



2023

MAXI AWARDS

PURPOSE-DRIVEN – CONFIDENT RESULTS

In the New World of AI, YOU Prove that the Human Touch Still Matters



As we celebrate the 2023 MAXI award winners, we look with excitement to the new possibilities technology is bringing to our work. But we commit to never losing the human touch. With the power of AI + brilliant minds + compassionate hearts, our work – creative, strategic, data, and analytics – for important causes will get even better. Congrats to this year's winners (humans and their bots) for collaborating to make a difference for the great nonprofits we serve.

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DIRECT MARKETING ASSOCIATION OF WASHINGTON

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

2023 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 75 outstanding volunteers who judged the 2023 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 56 amazing award-winning campaigns – including a BIG IDEA Winner! And we present them to you in this publication.

MAXI AWARDS COMMITTEE CHAIR

Bryan Evangelista, Lautman Masko Neill & Company

DMAW BOARD OF DIRECTOR LIAISON

Jim Chmielewski, SIGNA

MAXI COMMITTEE

Stephen Godbout, CDR Fundraising Group

Victoria Heckler, Mal Warwick Donordigital

Tracy Lea, The Harrington Agency

Teresa Weaver, O'Brien Garrett

Joanne Wilson, The Humane Society of the United States

AWARDS

Summit Group

AWARDS MASTERS OF CEREMONIES

Marie Kosanovich, Lautman Masko Neill & Company

John Thompson, TrueSense Marketing

DISPLAY PANELS

Cassandra Chisholm

PROGRAM BOOK DESIGNER

Sue Curran, Sue Curran Design

PROGRAM BOOK PHOTOGRAPHER

Ron Guberman, Media Reactions

PRINTER

Mary Beyeruther, MVP Press

SCRIPTWRITERS

Stephen Godbout, CDR Fundraising Group

Carolann Torres, Moore

SPONSORSHIP SALES

Jim Chmielewski, SIGNA

Jade Swanson, MESG Marketing

Teresa Weaver, O'Brien Garrett

DMAW

Donna Tschiffely, Executive Director

Ann Walsh, MAXI Awards Manager

2023 MAXI AWARDS JUDGES

JUDGING COORDINATORS

Bryan Evangelista, Lautman Maska Neill & Company

Tracy Lea, The Harrington Agency

SENIOR JUDGES

Kate Carr, Starfish Interactive LLC

Jim Chmielewski, SIGNA

Barry Cox, Copywriter

Steve Fleshman, DR2, LLC

Michelle Johnston, Production Solutions

JUDGES

Marti Allen, Edge Direct

Mike Anderson, Allied Printing Resources

Cheryl Bailes, National Trust for Historic Preservation

Scott Bell, MarkeTeam

Todd Bemis, The Lukens Company

Stephanie Burcham, RR Donnelley

Autumn Carl, Infomergent, LLC

Phyllis Caudill, Christian Appalachian Project

Dennis Chyba, Summa (Adcieo)

Lori Collins, TrueSense Marketing

Laura Connors, National Parks Conservation Association

Leigh Corrigan-Owens, Mal Warwick Donordigital

Drew Daniels, Color Of Change

Jennifer Deerr, K2D Strategies

Meg Ferguson, Production Solutions

Steven Fleshman, DR2 LLC

Jennifer Gehring, Nexus Direct

Daniella Gerlach, The Lukens Company

Will Germinario, Planet Direct Mail

Tracey Goetchius, Lautman Maska Neill & Company

Mark Gould, AIPAC

Amy Graves Beaudoin, AGB Creative

Joe Harr, AARP

Victoria Heckler, Mal Warwick Donordigital

Matt Hepler, MKDM

Jennifer Ingram, Wiland

Deborah Johnson, The Lukens Company

Barbara Johnson, MarkeTeam

Michelle Johnston, Production Solutions

Karen Jones, Mal Warwick Donordigital

Rebekah Josefy, NextAfter

Blair Kaye-Wallach, The Lukens Company

Sherene Kelly, Moore

Kelly King, Nexus Direct

Marie Kosanovich, Lautman Maska Neill & Company

Roxanne Ladouceur, The Lukens Company

Jennifer Lai, ClearWord Communications Group

Debbie Loubier, The Lukens Company

Chris Lyons, NonProfit PRO

Lami Macbeth, Environmental Defense Fund

Justin McCord, RKD Group

Ryan McGuire, The Harrington Agency

Lawrence Montali, New River Communications

April Moore, Lautman Maska Neill & Company

Ashley Moore, Newport ONE

Liz Murphy, Allegiance Group

Amanda Murray, American Battlefield Trust

DeDi Oxenberg, CDR Fundraising Group

Anita Pearson, Key Acquisition Partners

Joana Ramalho, Nexus Direct

Robin Riggs, RKD Group

Kristi Rinck, Nexus Direct

Jillian Rogers, The Lukens Company

Fern Sanford, Fern Sanford Creative

Yanni Saratsis, NextAfter

Terri Sauer, Production Management Group

Mary Schultz, Schultz & Williams

Ben Smith, Starboard

Rebecca Sparenberg, The Humane Society of the United States

Jade Swanson, MESG Marketing

Michele Tate, RKD Group

Christiana Trenum, Planet Direct

Willis Turner, Huntsinger & Jeffer

Britt Vatne, Adstra Nonprofit

Erica Waasdorp, A Direct Solution

Kristina Williams, Sierra Club

Gerri Zimbardi, Eidolon Communications

MAXI SPONSORS

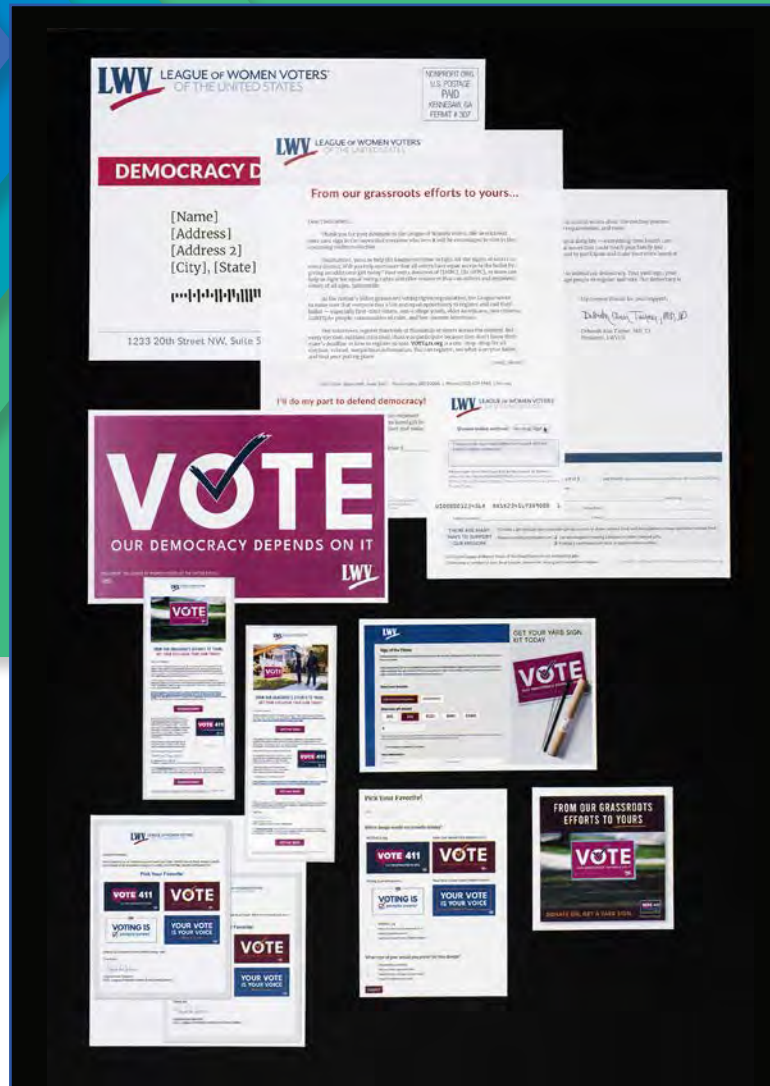
GOLD



SILVER



2023 MAXI AWARDS BIG IDEA



BIG IDEA

LEAGUE OF WOMEN VOTERS YARD SIGN

League of Women Voters
Cathy Jenkins

Agency: MarkeTeam

Account Executive: Bethany Godrum, Jared Griggs

Account Managers: Andrea Kirby, Pam Lo

Art Directors: Brandi Fritz, Vera Gorbunova

Copywriter: Aundrea Hearn

Production Manager: Jon Cohen

Online Consultant: Mary Getz



Congrats to all MAXI Winners!

...including our client partners, who are
working to change the world.

Save The Redwoods
L E A G U E

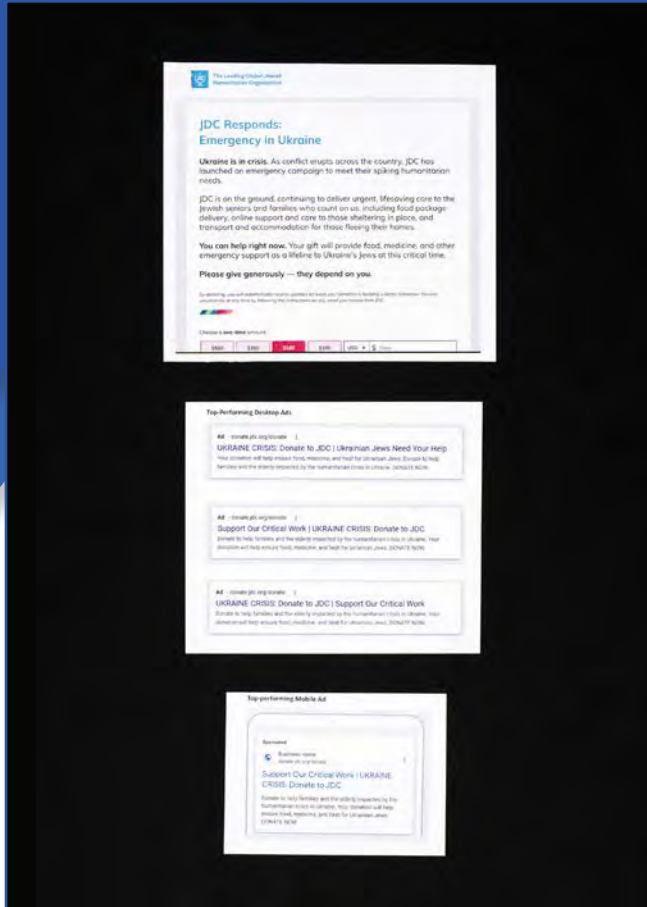
WHITE COAT
WASTE PROJECT



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

Get in Touch: ☎ 703.650.7491 ✉ info@k2dstrategies.com @ [k2dstrategies.com](https://www.k2dstrategies.com)

2023 MAXI AWARDS DIGITAL MEDIA CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

GOLD

JDC UKRAINE SEARCH ADS

JDC

Heather Morgan

Agency: Lautman Maska Neill & Company

Account Director: Amy Sukol

Online Consultant: Jean Qiao

NONPROFIT REINSTATEMENT/LAPSED

GOLD

SMILE TRAIN YEAR-END EMAIL CAMPAIGN

Smile Train

Mike Horowitz

Agency: MESG Marketing

Account Director: Jade Nguyen Swanson

Copywriter: Sarah Klein Masterson

Online Consultant: MESG Marketing



2023 MAXI AWARDS DIGITAL MEDIA CAMPAIGN



NONPROFIT REINSTATEMENT/LAPSED

GOLD

SMS NOVEMBER MEMBERSHIP DRIVE

The Humane Society of the United States
Rebecca Sparenberg

Agency: The Humane Society of the United States
Campaign Leader: Rebecca Sparenberg
Production Manager: Carlyn Schrouder
SMS Manager: Ellen Pascale
SMA Specialist: Lauren Gracey

NONPROFIT RENEWAL

BRONZE

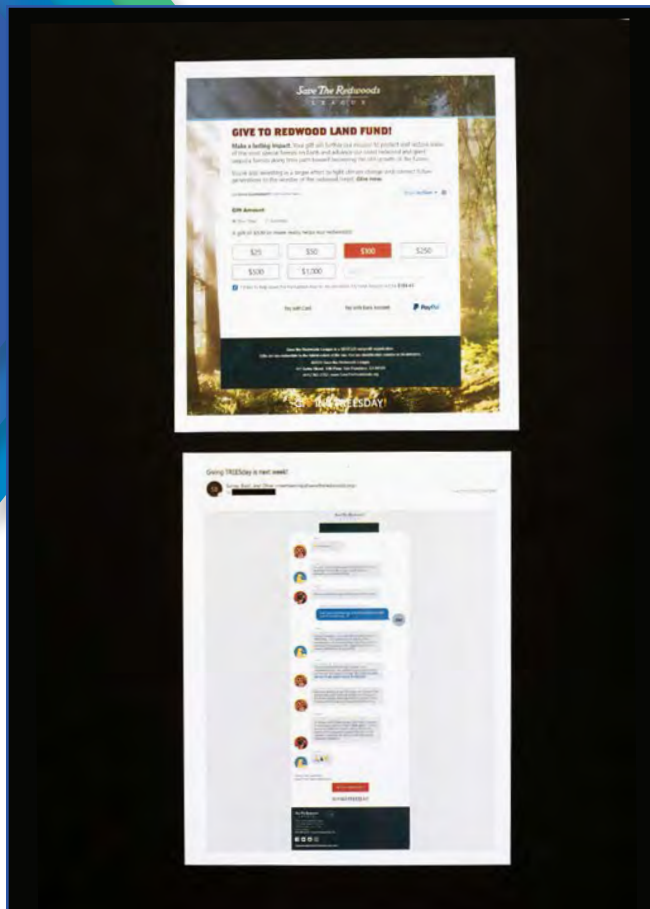
HUMAN RIGHTS WATCH 24-HOUR DIGITAL MATCH CAMPAIGN

Human Rights Watch
Ricardo Hernandez

Agency: Faircom New York
Account Manager: Madiha Ahmed
Copywriter: Bonnie Catena, Catena Connect
Creative Director: TinYuet Chau



2023 MAXI AWARDS DIGITAL MEDIA CAMPAIGN



NONPROFIT SPECIAL APPEAL

GOLD

STRL GIVING TUESDAY FROM SUNNY, BASIL, AND OLIVE

Save the Redwoods League
Kate Berry

Agency: K2D Strategies

Account Director: Jennifer Parker

Account Manager: Britt Grotos

Copywriter: Alex Madison

Creative Director: Jeph Christoff

NONPROFIT SPECIAL APPEAL

SILVER

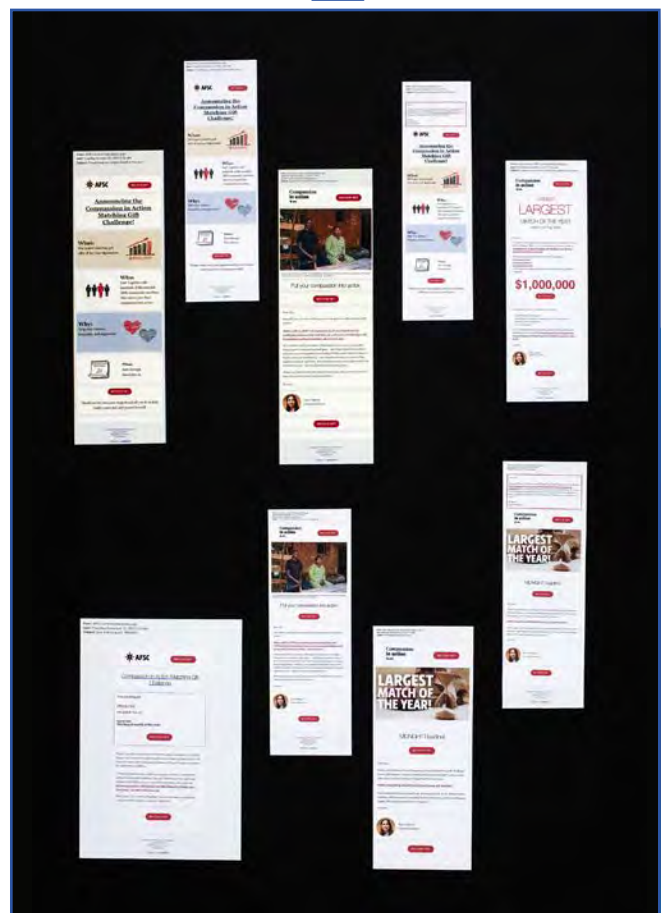
AFSC: LARGEST MATCH OF THE YEAR!

American Friends Service Committee
Connie Goldenberg

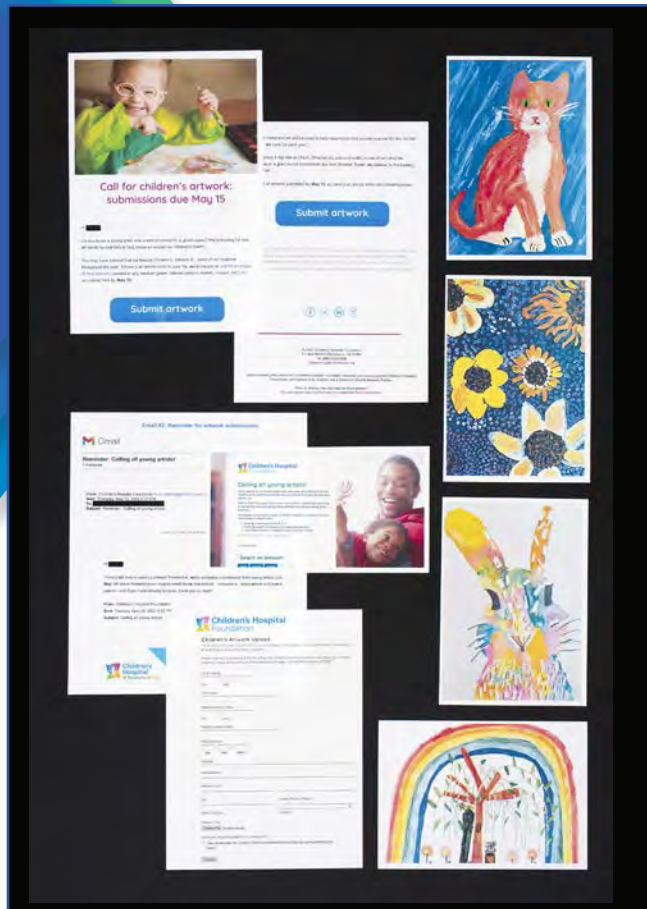
Agency: Mal Warwick Donordigital

Account Executive: Zoe Clark

Account Manager: Liv Tupanjanin



2023 MAXI AWARDS DIGITAL MEDIA CAMPAIGN



NONPROFIT SPECIAL APPEAL

SILVER

CHILDREN'S HOSPITAL OF RICHMOND AT VCU - CALLING ALL YOUNG ARTISTS!

Children's Hospital Foundation
Matt Brady

Agency: MarkeTeam

Account Director: Pamela Lo
 Art Director: Nico Gracey
 Copywriter: Lesley Goldberg
 Project Manager: Abigail Bray-Williams
 Senior Vice President: Brian O'Keefe

NONPROFIT SPECIAL APPEAL

BRONZE

THE SEEING EYE BETTY WHITE CHALLENGE

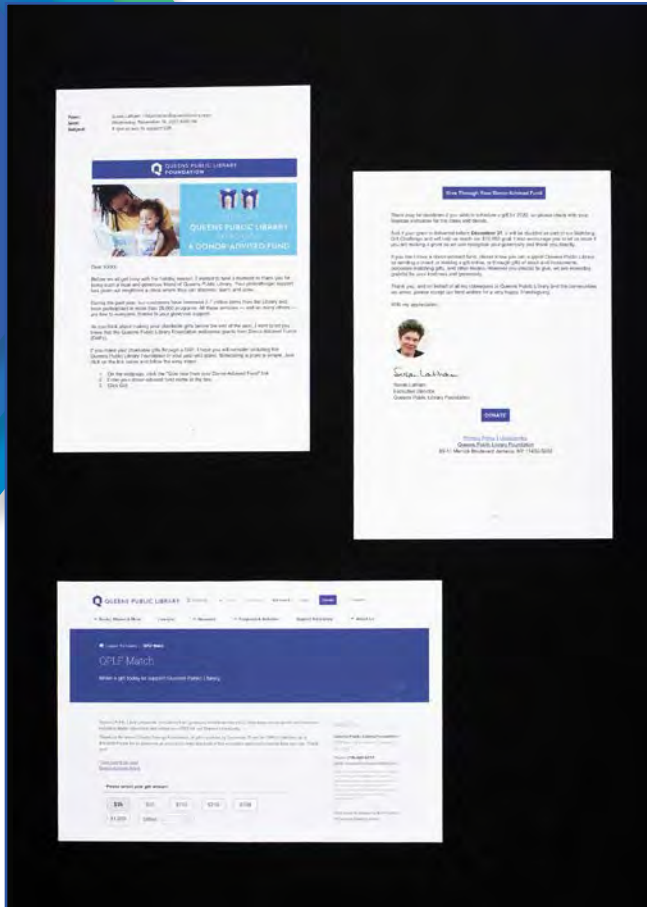
The Seeing Eye
Michelle Barlak

Agency: Concord Direct

Account Director: Amanda Espitia
 Associate Strategy Director: Chris Sedor
 Copywriter: Emily Schwartz
 Creative Director: Mel Williams



2023 MAXI AWARDS DIGITAL MEDIA CAMPAIGN



NONPROFIT SPECIAL APPEAL

BRONZE

QPLF GIVING TUESDAY WITH DAF EMAIL

Queens Public Library Foundation
Susan Latham

Agency: K2D Strategies

Account Director: Lori Archut

Account Manager: Rose Richtmyre

Art Director: Sang Jin Eom, Queens Public Library

Copywriter: Fern Sanford, Sanford Creative

DARE TO BE DIFFERENT!

When you need to stand out, **SUE CURRAN DESIGN** is your *perfect partner*.

With a unique combination of **eye-catching design** and **print management expertise**, I can execute your nonprofit, association, conference or marketing materials from concept to design and through the entire print production process!

So, next time you have an upcoming print project that needs to stand out, let's talk!



ART DIRECTION | PRINT MANAGEMENT
703-926-0594 | currancreates@gmail.com

CONGRATULATIONS to the WINNERS!



CONGRATS!
to our fellow
**MAXI Award
Winners**

 **CONCORD
DIRECT**
concorddirect.com

2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

GOLD

ATLANTA BOTANICAL GARDEN FEBRUARY 2022 MEMBER ACQUISITION

Atlanta Botanical Garden
Claudia McDavid

Agency: Daniller + Company
Art Director: Deanne Clark, Deanne Clark Studios
Production Manager: Chris Hoffman, Ballantine

NONPROFIT ACQUISITION/PROSPECTING

GOLD

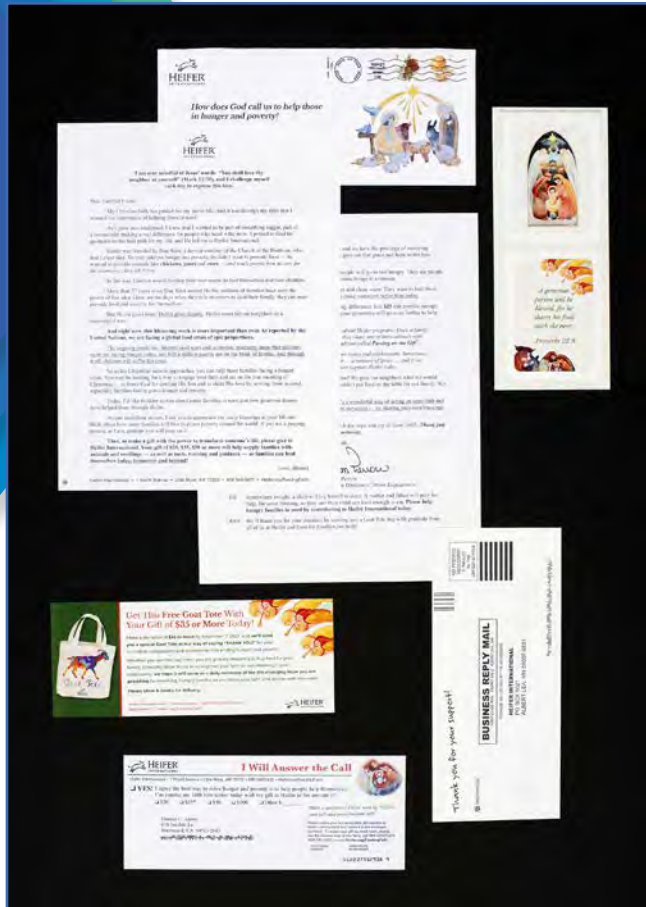
SAVE THE CARTERS!

Carter Reservoir Mustangs, Inc.
Darice Massey

Agency: Eberle Communications Group
Account Executive: Dan Moser
Art Director: David Veliquette
Copywriter: Dan Moser
Production Manager: Lonnie Selby
Lettershop: Hannaford & Dumas
Printer: Hannaford & Dumas



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

GOLD

HEIFER INTERNATIONAL LOVE YOUR NEIGHBOR ACQUISITION

Heifer International
Kim Perrow

Agency: Lautman Masko Neill & Company
Account Director: Margaret Romig
Account Executive: Maggie Hughes
Art Director: Janise Harris
Copywriter: Sam Ackerman, Caliban Creative
Creative Director: Robin Perry
List Broker: Data Axle
Production Manager: Production Solutions
Senior Account Executive: Melissa Lancaster

NONPROFIT ACQUISITION/PROSPECTING

SILVER

MSF-USA MULTI-PURPOSE PEN ACQUISITION TEST PACKAGE

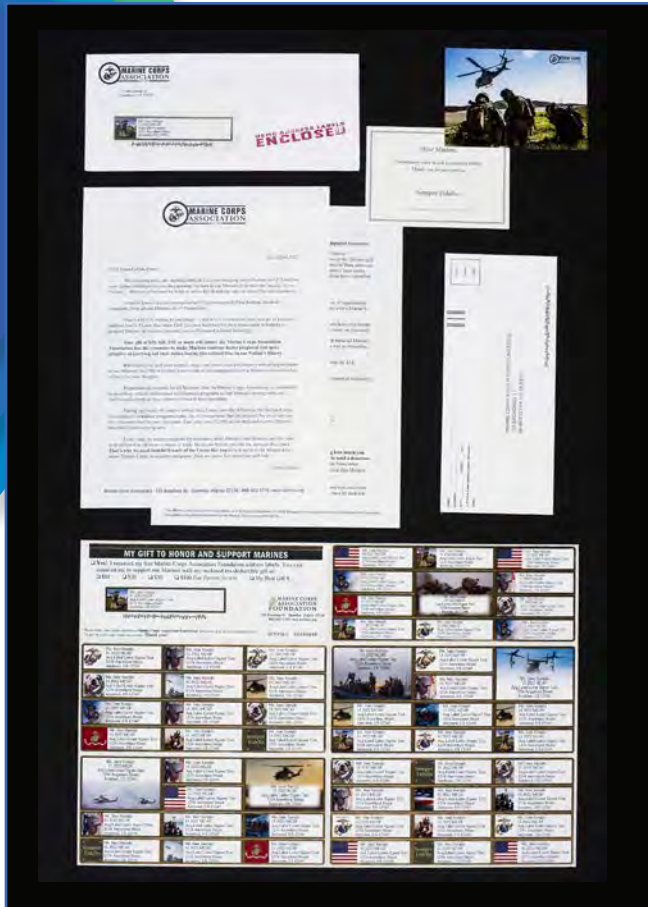
MSF-USA
Gemma Smart

Agency: Lautman Masko Neill & Company

Account Director: Michelle Le
Account Executive: Bridget Duggan
Account Manager: Rayna Clarke
Creative Director: Robin Perry
Production Manager: Amanda Sargent
Lettershop: PMG
Printer: PMG



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

SILVER

MCAF NOVEMBER LABEL ACQUISITION

Marine Corps Association Foundation
Col Timothy Mundy, USMC (Ret)

Agency: Lautman Maska Neill & Company
Account Manager: Bridget Duggan
Art Director: Janise Harris
Production Manager: Amanda Sarg
Vice President, Accounts: Marie Kosanovich

NONPROFIT ACQUISITION/PROSPECTING

SILVER

LUTHERAN IMMIGRATION AND REFUGEE SERVICE UKRAINE URGENT GRAM ACQUISITION

Lutheran Immigration and Refugee Service
Valerie Kurka

Agency: The Harrington Agency

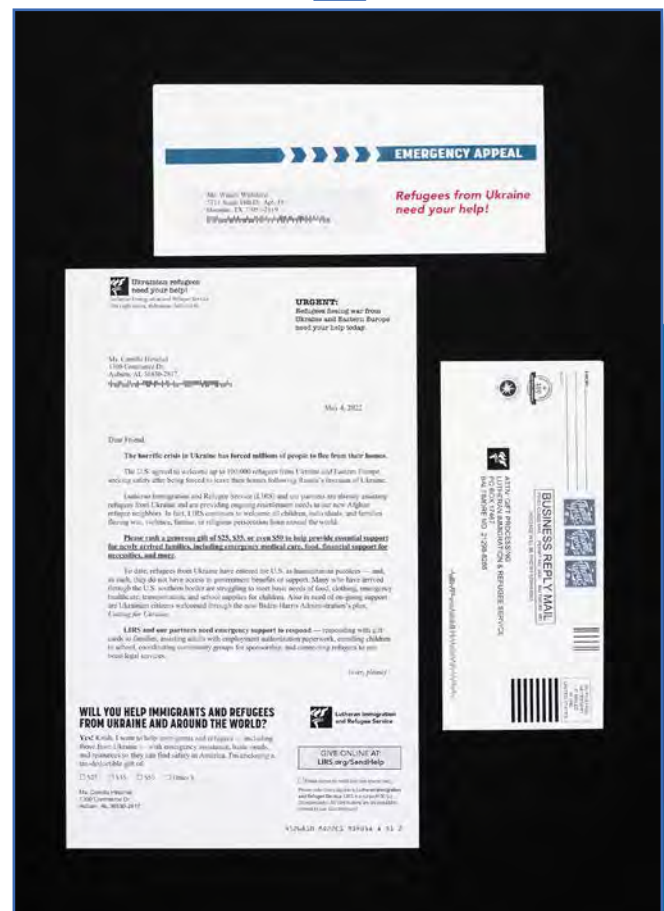
Art Director: Janine Graham

Copywriter: Wendy Davis

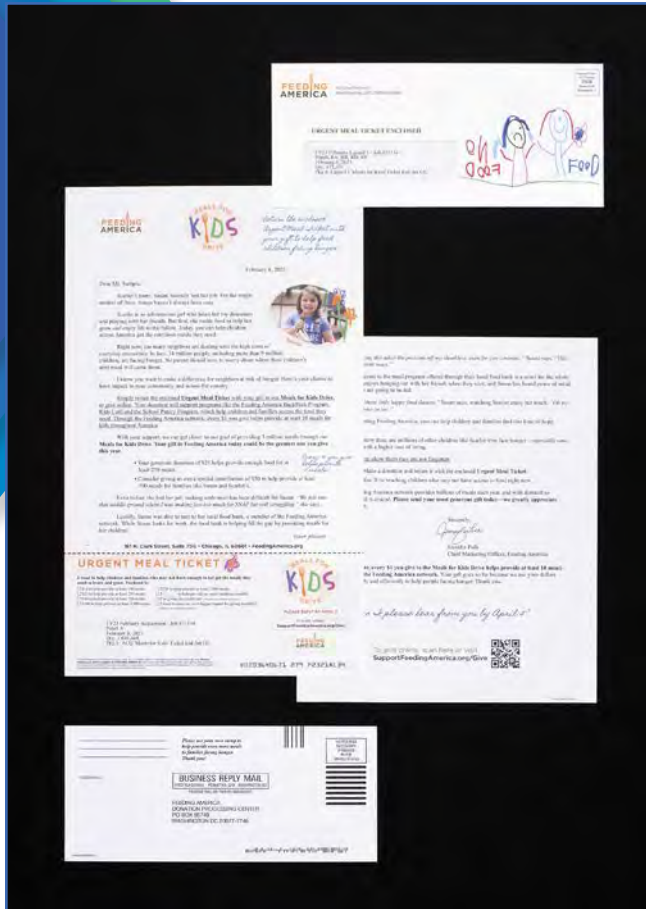
List Broker: Jeanette Cassano, Belardi Wong

Senior Account Manager: Ryan McGuire

Senior Strategist: Tracy Lea



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

SILVER

FEEDING AMERICA MEALS FOR KIDS DRIVE

Feeding America
Rose Cashner

Agency: Thompson Habib Denison

Account Director: Jessica Bartlett

Account Executive: Allie Catalano

Account Manager: Katherine George

Art Directors: Nicole Maynard, Alison Woodland

Copywriter: Emma Hernandez Iverson

Creative Director: Emma Hernandez Iverson

List Brokers: Lauren Cathey, Fran Wollman, Audience First Media

Production Manager: Stephen Prasser, Production Solutions

Studio Artist: Lee Spinosa

NONPROFIT ACQUISITION/PROSPECTING

BRONZE

AFA SEPTEMBER 2022 PUNCH OUT PLANE ACQUISITION

Air & Space Forces Association
Leslie Mazeska

Agency: K2D Strategies

Account Director: Stephanie Musser

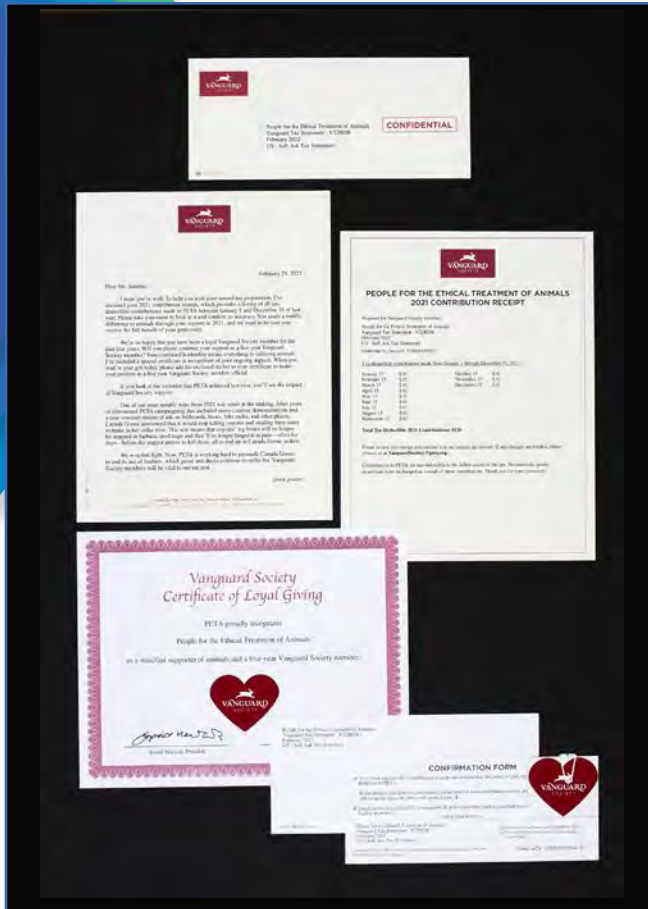
Account Manager: Kris Anderson

Copywriter: Stephen Godbout, CopybyGod

Creative Director: Steve Fleshman, DR2



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT MAJOR DONOR

BRONZE

PETA'S VANGUARD LOYAL FRIEND APPEAL

PETA Foundation
Jeff Zick

Agency: Mal Warwick Donordigital
Account Manager: Evan Goetz
Art Director: Brenda Chow
Copywriter: Tara Pabellon, Askwright
Creative Director: Leigh Corrigan-Owens
Production Manager: Erik Eaves, Keishi Ihara, KT Production

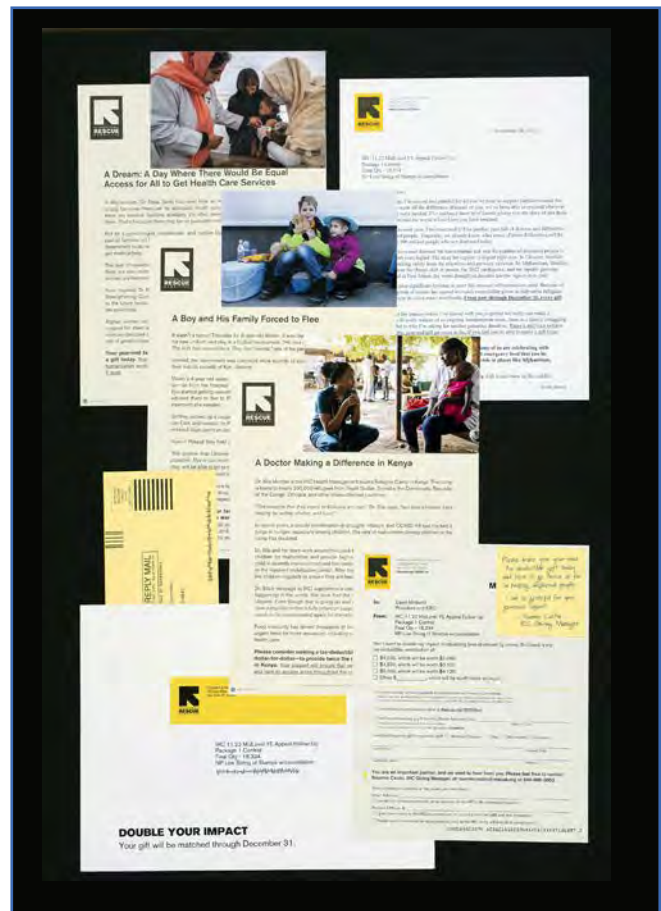
NONPROFIT MAJOR DONOR

BRONZE

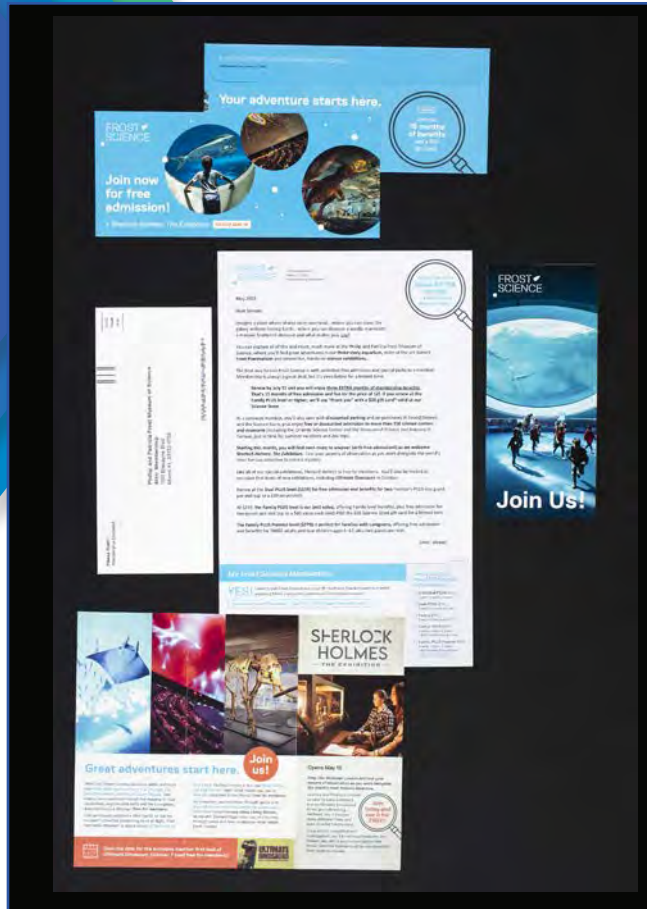
INTERNATIONAL RESCUE COMMITTEE YEAR-END FOLLOW UP APPEAL

International Rescue Committee
Theresa Rizzo

Agency: The Harrington Agency
Art Director: Janine Graham
Copywriter: Eric Nielsen
Creative Director: Cheryl Keedy
Production Manager: Tania Rauf
Printer: Karen Hodges, Production Solutions
Senior Account Manager: Crystal Sherren
Senior Strategists: Robert Fisher, Jessica Harrington



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT REINSTATEMENT/LAPSED

SILVER

PHILLIP AND PATRICIA FROST MUSEUM OF SCIENCE MAY 2022 LAPSED RECAPTURE

Phillip and Patricia Frost Museum of Science
Jessica Casinelli

Agency: Daniller + Company
Art Director: Michael Paff, Michael Paff Design
Production Manager: Chris Hoffman, Ballantine

NONPROFIT REINSTATEMENT/LAPSED

SILVER

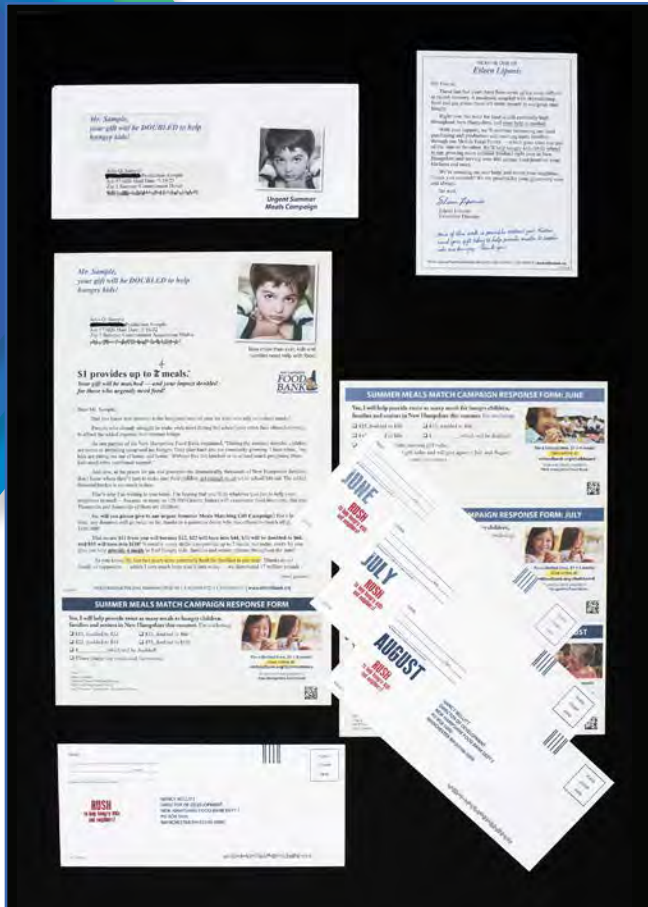
THE BARNES FOUNDATION SEPTEMBER 2022 MEMBER LAPSED RECAPTURE

The Barnes Foundation
Maggie Lee

Agency: Daniller + Company
Art Director: Deanne Clark, Deanne Clark Studios
Production Manager: Chris Hoffman, Ballantine



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT RENEWAL

GOLD

NEW HAMPSHIRE FOOD BANK SUMMER COMMITMENT APPEAL

New Hampshire Food Bank
Nancy Mellitt

Agency: Concord Direct

Account Director: Gretchen Soter-Moody

Account Manager: Deb Cedrone

Creative Director: Melanie Williams

Strategy Director: Maura Szendy

NONPROFIT RENEWAL

SILVER

ADL GIVING STATEMENT MAILING

Anti-Defamation League
Abbe Pascal

Agency: CDR Fundraising Group

Account Executive: Gift Wyatt

Art Director: Rich Ramsell

Copywriter: Stephen Godbout

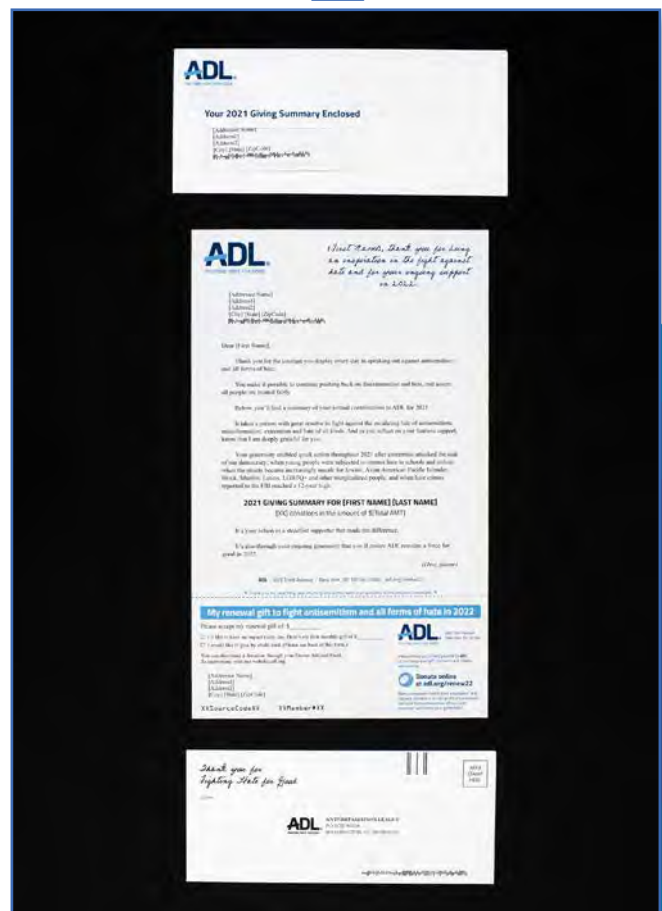
Production Manager: Felicia Seibert

VP, Client Services: Becca Burgess

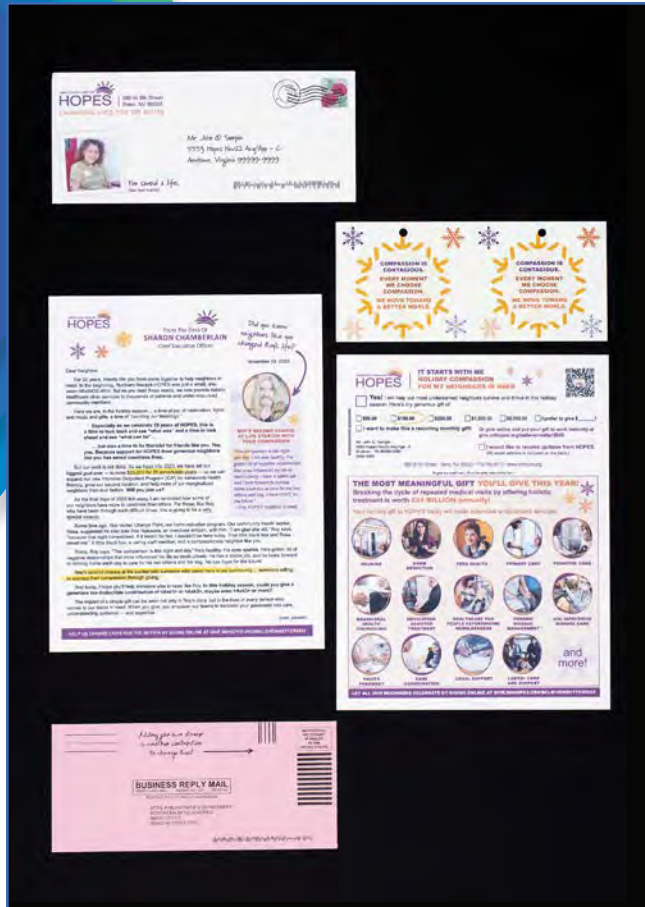
VP, Creative Director: Chuck Lowensen

Lettershop: Southwest Publishing & Mailing Corp.

Printer: Southwest Publishing & Mailing Corp.



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT RENEWAL

SILVER

NORTHERN NEVADA HOPES APPEAL AND ACQUISITION NOVEMBER 2022

Northern Nevada HOPES
Mandi Larsen

Agency: Nexus Direct

Account Executive: Val Davis

Account Manager: Kelly King

Art Director: Ellyn Willette

Copywriter: Doug Brendel

Creative Director: Kelsey Beerthuis

List Broker: Alison Laskos

Production Manager: Sophie Hill

VP, Account Planning: Brian Langley

Printers: Bison Printing, Andy Chocklett, Craig Envelope,
Robert Aaronson, Bob Brummer, PMC

NONPROFIT RENEWAL

BRONZE

AMERICAN HUMANE: DOUBLING RESULTS WITH DOUBLING LANGUAGE

American Humane
Amy Carlton

Agency: Fuse Fundraising

Account Director: Erica O'Brien, Courtney Lewis

Account Executives: Maryann Chan, Amy Carlton,
The Seeing Eye

Account Manager: Sydney Paner

Art Director: Michelle Levandowski

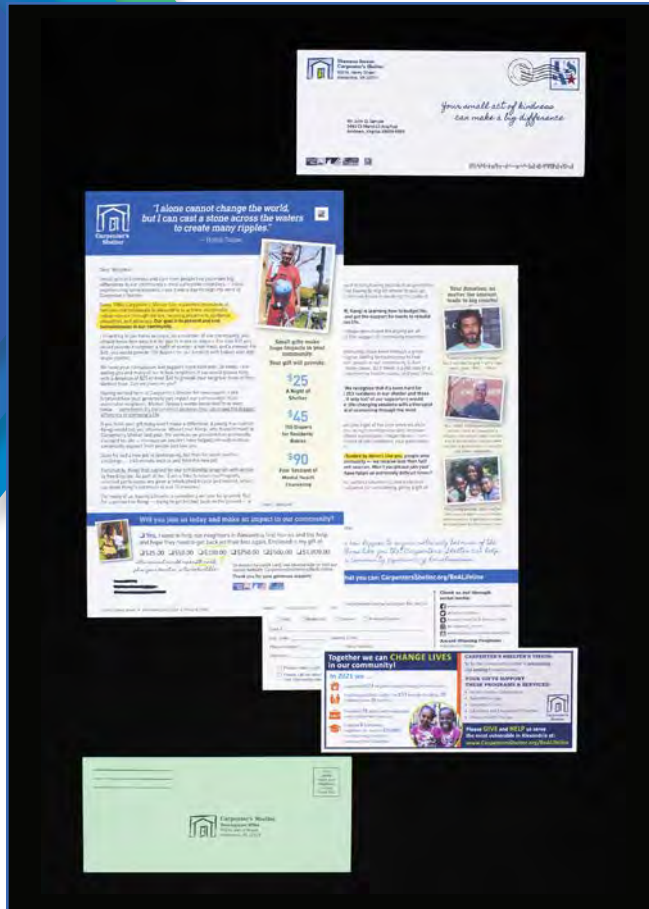
Copywriter: Lisa Bintrim

Creative Director: Leah Farmer

Production Manager: Production Management Group



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT RENEWAL

BRONZE

INTERNATIONAL FELLOWSHIP OF CHRISTIANS AND JEWS SHAMMASH MAILING

International Fellowship of Christians and Jews
Erica Agree Prescott

Agency: RKD Group

Account Coordinator: Sierra Mota

Account Executive: Nola Berrish

Account Supervisor: Angela Davis

Creative Director: Don Rossi

Art Director: Casey Colvin

Project Manager: Diane Wickwire

SVP, Client Strategy: Duke Smith

VP, Client Strategy: Chris Madson

NONPROFIT RENEWAL

BRONZE

CARPENTER'S SHELTER SPRING 2022 APPEAL

Carpenter's Shelter
Shannon Steene

Agency: Nexus Direct

Account Executive: Kelly King

Account Manager: Jennifer Gehring

Art Director: Dwight Ingram

Copywriter: Pia Payne

Production Manager: Sophie Hill

VP, Account Planning: Brian Langley

Printer: Anthony Wilder, SeaChange Innovations



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

GOLD

WCW MARCH 2022 APPEAL - KITTEN PETITION

White Coat Waste Project
Anthony Bellotti

Agency: K2D Strategies

Account Director: Stephanie Musser

Account Manager: Kris Anderson

Copywriter: Sam Ackerman, Caliban Creative

Creative Director: Steve Fleshman, DR2

NONPROFIT SPECIAL APPEAL

GOLD

WCW APRIL 2022 APPEAL - DEBARKING APPEAL

White Coat Waste Project
Anthony Bellotti

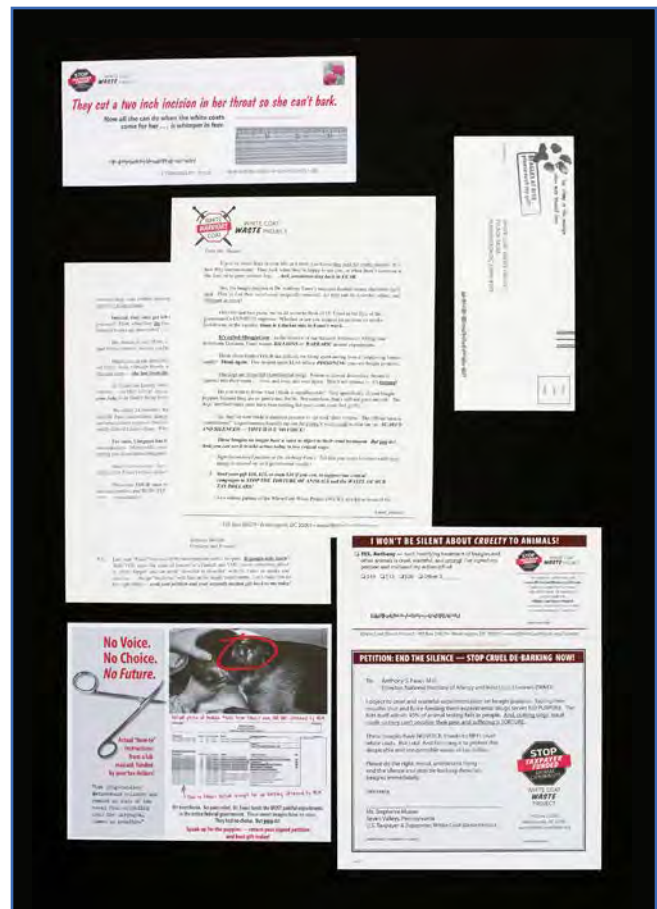
Agency: K2D Strategies

Account Director: Stephanie Musser

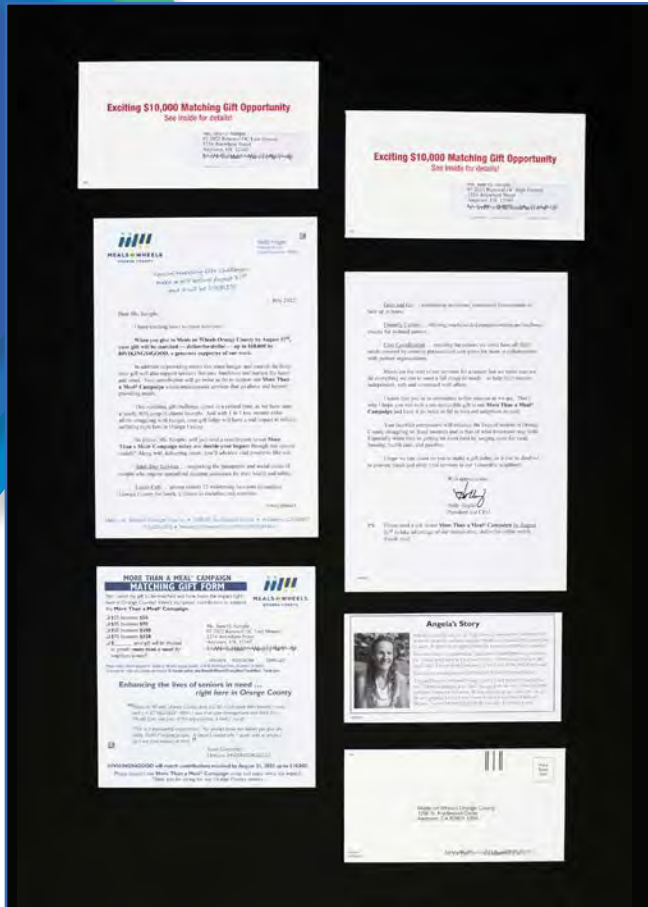
Account Manager: Kris Anderson

Copywriter: Sam Ackerman, Caliban Creative

Creative Director: Steve Fleshman, DR2



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

GOLD

MEALS ON WHEELS ORANGE COUNTY SUMMER MEALS CAMPAIGN

Meals on Wheels Orange County
Darla Olson

Agency: Lautman Masko Neill & Company

Account Executive: Michaela Crossen

Account Manager: Lynsey Gallagher

Art Director: Carolyn Coon, Starfish Design

Copywriter: BK Kreative

Creative Director: Robin Perry

Production Manager: April Fifer, RWT Production

Lettershop: MWI

Printer: MWI

NONPROFIT SPECIAL APPEAL

SILVER

DAVE THOMAS FOUNDATION FOR ADOPTION "I FEEL LIKE MYSELF AGAIN" YEAR END APPEAL

Dave Thomas Foundation for Adoption
Lisa Rovner

Agency: Avalon Consulting Group

Account Director: Mary Meredith

Account Executive: Will Griffiths

Account Manager: Caroline Arnold

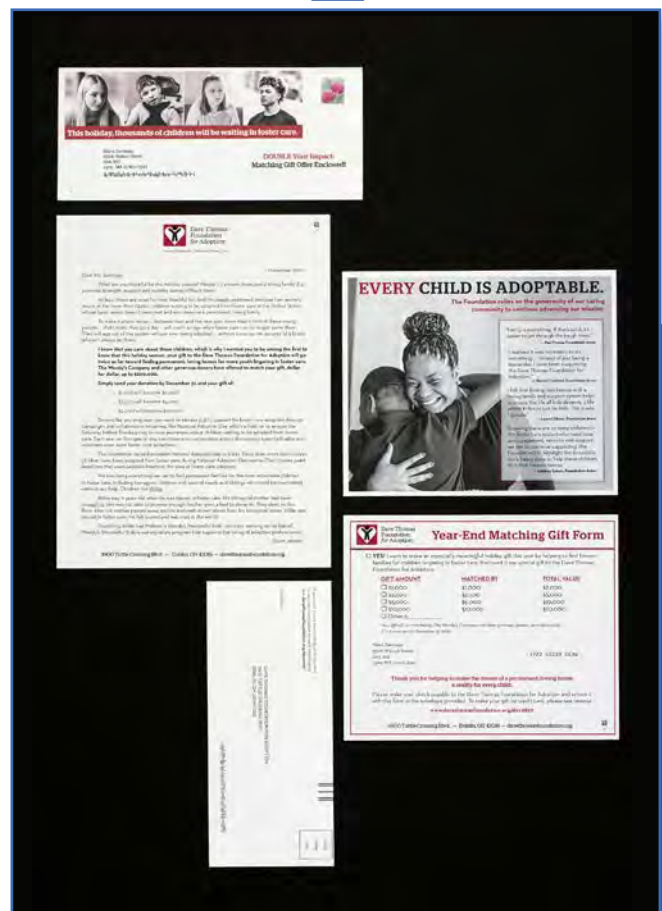
Art Director: Blake Echols

Copywriter: Tara Pabellon

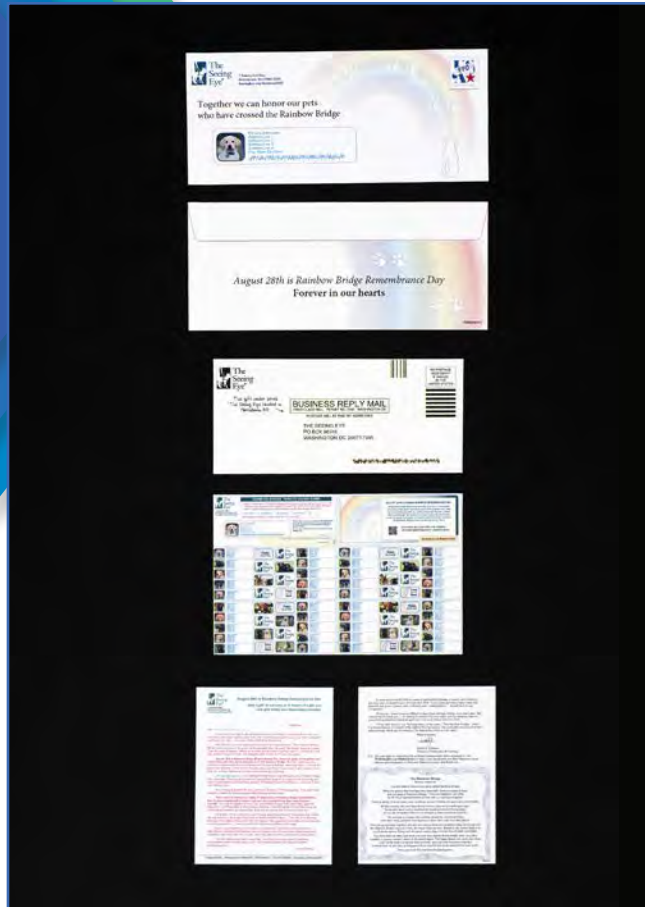
Production Manager: Maria Santiago, Production

Solutions

Lettershop: Production Solutions



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

SILVER

THE SEEING EYE RAINBOW BRIDGE MEMORIAL APPEAL

The Seeing Eye
Ryan Treacy

Agency: Fuse Fundraising

Account Directors: Erica O'Brien, Courtney Lewis

Account Executive: Jen Marsh

Account Managers: Caroline Blosser, Ryan Treacy,
The Seeing Eye

Art Director: Michelle Levandowski

Copywriter: Michelle Gunn

Creative Director: Leah Farmer

Production Manager: Edgemark Partners

NONPROFIT SPECIAL APPEAL

SILVER

PETA'S EMERGENCY WINTER CARE PACKAGE

PETA Foundation

Jeff Zick

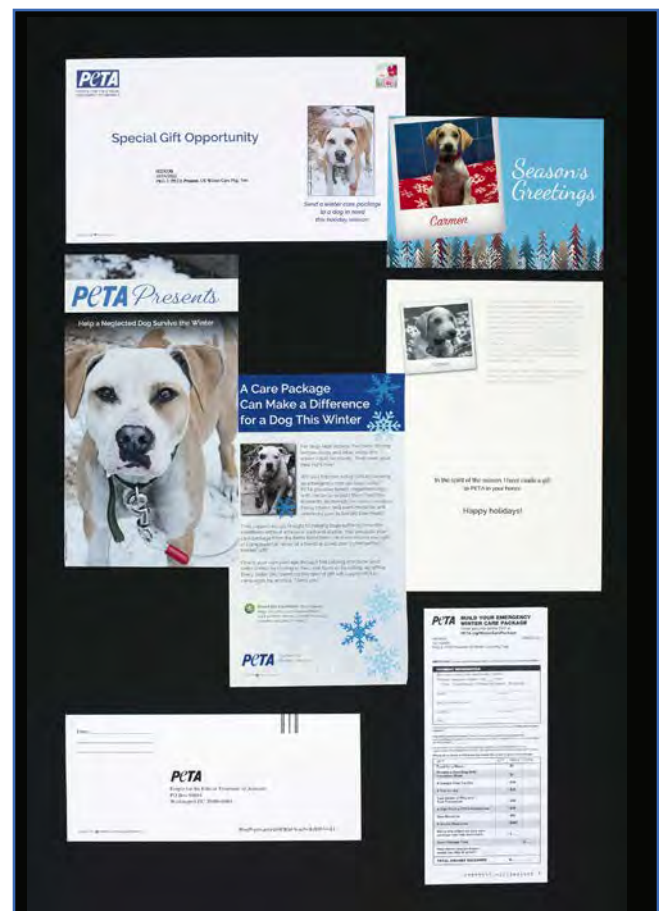
Agency: Mal Warwick Donordigital

Account Manager: Evan Goetz

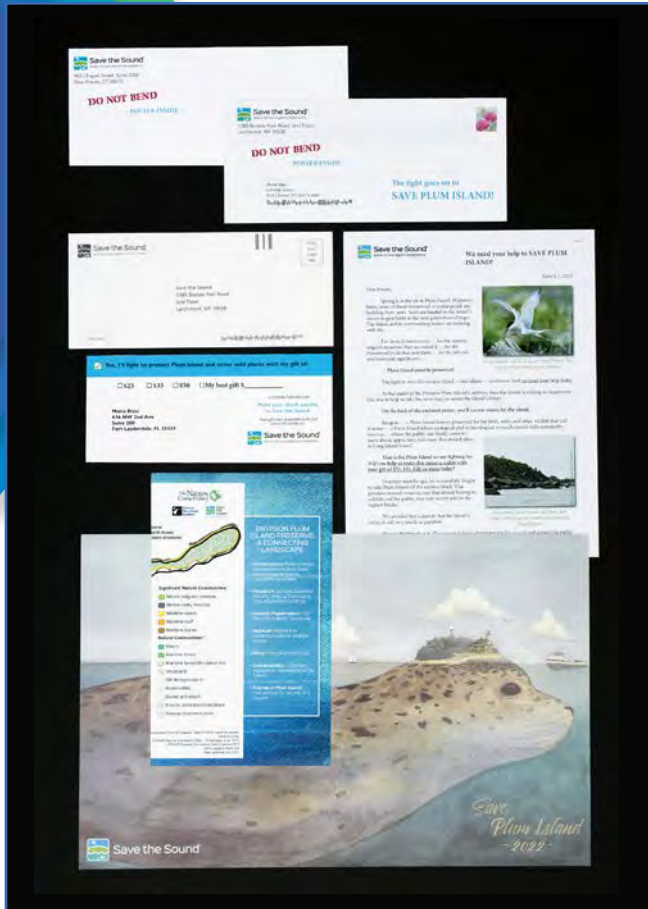
Art Director: Mark Sullivan, Imageworks

Copywriter: Tara Pabellon, Askwright

Production Managers: Erik Eaves, Leanne Thomas,
RWT Production



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

SILVER

STS SAVE PLUM ISLAND POSTER PACKAGE

Save the Sound
Amanda James

Agency: New River Communications

Account Director: Maria Blasi

Account Manager: Nicole Kennedy

Art Director: Chris Holley

Copywriter: Amanda Keller

Creative Director: Sean O'Neil

Production Manager: April Fifer, RWT Production

NONPROFIT SPECIAL APPEAL

SILVER

T2T 9 X12 "SEASON OF HOPE" HOLIDAY CAMPAIGN

Tunnel to Towers Foundation
Larry Olson

Agency: New River Communications

Account Director: Maria Blasi

Art Director: Austin Schuldt

Copywriter: Sean O'Neil

Creative Director: Larry Montali

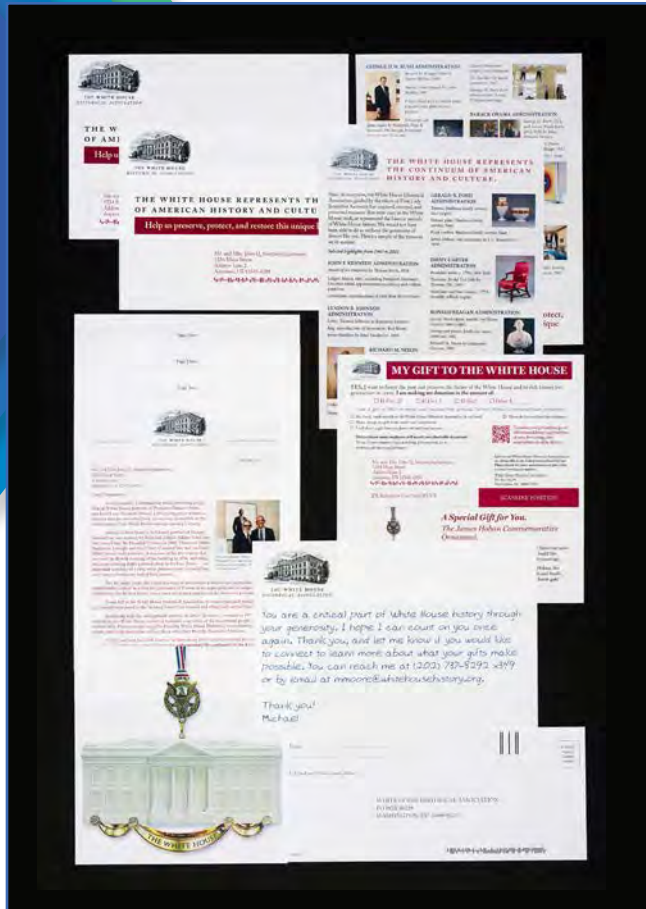
President: Rod Taylor

Production Manager: April Fifer, RWT Production

Senior Data Analyst: Shaun Peterson



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

SILVER

WHITE HOUSE HISTORICAL ASSOCIATION OCTOBER 2022 HISTORY APPEAL

White House Historical Association
Michael Moore

Agency: Newport One
Account Manager: Stacey Rubenstein
Art Director: Tom Drymon, Drymon Design
Production Manager: Sue Genius, RWT Production

NONPROFIT SPECIAL APPEAL

SILVER

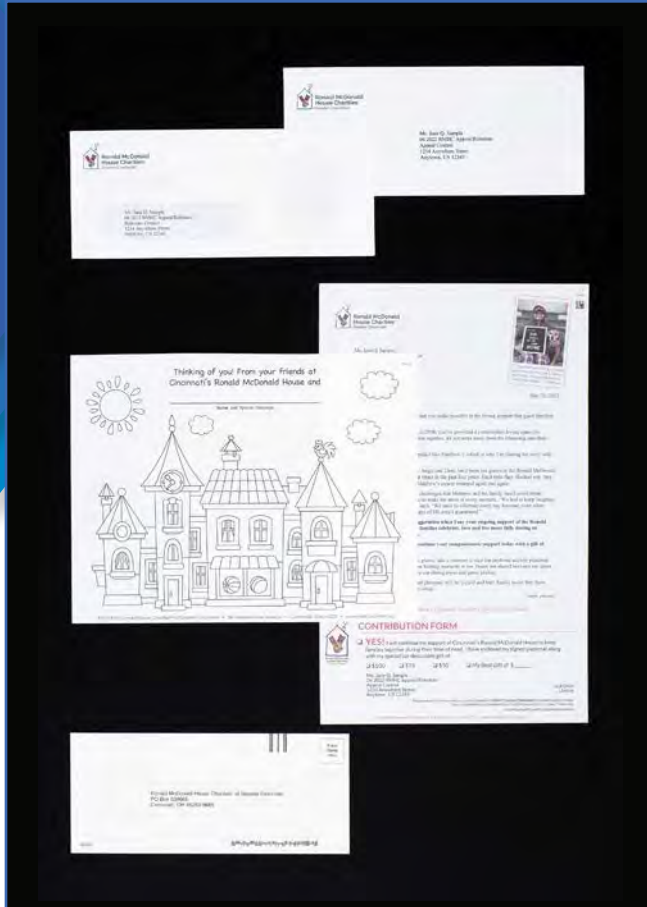
LUTHERAN IMMIGRATION AND REFUGEE SERVICE SUMMER NEWSLETTER

Lutheran Immigration and Refugee Service
Valerie Kurka

Agency: The Harrington Agency
Art Director: Janine Graham
Copywriter: Wendy Davis
Creative Director: Cheryl Keedy
List Broker: Jeanette Cassano, Belardi Wong
Printer: Doug Periera, AMI Direct
Senior Account Manager: Ryan McGuire
Senior Strategist: Tracy Lea



2023 MAXI AWARDS DIRECT MAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

BRONZE

RONALD MCDONALD HOUSE OF GREATER CINCINNATI JUNE PLACEMAT APPEAL

Ronald McDonald House of Greater Cincinnati
Michelle Steed

Agency: Lautman Maska Neill & Company

Account Executive: Araby Kaba

Art Director: Janise Harris

Production Manager: Jamie Tissel

Vice President, Accounts: Marie Kosanovich

NONPROFIT SPECIAL APPEAL

BRONZE

BEST FRIENDS STRONGER SANCTUARY MATCH APPEAL

Best Friends Animal Society

Barbara Camick

Agency: Newport One

Account Executive: Craig DePole

Director of Membership: Barbara Camick, Best Friends

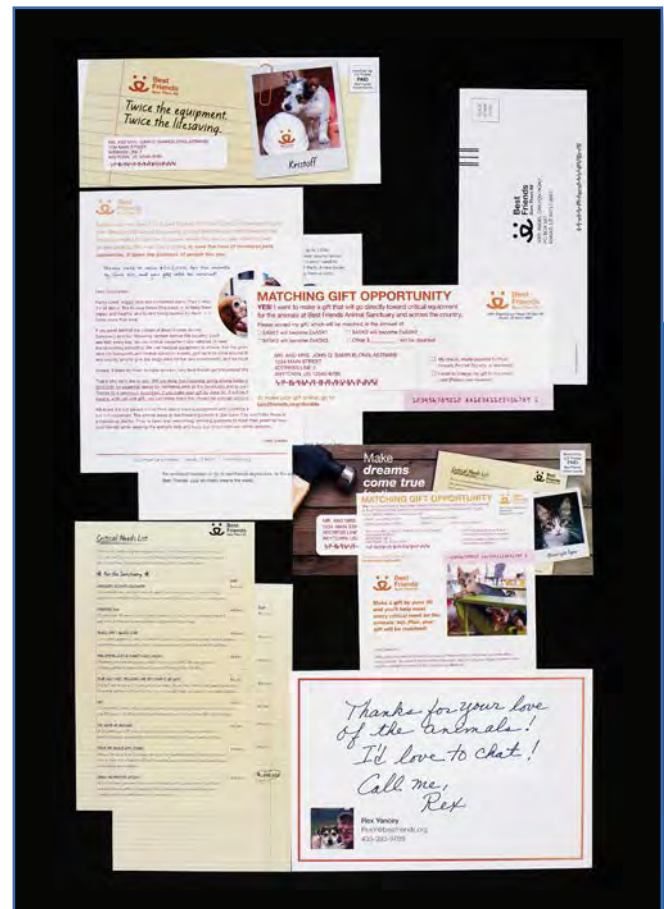
DR Marketing Specialist: Casey Smith, Best Friends

Mail Plan & Data Architect: Jeanne Coleman

Production Manager: Cindy Barham, RWT Production

Sr. Business Process Analyst: Carly Dy-Buncio, Best Friends

Sr. Manager, Direct Marketing: Vicky Barrett, Best Friends





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2023 MAXI AWARDS DRTV CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

GOLD

NO KID HUNGRY 2022 DRTV CAMPAIGN

No Kid Hungry
Marisa Martin

Agency: Direct Donor TV

Account Director: Rebecca Backus

Account Manager: Elizabeth Johnsen

Associate Director, Sustainer Campaign: Marisa Martin,
Share Our Strength

Associate, Sustainer Campaign: Nikki Snider,
Share Our Strength

Creative Producer: Kandyce Moore, TCM Creative

Media Buyer: Kate Beckerle



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571-243-1237

**RWT Production
congratulates all
the 2023 MAXI winners!**



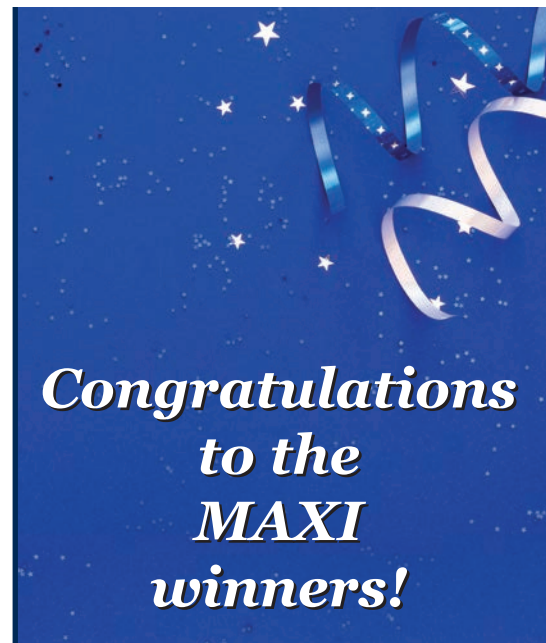
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2023 MAXI AWARDS MULTI-CHANNEL CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

GOLD

PROVING CTV'S ROI THROUGH ATTRIBUTION

Share Our Strength
Anne Bell Fysh

Agency: Share Our Strength
Account Executive: Bethany Riley, Further Digital
Account Manager: Jessica Kirche-Morrow, Further Digital
Digital Ads Manager: Shelby Steere, Further Digital

NONPROFIT RENEWAL

GOLD

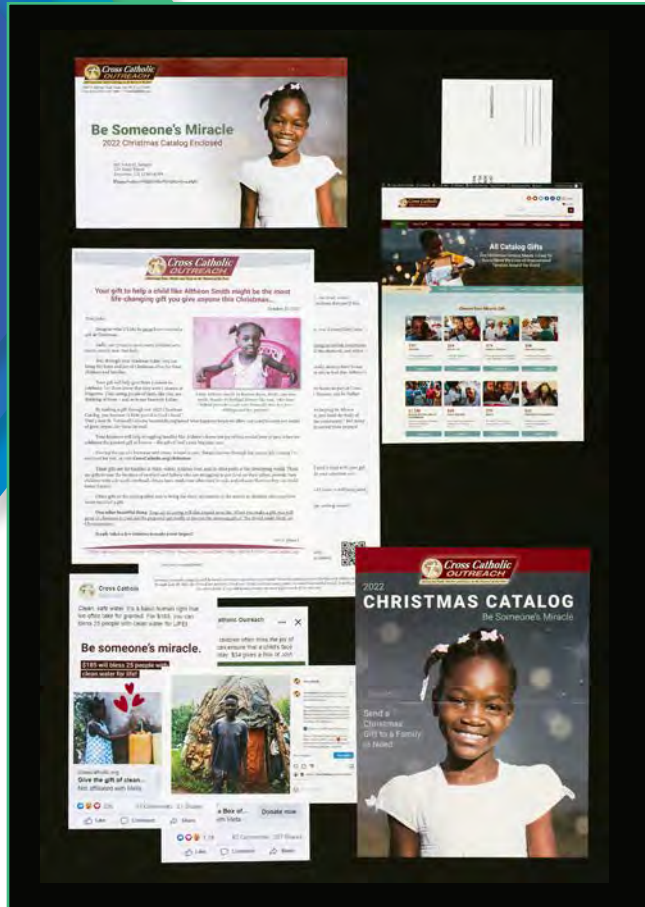
LWR UKRAINE RESPONSE

Lutheran World Relief
Vila-Sheree Watson

Agency: CDR Fundraising Group
Art Director: Kathleen Randour
Associate Account Director: Kellie Ruckert
Copywriter: Stephen Godbout
Creative Director: Julie Dixon
Digital Media Planner: Caitlin Watkins
Production Manager: Ashley O'Brien
Senior Account Director: Leah Collins
Senior Account Executive: Rachel Norjen
Senior Digital Strategist: Diana Small



2023 MAXI AWARDS MULTI-CHANNEL CAMPAIGN



NONPROFIT SPECIAL APPEAL

GOLD

CCO 'BE SOMEONE'S MIRACLE' CHRISTMAS CATALOG

Cross Catholic Outreach
Eric Kinman

Agency: New River Communications

Account Director: Shaun Petersen

Account Manager: LisaMaria Palumbo

Copywriter: Larry Montali

Designers, Print & Digital: Chris Holley, Spencer Lawrence,
Stephen Shutt

Digital Ad Agency: Masterworks

Director of Marketing: Eric Kinman, CCO

Marketing Campaign Managers: Daniela Moberg,

Kristen Pulido, CCO

Staff Writers: Tony Mator, Andrea DiFonte, CCO

Social Media Specialist: Amber Van Karsen, CCO

NONPROFIT SPECIAL APPEAL

SILVER

HUMAN RIGHTS WATCH UKRAINE EMERGENCY INTEGRATED APPEAL

Human Rights Watch
Vincent Wishrad

Agency: Faircom New York

Account Executives: Diana Lee, Carla San Vicente Cunha

Account Managers: Madiha Ahmed, Laura Sokol-Meade

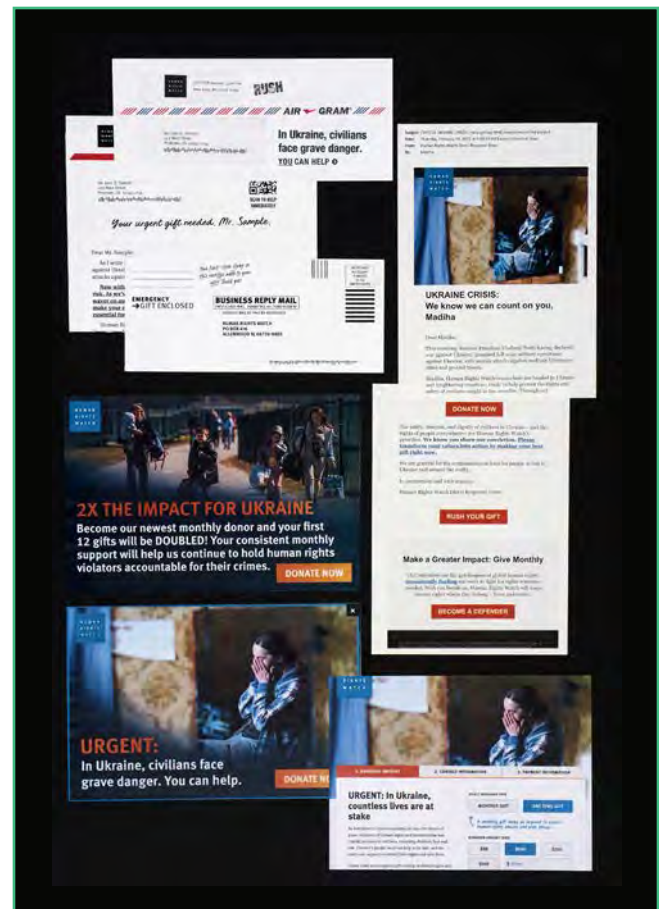
Advertising Team: Emily Filley, Vijay Malavia, VeraData

Art Directors: TinYuet Chau, Thomas Puckett

Copywriter: Bonnie Catena, Catena Connects

Creative Director: Barbra Schulman

Production Manager: Mark Newman



2023 MAXI AWARDS MULTI-CHANNEL CAMPAIGN



NONPROFIT SPECIAL APPEAL

SILVER

AMERICAN BATTLEFIELD TRUST GETTYSBURG APPEAL

American Battlefield Trust
Amanda Murray

Agency: Newport One

Account Director: Stacey Rubenstein
Account Executive: Amanda Murray, American Battlefield Trust

Account Managers: Dani Hart

Art Director: Tom Drymon, Drymon Design

Production Manager: Cindy Barham, RWT Production

NONPROFIT SPECIAL APPEAL

BRONZE

LEAGUE OF WOMEN VOTERS YARD SIGN

League of Women Voters
Cathy Jenkins

Agency: MarkeTeam

Account Executive: Bethany Godrum, Jared Griggs

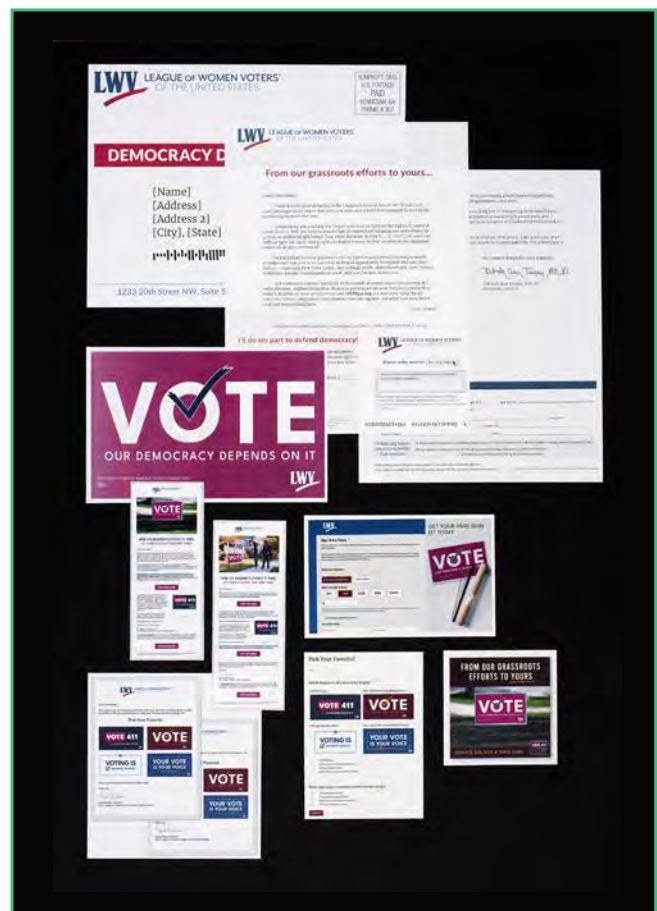
Account Managers: Andrea Kirby, Pam Lo

Art Directors: Brandi Fritz, Vera Gorbunova

Copywriter: Aundrea Hearn

Production Manager: Jon Cohen

Online Consultant: Mary Getz



2023 MAXI AWARDS MULTI-CHANNEL CAMPAIGN



NONPROFIT SPECIAL APPEAL

BRONZE

CITIZENS OF HOPE SUSTAINER PROGRAM (RE)LAUNCH

City of Hope
Daniel Scarpelli

Agency: MissionWired

Account Director: Alyssa Ackerman

Account Representative: Matthew Barreda

Art Director: Margaret Morgan

Copywriter: Alexandria Sewell

Direct Mail Lead: Lynn Waller

Production Manager: Rob Beilfus

Programmatic Ad Partners: Jennifer Ingram, Wiland,
Samantha Sciremammano, MiQ

TM Firm: Jessica Arneson, DV Calling



2023

MAXI

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*Anyone who thinks that they are too small to make a difference has
never tried to fall asleep with a mosquito in the room.*

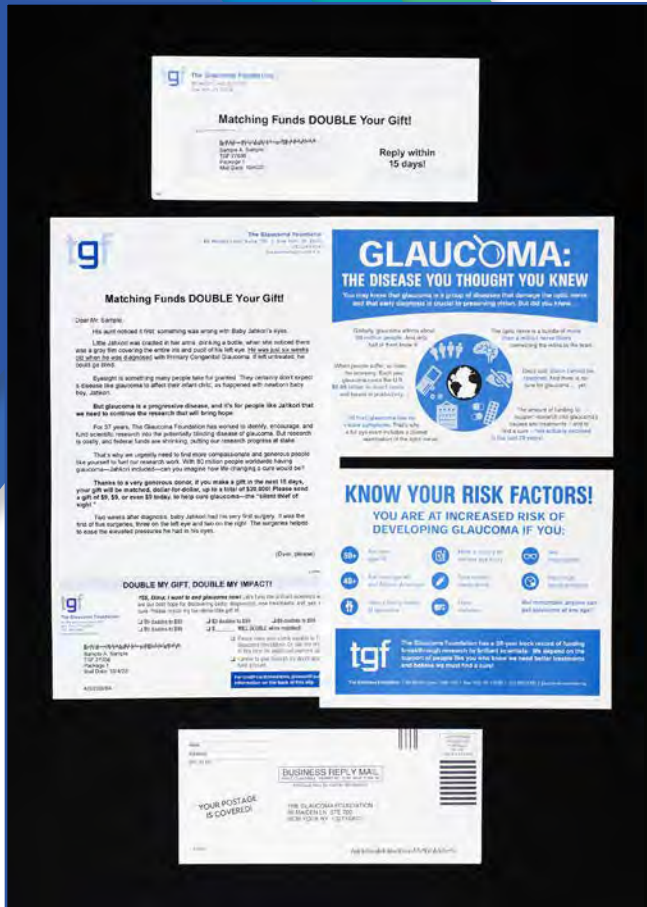
– The Dalai Lama

Congratulations
to all the 2023 MAXI Winners!



theharringtonagency.com

2023 MAXI AWARDS WORKHORSE CAMPAIGN



NONPROFIT ACQUISITION/PROSPECTING

BRONZE

THE GLAUCOMA FOUNDATION CONTROL ACQUISITION

The Glaucoma Foundation
Elena Sturman

Agency: Faircom New York
Account Executive: Diana Lee
Account Manager: Sylvie Durand-Morris
Art Director: Louise Johnson
Copywriter: Linda Lapp
Creative Director: Barbra Schulman
Production Manager: Mark Newman
Lettershop: Design Distributors
Printer: Design Distributors

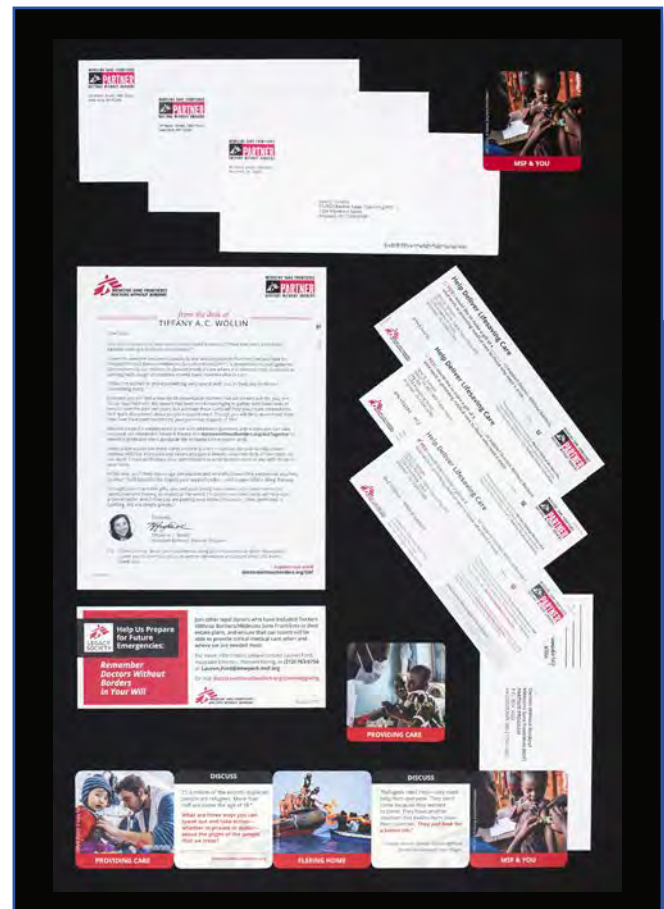
NONPROFIT MAJOR DONOR

SILVER

MSF-USA TABLE TOPICS CAMPAIGN

MSF-USA
Gemma Smart

Agency: Lautman Maska Neill & Company
Account Director: Michelle Le
Account Executive: Bridget Duggan
Account Manager: Rayna Clarke
Creative Director: Robin Perry
Production Manager: Amanda Sargent
Lettershop: PMG
Printer: PMG



2023 MAXI AWARDS WORKHORSE CAMPAIGN



NONPROFIT RENEWAL

SILVER

NATIONAL AUDUBON SOCIETY ANNUALIZED RENEWAL #1

National Audubon Society
Michelle Ehrhardt

Agency: O'Brien Garrett
Account Director: Shari Grimes
Account Executive: Jennifer Magruder
Copywriter: Leah Harris
Planner/Analyst: Denise Campbell
Production Manager: Val Chukwu, RWT Production
VP, Client Strategy: Teresa Weaver

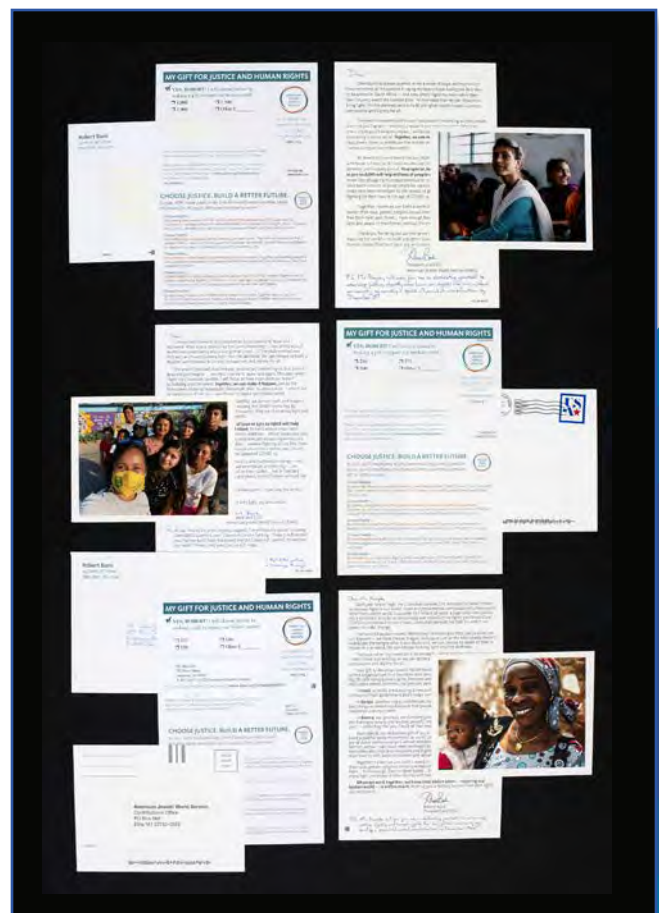
NONPROFIT SPECIAL APPEAL

SILVER

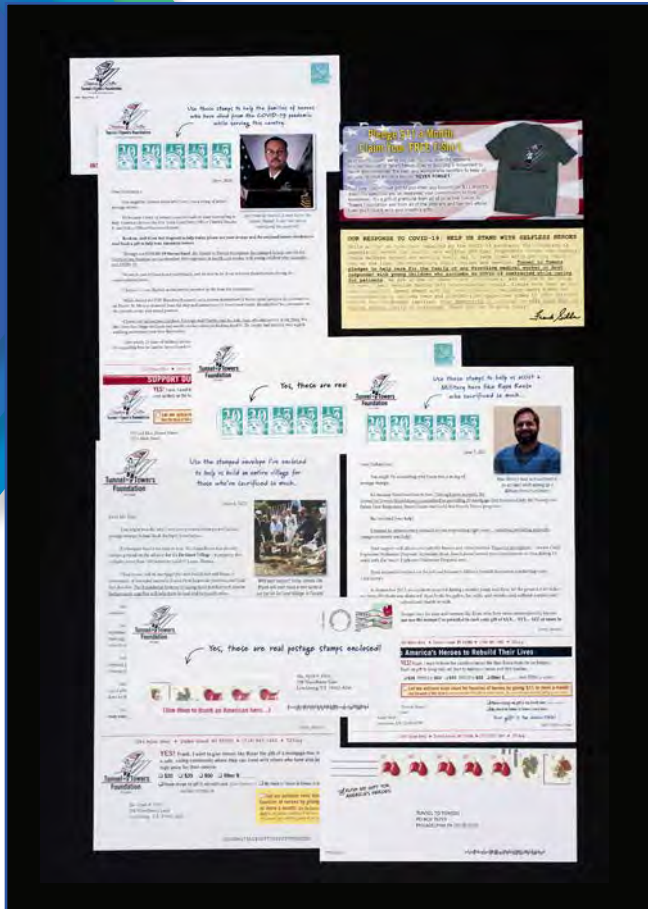
AJWS CHANUKAH APPEAL

American Jewish World Service
Beth Friedmann

Agency: Mal Warwick Donordigital
Account Director: Dave Dogan
Account Executive: Jennifer Rust
Account Manager: Evan Goetz
Art Director: Patrick McCarty
Copywriter: Jordan Namerow
Production Manager: RWT Production



2023 MAXI AWARDS WORKHORSE CAMPAIGN



NONPROFIT SPECIAL APPEAL

SILVER

T2T RETURN STAMPS NO OBSTACLES CAMPAIGN

Tunnel to Towers Foundation
Larry Olson

Agency: New River Communications

Account Director: Maria Blasi

Account Executive: Austin Schuldt

Art Director: Austin Schuldt

Copywriter: Sean O'Neil

Creative Director: Larry Montali

President: Rod Taylor

Production Manager: April Fifer, RWT Production

Senior Data Analyst: Shaun Peterson

NONPROFIT SPECIAL APPEAL

BRONZE

BEST FRIENDS HOLIDAY MATCH AND HOLIDAY MATCH FOLLOW-UP

Best Friends Animal Society
Barbara Camick

Agency: Newport One

Account Executive: Craig DePole

Director of Membership: Barbara Camick, Best Friends


DR Marketing Specialist: Casey Smith, Best Friends

Mail Plan & Data Architect: Jeanne Coleman

Production Manager: Cindy Barham, RWT Production

Sr. Manager, Direct Marketing: Vicky Barrett, Best Friends





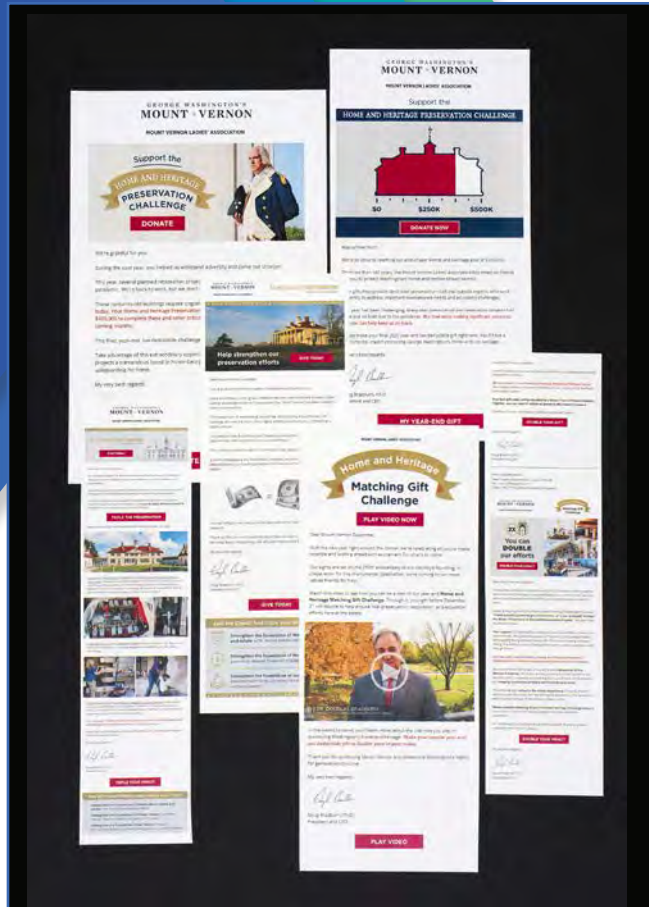
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2023 MAXI AWARDS WORKHORSE EMAIL CAMPAIGN



NONPROFIT SPECIAL APPEAL

BRONZE

MVLA "HOME AND HERITAGE" YEAR END CAMPAIGN

The Mount Vernon Ladies' Association
Alisdair Sewell

Agency: Moore Digital

Account Coordinator: Breanna Malone

Account Director: Pete Cline, CDR

Account Executive: Khushbu Karia

Account Manager: Kayla Twain

Art Director: Jason Aud, CDR

Copywriters: Lara Ingalls, Elle Lamboy, CDR

Creative Director: Chuck Lowensen, CDR

Email Development: Michael Kimball

NONPROFIT SPECIAL APPEAL

BRONZE

REGIONAL FOOD BANK OF OKLAHOMA GIVE FROM HOME DAY

Regional Food Bank of Oklahoma
Melodie Shannon

Agency: TrueSense Marketing

Account Director: Aileen Ralston

Account Manager: Kelly Goodpasture

Creative Director: Angie MacAlpine

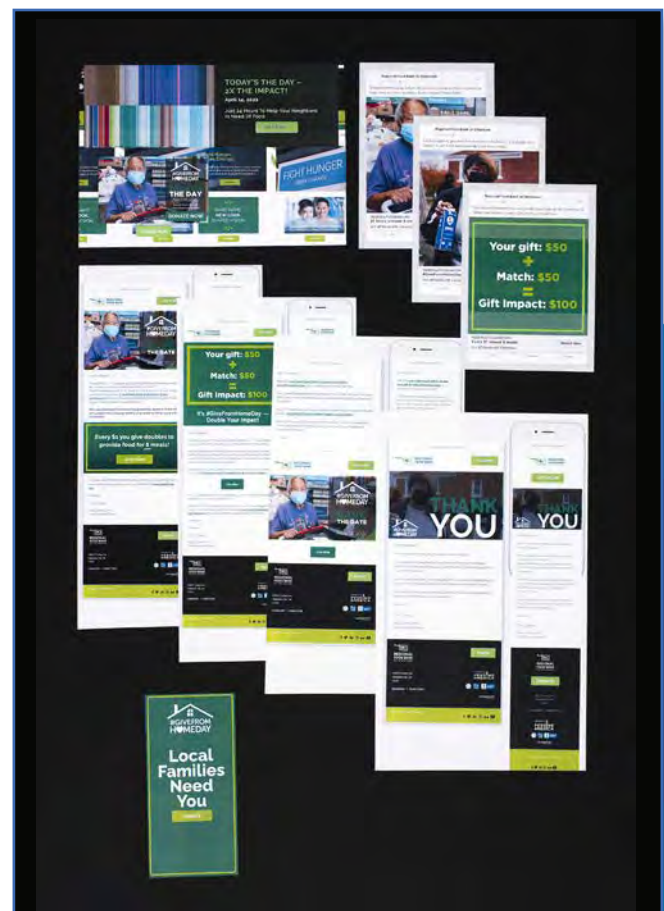
Digital Strategist: Rhea Shahan

SEM Manager: Melqui Pires

Social Media Coordinator: Dena Lombardo

VP, Digital Media: Taryn Meyers

Web Developer II: Allison Wolfe



2023 MAXI AWARDS MAXI AWARDEES

BIG IDEA

MarkeTeam
League of Women Voters Yard Sign

DIGITAL CHANNEL CAMPAIGN

NONPROFIT ACQUISITION/PROSPECTING GOLD

Lautman Maska Neill & Company
JCD Ukraine Search Ads

NONPROFIT REINSTATEMENT/LAPSED GOLD

MESG Marketing
Smile Train Year-end Email Campaign

The Humane Society of the United States
SMS November Membership Drive

NONPROFIT RENEWAL BRONZE

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

NONPROFIT SPECIAL APPEAL GOLD

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

NONPROFIT SPECIAL APPEAL SILVER

Mal Warwick Donordigital
AFSC: Largest Match of the Year!

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

NONPROFIT SPECIAL APPEAL

BRONZE

Concord Direct
The Seeing Eye Betty White Challenge

K2D Strategies
QPLF Giving Tuesday with DAF Email

DIRECT MAIL CAMPAIGN

NONPROFIT ACQUISITION/PROSPECTING GOLD

Daniller + Company
Atlanta Botanical Garden February 2022 Member Acquisition

Eberle Communications Group
Save the Carters!

Lautman Maska Neill & Company
Heifer International Love Your Neighbor Acquisition

NONPROFIT ACQUISITION/PROSPECTING SILVER

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

Lautman Maska Neill & Company
MCAF November Label Acquisition

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

Thompson Habib Denison
Feeding America Meals For Kids Drive Campaign

NONPROFIT ACQUISITION/PROSPECTING BRONZE

K2D Strategies
AFA September 2022 Punch Out Plane Acquisition

2023 MAXI AWARDS MAXI AWARDEES

NONPROFIT MAJOR DONOR

BRONZE

Mal Warwick Donordigital
PETA's Vanguard Loyal Friend Appeal

The Harrington Agency
International Rescue Committee Year-End Follow Up Appeal

NONPROFIT REINSTATEMENT/LAPSED

SILVER

Daniller + Company
Phillip and Patricia Frost Museum of Science May 2022 Member Lapsed Recapture

Daniller + Company
The Barnes Foundation September 2022 Member Lapsed Recapture

NONPROFIT RENEWAL

GOLD

Concord Direct
New Hampshire Food Bank Summer Commitment Appeal

NONPROFIT RENEWAL

SILVER

CDR Fundraising Group
ADL Giving Statement Mailing

Nexus Direct
Northern Nevada HOPES Appeal and Acquisition November 2022

NONPROFIT RENEWAL

BRONZE

Fuse Fundraising
American Humane: Doubling Results with Doubling Language

Nexus Direct
Carpenter's Shelter Spring 2022 Appeal

RKD Group
International Fellowship of Christians and Jews Shammash Mailing

NONPROFIT SPECIAL APPEAL

GOLD

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

NONPROFIT SPECIAL APPEAL

SILVER

Avalon Consulting
Dave Thomas Foundation for Adoption "I feel like myself again" Year End Appeal

Fuse Fundraising
The Seeing Eye Rainbow Bridge Memorial 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 2022 History Appeal

The Harrington Agency
Lutheran Immigration and Refugee Service Summer Newsletter

NONPROFIT SPECIAL APPEAL

BRONZE

Lautman Maska Neill & Company
Ronald McDonald House of Greater Cincinnati June Placemat Appeal

Newport One
Best Friends Stronger Sanctuary Match Appeal

2023 MAXI AWARDS MAXI AWARDEES

DRTV

NONPROFIT ACQUISITION/PROSPECTING

GOLD

Direct Donor TV
No Kid Hungry 2022 DRTV

MULTI-CHANNEL CAMPAIGN

NONPROFIT ACQUISITION/PROSPECTING

GOLD

SHARE OUR STRENGTH, NO KID HUNGRY
Proving CTV's ROI Through Attribution

NONPROFIT RENEWAL

GOLD

CDR Fundraising Group
LWR Ukraine Response

NONPROFIT SPECIAL APPEAL

GOLD

New River Communications
CCO 'Be Someone's Miracle' Christmas Catalog

NONPROFIT SPECIAL APPEAL

SILVER

Faircom New York
Human Rights Watch Ukraine Emergency Integrated Appeal

Newport One
American Battlefield Trust Gettysburg Appeal

NONPROFIT SPECIAL APPEAL

BRONZE

MarkeTeam
League of Women Voters Yard Sign

MissionWired
Citizens of Hope Sustainer Program (re)Launch

WORKHORSE CAMPAIGN

NONPROFIT ACQUISITION/PROSPECTING

BRONZE

Faircom New York
The Glaucoma Foundation Control Acquisition

NONPROFIT MAJOR DONOR

SILVER

Lautman Maska Neill & Company
MSF-USA Table Topics Campaign

NONPROFIT RENEWAL

SILVER

O'Brien Garrett
National Audubon Society Annualized Renewal #1

NONPROFIT SPECIAL APPEALS

SILVER

Mal Warwick Donordigital
AJWS Chanukah Appeal

New River Communications
T2T Return Stamps-No Obstacles Campaign

NONPROFIT SPECIAL APPEAL

BRONZE

Newport One
Best Friends Holiday Match and Holiday Match Follow Up

WORKHORSE EMAIL CAMPAIGN

NONPROFIT SPECIAL APPEAL

BRONZE

Moore Digital
MVL "Home and Heritage" Year End Campaign

TrueSense Marketing
Regional Food Bank of Oklahoma Give From Home Day

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