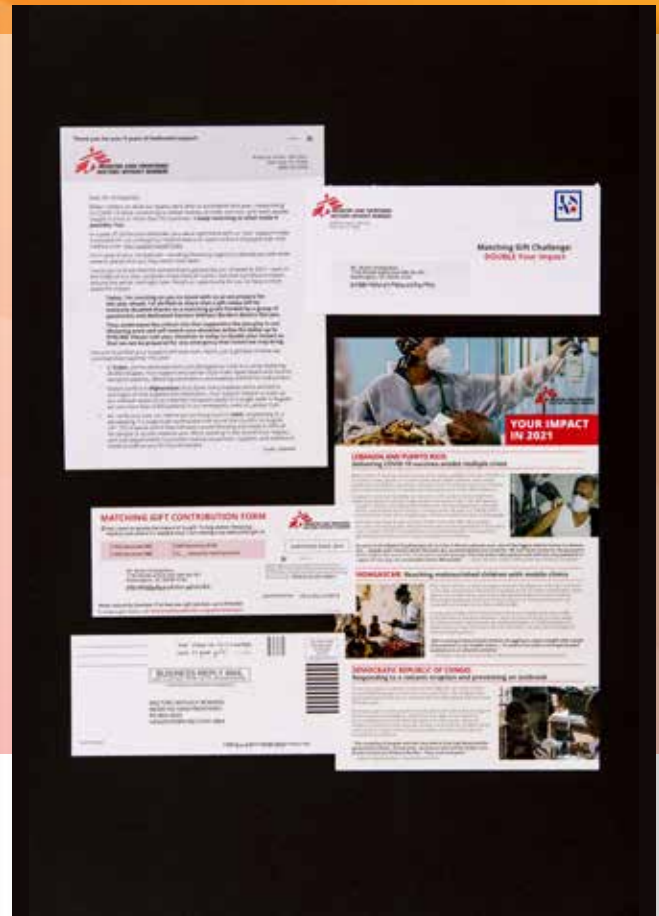


Nonprofit Special Appeal SILVER

Brennan Center for Justice "Democracy Has Prevailed" Direct Mail Appeal

Brennan Center for Justice
Paulette Hodge

Agency: Avalon Consulting
Account Director: Amy Tripi
Account Executive: Sue Sena
Art Designer: Suzanne Modlin, Suzanne Modlin Design
Copywriter: Bonnie Catena, Catena Connects
Production Manager: ProList



Nonprofit Special Appeal SILVER

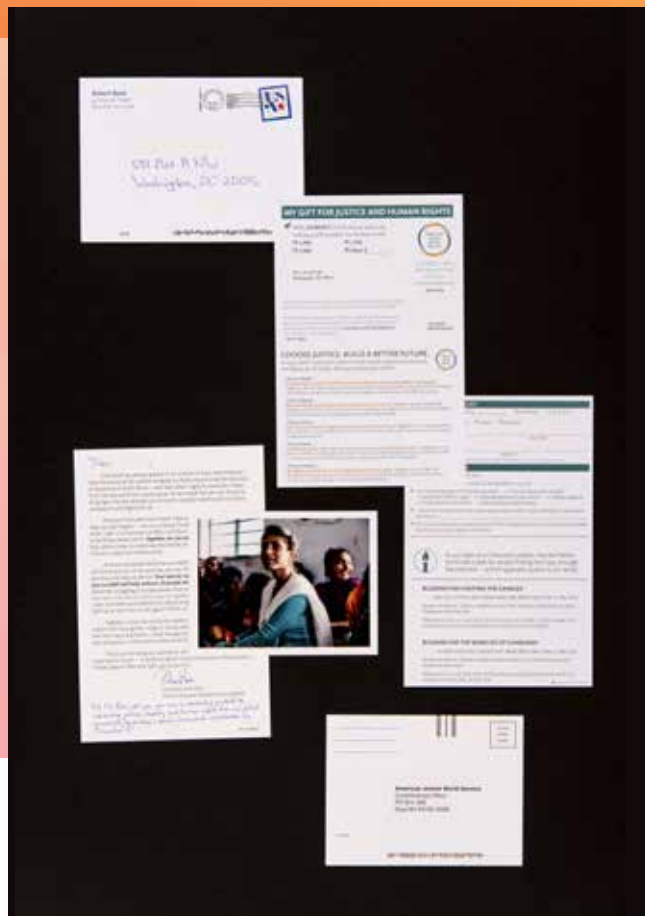
MSF-USA Year in Review Appeal

MSF-USA/Doctors Without Borders
Margaret Espineli

Agency: Lautman Maska Neill & Company
Account Executive: PK Drago
Account Manager: Michelle Le
Creative Director: Robin Perry
Production Manager: Michael DeFlavia
Lettershop: PMG
Printer: PMG

2022 MAXI AWARDS

Direct Mail



Nonprofit Special Appeal

SILVER

Chanukah Appeal 2020

American Jewish World Service
Beth Friedmann

Agency: Mal Warwick Donordigital
 Account Executive: Jennifer Rist
 Account Manager: Evan Goetz
 Art Designer: Patrick McCarty
 Copywriter: Jordan Namerow
 Production Manager: Beth Randalow, RWT Production LLC
 Vice President: Dave Dogan



Nonprofit Special Appeal

SILVER

T2T 'Never Forget' Flag Decal Campaign

Tunnel to Towers Foundation
Larry Olson

Agency: New River Communications
 Account Consultant: Maria Blasi
 Account Director: Rod Taylor
 Account Executive: Austin Schulte
 Copywriter: Sean O'Neil
 Creative Director: Larry Montali
 Production Manager: April Fifer, RWT Production
 Senior Data Analyst: Shaun Petersen

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CONGRATULATIONS to the WINNERS!

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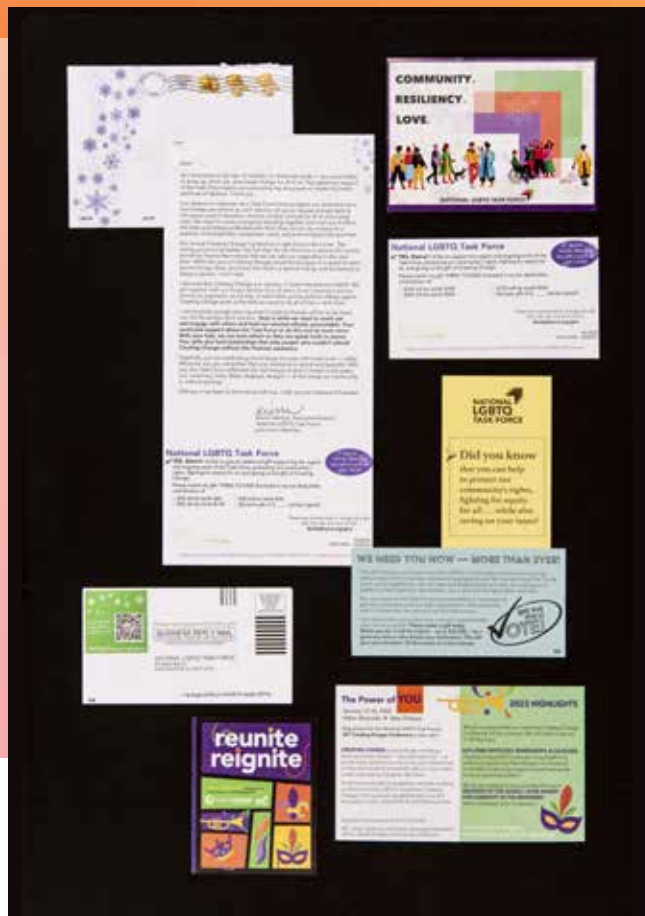
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2022 MAXI AWARDS Direct Mail



Nonprofit Special Appeal SILVER

National LGBTQ Task Force Year-End Appeal

National LGBTQ Task Force
Andrea Durojaiye

Agency: The Harrington Agency
Art Designer: Janine Graham
Copywriter: Warren Greene
Creative Director: Cheryl Keedy
Lettershop: Production Solutions
Printer: Production Solutions
Senior Strategist: Tracy Lea



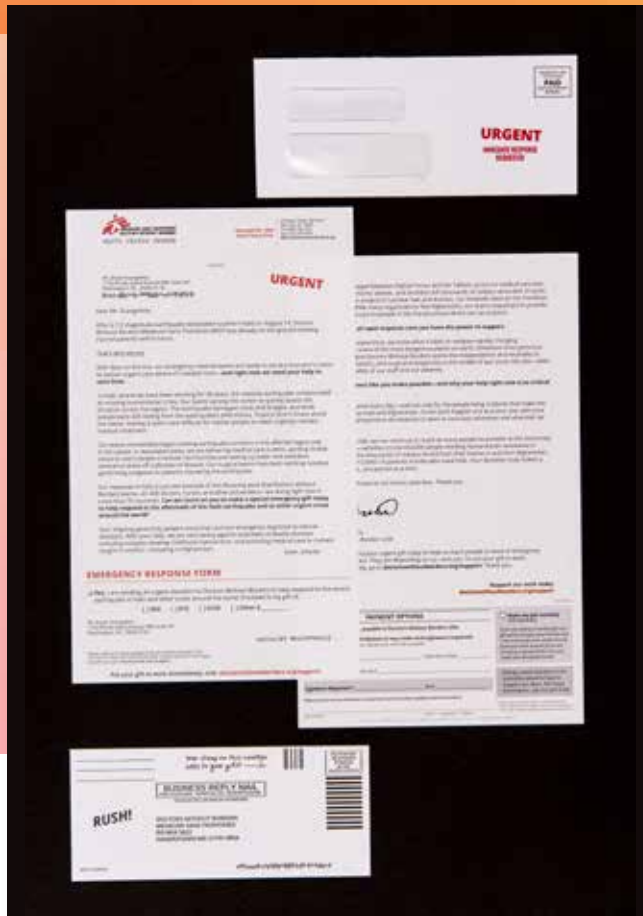
Nonprofit Special Appeal BRONZE

March Kitten Petition Appeal

White Coat Waste Project
Anthony Bellotti

Agency: K2D Strategies
Account Director: Valerie Vierengel
Account Manager: Kris Anderson
Art Designer: Steven D. Fleshman, DR2
Copywriter: Sam Ackerman, Caliban Creative
Creative & Copy Consultants: Anthony Bellotti,
Christine McPherson, White Coat Waste Project

2022 MAXI AWARDS Direct Mail

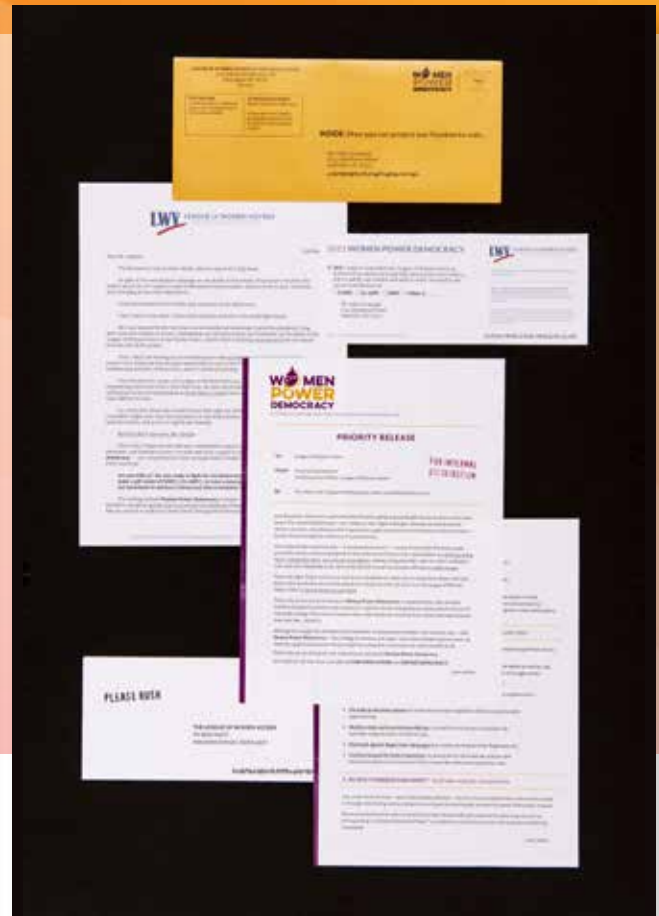


Nonprofit Special Appeal BRONZE

MSF-USA Haiti Emergency Appeal

MSF-USA/Doctors Without Borders
Margaret Espineli

Agency: Lautman Maska Neill & Company
Account Manager: Michelle Le
Creative Director: Robin Perry
Production Manager: Michael DeFlavia
Lettershop: PMG
Printer: PMG



Nonprofit Special Appeal BRONZE

League of Women Voters - Women Power Democracy

League of Women Voters
Cecilia Calvo

Agency: MarkeTeam
Account Director: Pam Lo
Account Executive: Bethany Goodrum
Account Manager: Barbara Johnson
Copywriter: Jim Johnson
Creative Director: Brandi Fritz
Production Manager: Jon Cohen
Project Manager: Andrea Kirby

2022 MAXI AWARDS Direct Mail



Nonprofit Special Appeal BRONZE

**Lutheran Immigration and Refugee Service
Emergency Appeal**

**Lutheran Immigration and Refugee Service
Valerie Kurka**

Agency: The Harrington Agency

Copywriter: Wendy Davis

Creative Director: Cheryl Keedy

Lettershop: Ingram

Printer: Ingram

Senior Account Manager: Ryan McGuire

Senior Strategist: Tracy Lea



Nonprofit Special Event BRONZE

Best Friends Adopter Gotcha Day Anniversary Mailing

**Best Friends Animal Society
Vicky Barrett**

Agency: Newport One

Account Director: Stacey Rubenstein

Production Manager: Cindy Barham

List Broker: Carly Dy-Buncio



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Cheers!

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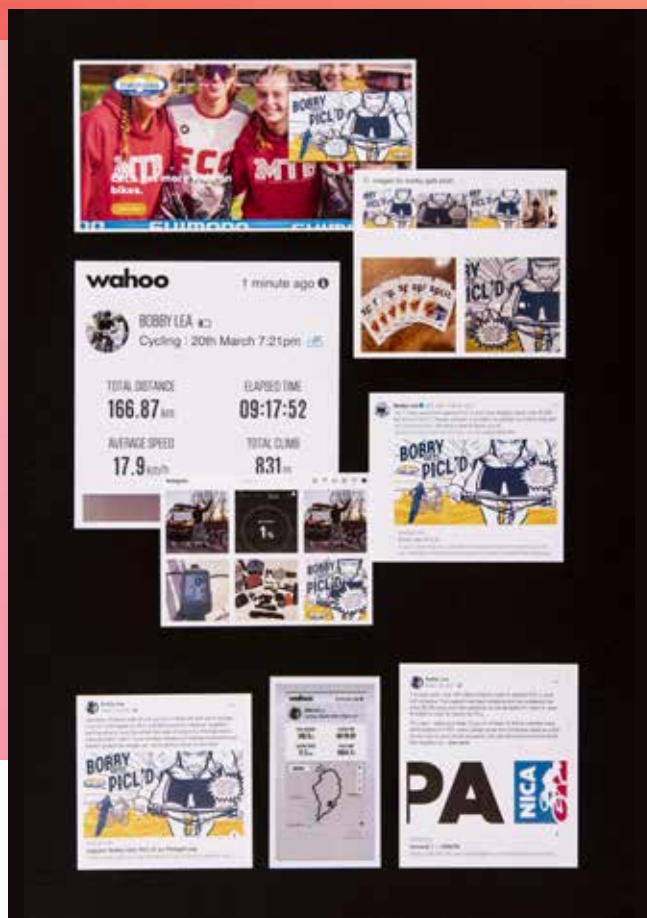
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***Congratulations
to the
MAXI
winners!***

2022 MAXI AWARDS

Multi-Channel CAMPAIGN



Nonprofit Acquisition/Prospecting

BRONZE

Bobby Get's PICL'd

PA Interscholastic Cycling League
Mike Kuhn

Agency: The Harrington Agency
Fundraiser: Bobby Lea
Senior Strategist: Tracy Lea



Nonprofit Renewal

SILVER

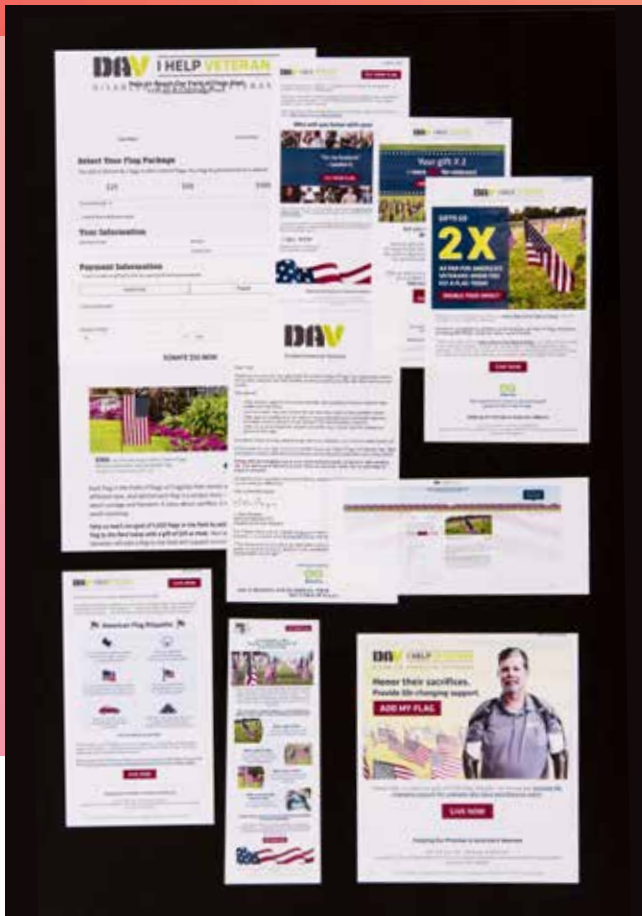
CS Giving Tuesday 2020

Carpenter's Shelter
Shannon Steele

Agency: Nexus Direct
Account Executive: Laura Rynkiewicz
Art Designer: Katelyn Kent
Copywriter: Jean Mathwig
Online Consultant: Kendall Nowers
Web Developer: Brock Paston

2022 MAXI AWARDS

Multi-Channel



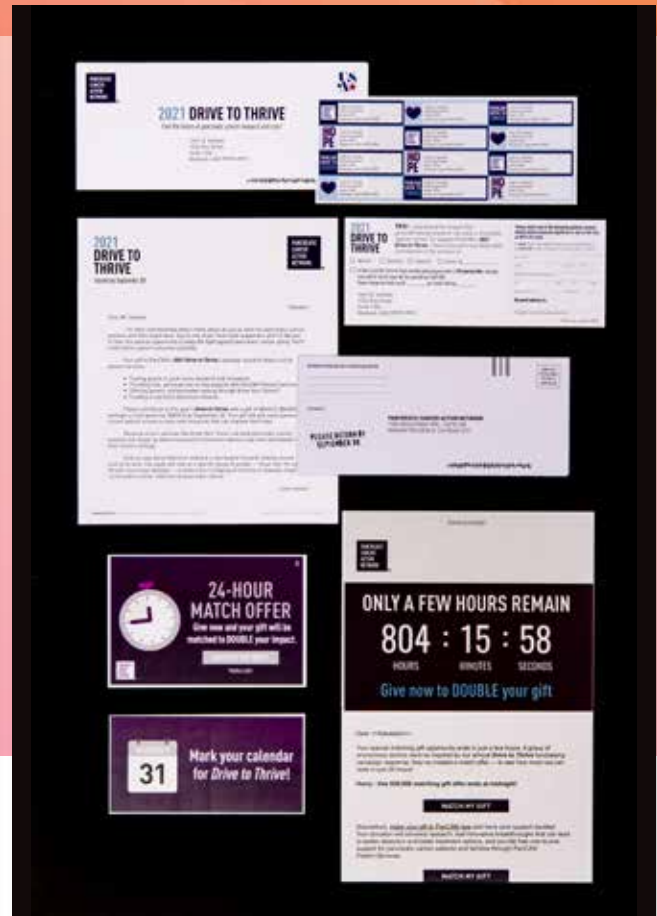
Nonprofit Renewal

BRONZE

DAV Field of Flags 2021

Disabled Veterans of America
Dan Clasgens

Agency: CDR Fundraising Group
Account Coordinator: Jena Gould
Account Executive: Traci Hawse
Copywriter: Julia Moccia
Creative Director: Ryan Evancho
Email Developer: Michael Kimball, Moore Digital
Senior Account Director: Becca Luckett
Web Developer: Jim May



Nonprofit Renewal

BRONZE

Pancreatic Cancer Action Network - Drive to Thrive Campaign

Pancreatic Cancer Action Network
Courtney Cohee

Agency: MarkeTeam
Account Executives: Holly Davis, Sarah Lee
Account Manager: Barbara Johnson
Art Designer: Vera Gorbunova
Copywriter: Aundrea Newberry
Production Manager: Anna Hall
Project Manager: Andrea Kirby

2022 MAXI AWARDS

Multi-Channel



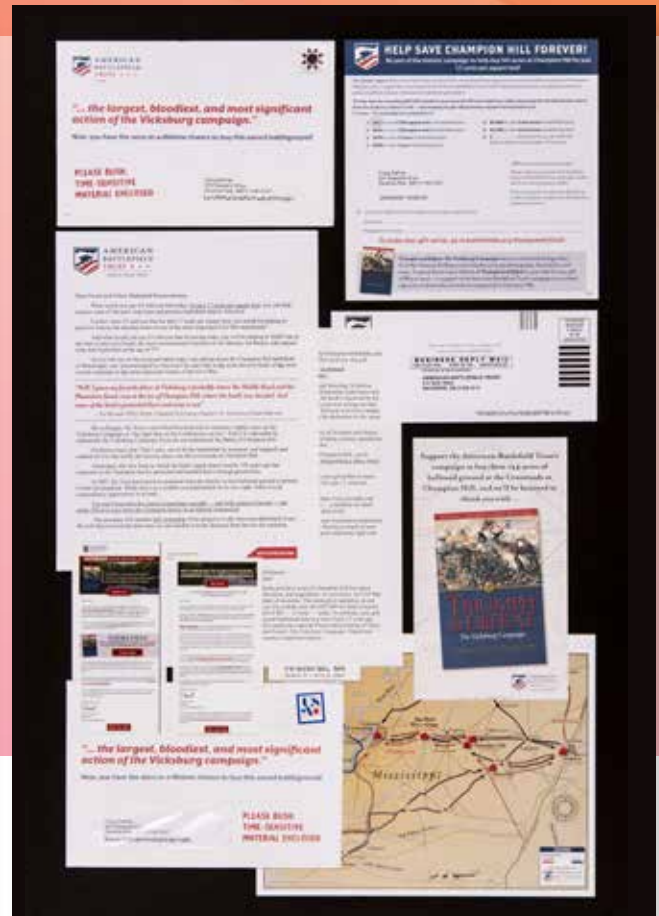
Nonprofit Renewal

BRONZE

CS End-of-Year Digital 2020

Carpenter's Shelter
Shannon Steele

Agency: Nexus Direct
 Account Executive: Laura Rynkiewicz
 Art Designer: Katelyn Kent
 Copywriter: Jean Mathwig
 Online Consultant: Kendall Nowers
 Web Developer: Brock Paston



Nonprofit Special Appeal

GOLD

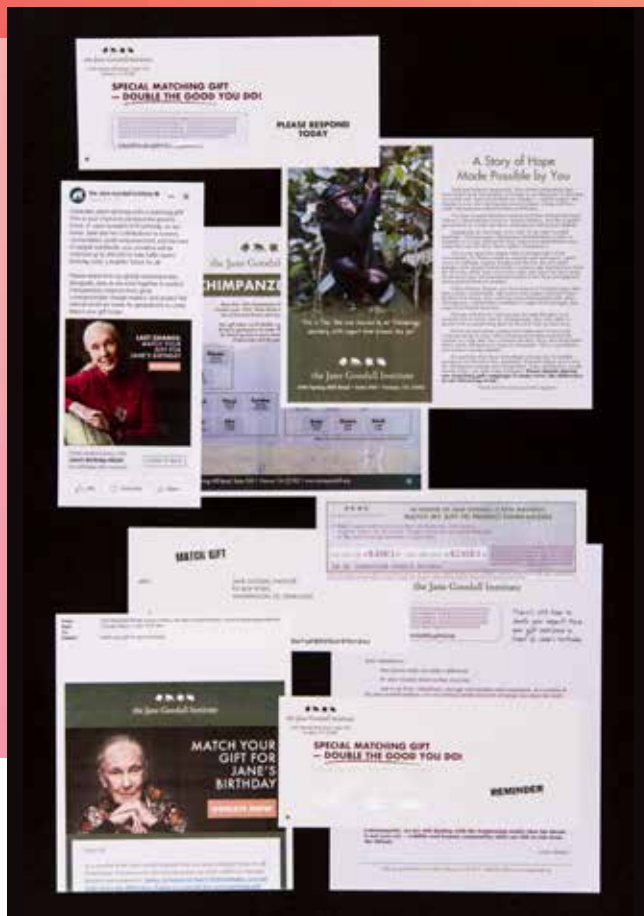
American Battlefield Trust Champion Hill
Multi-Channel Appeal

American Battlefield Trust
Amanda Murray

Agency: Newport One
 Account Executive: Stacey Rubenstein
 Account Manager: Jen Cooper
 Art Designer: Tom Drymon
 Copywriter: David Duncan
 Production Manager: Cindy Barham
 Online Consultant: Dani Hart

2022 MAXI AWARDS

Multi-Channel

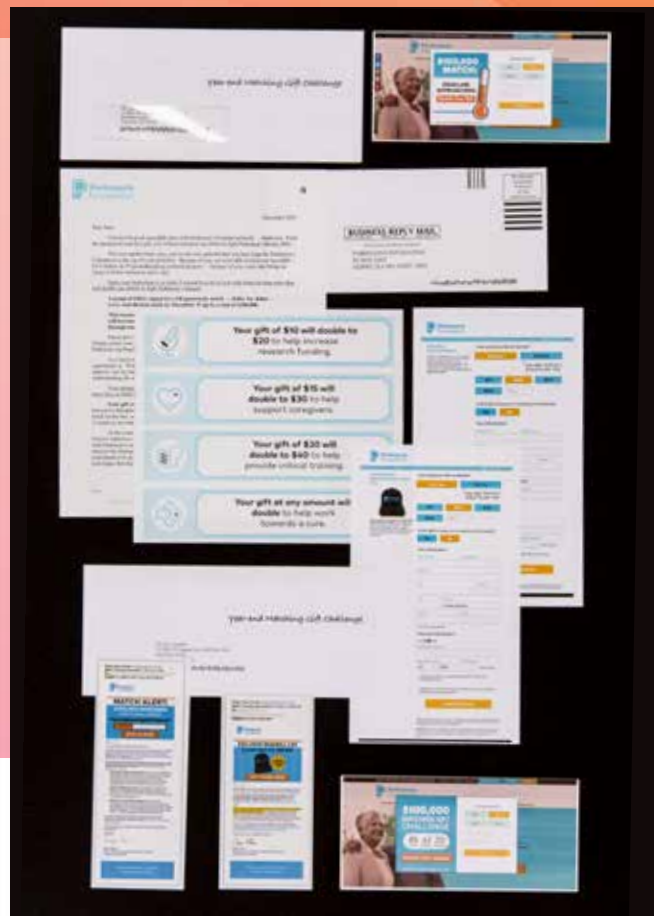


Nonprofit Special Appeal SILVER

**The Jane Goodall Institute "One Person Can"
Jane's Birthday Matching Gift Campaign**

**The Jane Goodall Institute
Brittany Cohen-Brown**

Agency: Chapman Cubine Allen + Hussey
Account Executive: Alyssa Ackerman, Kelsey Sloss
Account Representative: Stephanie Frazier
Art Designer: Kristin Sestito
Copywriter: Kelly Potchak
Creative Director: Kelly Potchak
Digital Advertising Manager: Mike Crump
Digital Production: Michael Hudgins
Production Manager: Jessica Walthall
Principal & Senior Vice President: Pete Carter



Nonprofit Special Appeal SILVER

Parkinson's Foundation Year-End Campaign

**Parkinson's Foundation
Cathy Whitlock**

Agency: Lautman Masko Neill & Company
Account Executive: Megan Buchheit
Account Manager: Lesley Hostetter
Art Designer: Janise Harris

MAXI Awards

Enter the 2023 MAXI COMPETITION!

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Save the dates and plan to enter the
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More information available on the DMAW website:
www.dma.org

DMAW
Direct Marketing Association of Washington

2022 MAXI AWARDS

Multi-Channel



Nonprofit Special Appeal

SILVER

Central Park Conservancy Year End

Central Park Conservancy
Abigail Healy

Agency: The Harrington Agency
Copywriter: Wendy Davis
Digital Manager: Joe Hodell
Production Manager: Rusty Varney
Senior Account Director: Sarah Harris
Senior Account Manager: Ryan McGuire



Nonprofit Special Appeal

BRONZE

St. Hubert's Animal Welfare Center Emergency Cat Rescue e-Appeal

St. Hubert's Animal Welfare Center
Lauren Sracic

Agency: Avalon Consulting
Account Director: Mary Meredith
Account Executive: Peter Childs
Account Manager: Virginia Burns
Art Designer: Tony Nguyen, Avalon Design
Copywriter: Avalon Copy

2022 MAXI AWARDS

Multi-Channel



Nonprofit Special Appeal

BRONZE

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

**Shriners Children's™
Marty Quessenberry**

Agency: Edge Direct

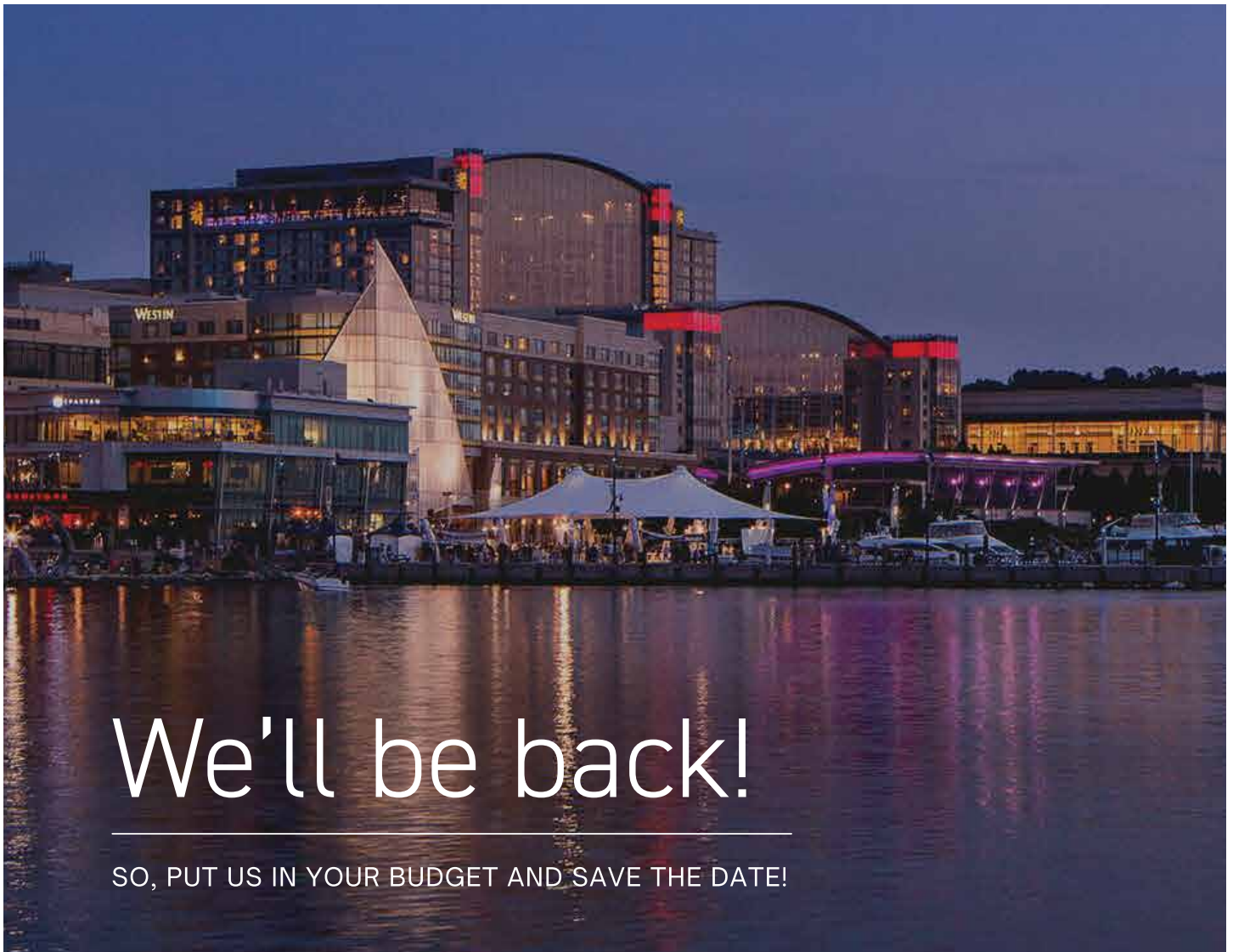
Account Executive: Monica DiBartolo

Account Manager: Johnny Kleissas

Art Designer: Joy Harry

Creative Director: Marti Allen

Integrated Account Executive: Kristin Mansolillo



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2022 MAXI AWARDS

Workhorse CAMPAIGN



Nonprofit Renewal

BRONZE

Christian Appalachian Project Holiday Ornament & Cards

Christian Appalachian Project
Kevin Payne

Agency: CDR Fundraising Group
Art Designer: Paige Meyers
Copywriter: Stephen Godbout
Creative Director: Julie Dixon
Senior Account Director: Dr. Becca Burgess
Senior Account Director: Kathi Geddes

2022 MAXI Awardees

Big Idea

Newport One

Best Friends Adopter Gotcha Day Anniversary

DIGITAL MEDIA CAMPAIGN

Nonprofit Acquisition/Prospecting

SILVER

Avalon Consulting

The Trustees "Inspired Places" e-Acquisition Series

Nonprofit Special Appeal

GOLD

Newport One

American Battlefield Trust Education
Road Trip Series

Nonprofit Special Appeal

SILVER

Newport One

Hawaiian Humane Society - Monthly
Recruitment & Upgrade Emails

DIRECT MAIL CAMPAIGN

Nonprofit Acquisition/Prospecting

GOLD

Daniller + Company

The Frick Collection, January 2021
Frick Madison Opening Acquisition

Mal Warwick Donordigital

SCA Postcards Acquisition

Nonprofit Acquisition/Prospecting

SILVER

Chapman Cubine Allen + Hussey

Humane Society of the United States
Animal Lover's Calendar + Day Planner Test

Faircom NY

Friends of Notre-Dame Photo
Note Card Acquisition

New River Communications

CWM DR Congo Orphanage ACQ

The Lukens Company

Academy Museum of Motion Pictures
April 2021 Charter Member Acquisition Appeal

Nonprofit Acquisition/Prospecting

BRONZE

Avalon Consulting

The Trustees Visitor Conversion Member Card
Acquisition Mailing

Daniller + Company

Pennsylvania Horticultural Society
March 2021 Member Acquisition Campaign

Eberle Communications Group

Monica's Story

Lautman Maska Neill & Company

VHC Grateful Patient Conversion

MarkeTeam

UNICEF USA Acquisition – Hats, Boots, and
Mittens Once and Done

Newport One

Best Friends Address Label
Acquisition with QR Code

Nonprofit Major Donors

GOLD

Chapman Cubine Allen + Hussey

Humane Society of the United States Agenda
YTD Package

2022 MAXI Awardees

Nonprofit Major Donors

BRONZE

Mal Warwick Donordigital

PETA's Vanguard Vivisection Match Proposal

Nonprofit Reinstatement/Lapsed

GOLD

The Lukens Company

SFMOMA June 2021 Reactivation Postcard

Nonprofit Reinstatement/Lapsed

BRONZE

Daniller + Company

Brooklyn Museum May 2021

Lapsed Recapture

Daniller + Company

Solomon R. Guggenheim Museum-

September 2021 Lapsed Recapture

Nonprofit Renewal

GOLD

Edge Direct

Keep Them Flying: Commemorative Air Force

Print Campaign

MarkeTeam

UNICEF USA Renewal -Double Slip Match Grant

Follow Up

Nonprofit Renewal

SILVER

Edge Direct

History In The Making: The National World War II

Museum's Flag of Honor Campaign

Nonprofit Renewal

BRONZE

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

Nonprofit Special Appeal

GOLD

Avalon Consulting

SAGE "Resilience and Resistance" Appeal

Faircom NY

TechnoServe Mid-Level Challenge Match

K2D Strategies

No Voice No Choice FDA Appeal

RKD Group

International Fellowship of Christians and Jews

Annual Report

Nonprofit Special Appeal

SILVER

Avalon Consulting

Brennan Center for Justice "Democracy Has Prevailed"

Direct Mail Appeal

Lautman Maska Neill & Company

MSF-USA Year in Review Appeal

Mal Warwick Donordigital

Chanukah Appeal

2022 MAXI Awardees

New River Communications

T2T 'Never Forget' Flag Decal Campaign

The Harrington Agency

National LGBTQ Task Force Year-End Appeal

Nonprofit Special Appeal

BRONZE

K2D Strategies

March Kitten Petition Appeal

Lautman Maska Neill & Company

MSF-USA Haiti Emergency Appeal

MarkeTeam

League of Women Voters – Women Power Democracy

The Harrington Agency

Lutheran Immigration and Refugee Service
Emergency Appeal

Nonprofit Special Event

BRONZE

Newport One

Best Friends Adopter Gotcha Day Anniversary

MULTI-CHANNEL CAMPAIGN

Nonprofit Acquisition/Prospecting

BRONZE

The Harrington Agency

Bobby Get's PICL'd

Nonprofit Renewal

SILVER

Nexus Direct

CS Giving Tuesday 2020

Nonprofit Renewal

BRONZE

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

Nonprofit Special Appeal

GOLD

Newport ONE

American Battlefield Trust Champion Hill
Multi-Channel Appeal

Nonprofit Special Appeal

SILVER

Chapman Cubine Allen + Hussey

The Jane Goodall Institute "One Person Can"
Jane's Birthday Matching Gift Campaign

Lautman Maska Neill & Company

Parkinson's Foundation Year-End Campaign

The Harrington Agency

Central Park Conservancy Year End

Nonprofit Special Appeal

BRONZE

Avalon Consulting

St. Hubert's Animal Welfare Center Emergency
Cat Rescue e-Appeal

Edge Direct

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

WORKHORSE CAMPAIGN

Nonprofit Renewal

BRONZE

Creative Direct Response, Inc.

Christian Appalachian Project Holiday Ornament
& Cards



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