

**MARKETING AWARDS FOR EXCELLENCE AND INNOVATION**

**2023 MAXI AWARDEES**

**Digital Channel**

**Acquisition/Prospecting**

**Lautman Maska Neill & Company**  
JDC Ukraine Search Ads

**Reinstatement/Lapsed**

**MESG Marketing**  
Smile Train Year-end Email Campaign

**The Humane Society of the United States**  
SMS November Membership Drive

**Renewal**

**Faircom New York**  
Human Rights Watch 24-Hour Digital  
Match Campaign

**Special Appeal**

**Concord Direct**  
The Seeing Eye Betty White Challenge

**K2D Strategies**  
QPLF Giving Tuesday with DAF Email

**K2D Strategies**  
STRL Giving Tuesday from Sunny,  
Basil, and Olive

**Mal Warwick Donordigital**  
AFSC: Largest Match of the Year!

**MarkeTeam**  
Children's Hospital of Richmond at VCU  
- Calling All Young Artists!

**Direct Mail Campaign**

**Acquisition/Prospecting**

**Daniller + Company**  
Atlanta Botanical Garden February 2022  
Member Acquisition

**Eberle Communications Group**  
Save the Carters!

**K2D Strategies**  
AFA September 2022 Punch Out  
Plane Acquisition

**Lautman Maska Neill & Company**  
MSF-USA Multi-Purpose Pen  
Acquisition Test Package

**Lautman Maska Neill & Company**  
MCAF November Label Acquisition

**Lautman Maska Neill & Company**  
Heifer International Love Your  
Neighbor Acquisition

**The Harrington Agency**  
Lutheran Immigration and Refugee  
Service Ukraine Urgent Gram  
Acquisition

**Thompson Habib Denison**  
Feeding America Meals For Kids  
Drive Campaign

## **Direct Mail Campaign (cont.)**

### **Major Donors \$1,000+**

#### **Mal Warwick Donordigital**

PETA's Vanguard Loyal Friend Appeal

#### **The Harrington Agency**

International Rescue Committee

Year-End Follow Up Appeal

### **Reinstatement/Lapsed**

#### **Daniller + Company**

Phillip and Patricia Frost Museum

of Science May 2022 Member

Lapsed Recapture

#### **Daniller + Company**

The Barnes Foundation September

2022 Member Lapsed Recapture

### **Renewal**

#### **CDR Fundraising Group**

ADL Tax Mailing

#### **Concord Direct**

New Hampshire Food Bank

Summer Commitment Appeal

#### **Fuse Fundraising**

American Humane: Doubling

Results with Doubling Language

#### **Nexus Direct**

Northern Nevada HOPES Appeal

and Acquisition November 2022

#### **Nexus Direct**

Carpenter's Shelter Spring 2022

Appeal

#### **RKD Group**

International Fellowship of Christians

and Jews Shammash Mailing

## **Special Appeal**

#### **Avalon Consulting Group**

Dave Thomas Foundation for

Adoption "I feel like myself again"

Year End Appeal

#### **Fuse Fundraising**

The Seeing Eye Rainbow Bridge

Memorial Appeal

#### **K2D Strategies**

WCW March 2022 Appeal

- Kitten Petition

#### **K2D Strategies**

WCW April 2022 Appeal

- Debarking Appeal

#### **Lautman Maska Neill & Company**

Meals on Wheels Orange County

Summer Meals Campaign

#### **Lautman Maska Neill & Company**

Ronald McDonald House of Greater

Cincinnati June Placemat Appeal

#### **Mal Warwick Donordigital**

PETA Emergency Winter

Care Package

#### **New River Communications**

STS Save Plum Island Poster Package

#### **New River Communications**

T2T 9 x12 "Season of Hope"

Holiday Campaign

#### **Newport One**

White House Historical Association

October 2023 History Appeal

#### **Newport One**

Stronger Sanctuary Match Appeal

#### **The Harrington Agency**

Lutheran Immigration and Refugee

Service Summer Newsletter



Direct Marketing Association of Washington



## **DRTV**

### **Acquisition/Prospecting**

#### **Direct Donor TV**

No Kid Hungry 2023 DRTV MAXI Submission

## **Multi-Channel Campaign**

### **Acquisition/Prospecting**

#### **Share Our Strength, No Kid Hungry**

Proving CTV's ROI through attribution

## **Renewal**

#### **CDR Fundraising Group**

LWR Ukraine Response

## **Special Appeal**

#### **Faircom New York**

Human Rights Watch Ukraine  
Emergency Integrated Appeal

#### **MarkeTeam**

League of Women Voters Yard Sign

#### **MissionWired**

Citizens of Hope Sustainer Program  
(re)Launch

#### **New River Communications**

CCO 'Be Someone's Miracle'  
Christmas Catalog

#### **Newport One**

American Battlefield Trust  
Gettysburg Appeal

## **Workhorse Campaign**

### **Acquisition/Prospecting**

#### **Faircom New York**

The Glaucoma Foundation Control Acquisition

## **Major Donors \$1,000+**

#### **Lautman Maska Neill & Company**

MSF-USA Table Topics Campaign

## **Renewal**

#### **O'Brien Garrett**

National Audubon Society  
Annualized Renewal #1

## **Special Appeal**

#### **Mal Warwick Donordigital**

AJWS Chanukah Appeal

#### **New River Communications**

T2T Return Stamps-No Obstacles  
Campaign

## **Workhorse Campaign – Email Campaign**

### **Special Appeal**

#### **Newport One**

Holiday Match and Holiday  
Match Follow Up

#### **Moore Digital**

MVLA Year End Campaign

#### **TrueSense Marketing**

Regional Food Bank of Oklahoma  
Give From Home Day