

**DMAW**

Direct Marketing Association of Washington

# 2019 MAXI Awards

*40<sup>th</sup>  
Anniversary*

**DMAW MAXI** - The standard in direct marketing excellence!



Congratulations to all the  
2019 MAXI Award winners!  
*You make us all proud!*

**ResourceOne**  
- Fundraising Group -

For more information contact: Bryan Lank: [bryan@resource-one.us](mailto:bryan@resource-one.us)

[resourceonefundraising.com](http://resourceonefundraising.com)

2019 MAXI Awards

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**Direct Marketing Association of Washington**

11709 Bowman Green Drive  
Reston, VA 20190-3501  
703-689-DMAW (3629) • fax 703-481-3629  
info@dmaw.org • www.dmaw.org

# 2019 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.

## MAXI AWARD CHAIR & DMAW BOARD OF DIRECTOR LIAISON

Jim Chmielewski, *Public Interest Communications*

## PLANNING COMMITTEE

Bryan Evangelista, *Lautman Maska Neill & Company*

Victoria Heckler, *Mal Warwick Donordigital*

Tracy Lea, *The Harrington Agency*

Stacie Mruk, *The Nature Conservancy*

Krista Sassaman, *Consultant*

Teresa Weaver, *O'Brien Garrett*

## JUDGING COORDINATORS

Tracy Lea, *The Harrington Agency*

Bryan Evangelista, *Lautman Maska Neill & Company*

## SENIOR JUDGES

Peter Carter, *CCAH*

Barry Cox, *Copywriter*

Mary Getz, *Consultant*

Roger Hiyama, *Wiland*

Jamie Natelson, *HSUS*

Angela Struebing, *Capital One*

## PROGRAM BOOK PRODUCTION

Susan Curran, *Sue Curran Design*

## PROGRAM BOOK PHOTOGRAPHER

Ron Guberman, *Media Reactions*

## DISPLAY PANELS

Cassandra Chisholm

## PRINTING

Four Star Printing

## SCRIPT WRITER

Stephen Godbout, *CopybyGod*

## POWERPOINT PROGRAM

Liz Weaver, *Paprika Creative*

## AWARDS

Summit Group

## SPONSORSHIP SALES

Rebecca Shapalis, *Avalon Consulting Group*

Karen Somerville, *American Nurses Association*

Teresa Weaver, *O'Brien Garrett*

## ACCOUNTANTS

Phillips & Associates, *CPA*

## AWARD MASTERS OF CEREMONIES

Elise Buck, *MailSmart Logistics*

Stephen Godbout, *CDR Fundraising Group*

## DMAW

Donna Tschiffely, *Executive Director*

Ann Walsh, *MAXI Awards Manager*



## 2019 MAXI Awards

# Judges

### LOG-IN PARTICIPANTS

Mary Beyreuther, MVP Press  
Peter Cline, CDR Fundraising Group  
Katie Cook, Direct Line Politics  
Jim Chmielewski, Public Interest Communications  
Dana Farrell, CDR Fundraising Group

### JUDGES

Mike Anderson, Allied Printing Resources  
Molly Barker, Avalon Consulting Group  
Gail Battle, GMB Consulting  
Scott Bell, MarkeTeam  
Paul Bobnak, PB Communications  
Eva Bowie, Bowie Fundraising Group  
Jonathan Catrow, The Lukens Company  
Jim Chmielewski, Public Interest Communications  
Laura Connors, National Park Conservation Association  
Seth Colton, The Lukens Company  
Julie Dixon, CDR Fundraising Group  
Patrice Dobson, Lautman Mask Neill & Company  
Colin Duffy, HSP Direct  
David Duncan, American Battlefields Trust  
Bryan Evangelista, Lautman Mask Neill & Company

Linda Fisher, Communications Corporation of America  
Lisa M. French, MINDset direct  
Karen Rice Gardiner, Karen Rice Gardiner & Associates  
Stephen Godbout, CDR Fundraising Group  
Julia Goswick, Marketing General, Inc.  
Amy Graves Beaudoir, AGB Creative  
Victoria Heckler, MalWarwick Donordigital  
Marilyn Librenz-Himes, GWU  
Barbara Johnson, MarkeTeam  
Karen Jones, The Lukens Company  
Liz Kincheloe, EveryAction  
Marie Kosanovich, Lautman Mask Neill & Company  
Debbie Loubier, The Lukens Company  
Andy MacAlpine, ForwardPMX Agency  
Scott Martin, Public Interest Communications  
Mary Maxwell, Avalon Consulting Group  
April Moore, Lautman Mask Neill & Company  
Claire Moore, ABD Direct  
Becky Odum, Barton Cotton  
Tori Richards, CDR Fundraising Group  
Helen Robare, MINDset direct  
Billie Robertson, Avalon Consulting Group  
Margaret Romig, Lautman Mask Neill & Company

Kristin Parker Serrano, Schultz & Williams

Rose Simmons, League of Women Voters

Jordanna Sussman, Lautman Mask Neill & Company

Debra Wilson, ResourceOne Fundraising Group

**SPECIAL THANKS** to the Direct Marketing Fundraisers Association, (DMFA), their Board of Directors and Members for facilitating the Out-of-Town MAXI Awards judging in New York and the ASPCA for providing meeting space.

Sharon Adams, International Fellowship of Christians and Jews

Karen Barr, Save the Children US  
Jenn Bullard, ASPCA

Megan Den-Herder, National Audubon Society

Joe Gomez, Production Solutions

Andrea Kuriloff, NSALA

Sarah Leggin, Save the Children`

Cara Marinelli, RKD Group

Robin Riggs, RKD Group

Fern Sanford, Fern Sanford Creative

BryanTerpstra, DonorBase

**THANKS** also to Lautman Mask Neill & Company, Avalon Consulting Group and Marketing General, Inc. for hosting the In-Town MAXI Awards judging.

## 2019 MAXI Awards

# Sponsors

### Gold



### Silver



### Media Partners



## 2019 MAXI Awards

# Big Idea

## DIGITAL MULTI-CHANNEL GIVING TUESDAY CAMPAIGN

American Civil Liberties Union  
*Joe Coakley*

Agency: O'Brien Garrett

Account Executive: Noelle Ramsey

Bully Pulpit Interactive Director:

Dan Hoffman

Online Consultant: O'Brien Garrett





**O'Brien | Garrett congratulates  
all 2019 MAXI Winners!**

**INSPIRING...**

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Washington, DC 20036 | 202.467.0048

3111 St Claude Avenue  
New Orleans, LA 70117 | 504.313.4012

[www.obriengarrett.com](http://www.obriengarrett.com)  
[info@obriengarrett.com](mailto:info@obriengarrett.com)



## 2019 MAXI Awards

# Digital Media CAMPAIGN

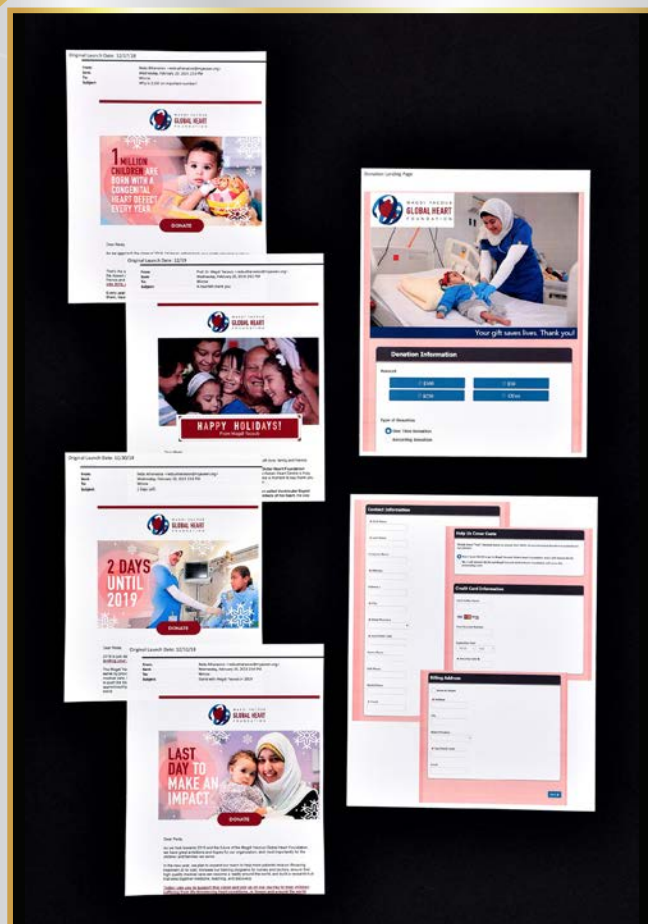
### NONPROFIT RENEWAL

*Gold*

## MAGDI YACIOUB GLOBAL HEART FOUNDATION YEAR-END INTRODUCTION

Magdi Yacoub Global Heart Foundation  
Reda Athanasios

Agency: Faircom New York  
Account Executive: Lindsay Long  
Account Manager: Samantha Walsh  
Art Director: Tin Yuet Chau  
Director of Digital: Becky Fitzpatrick



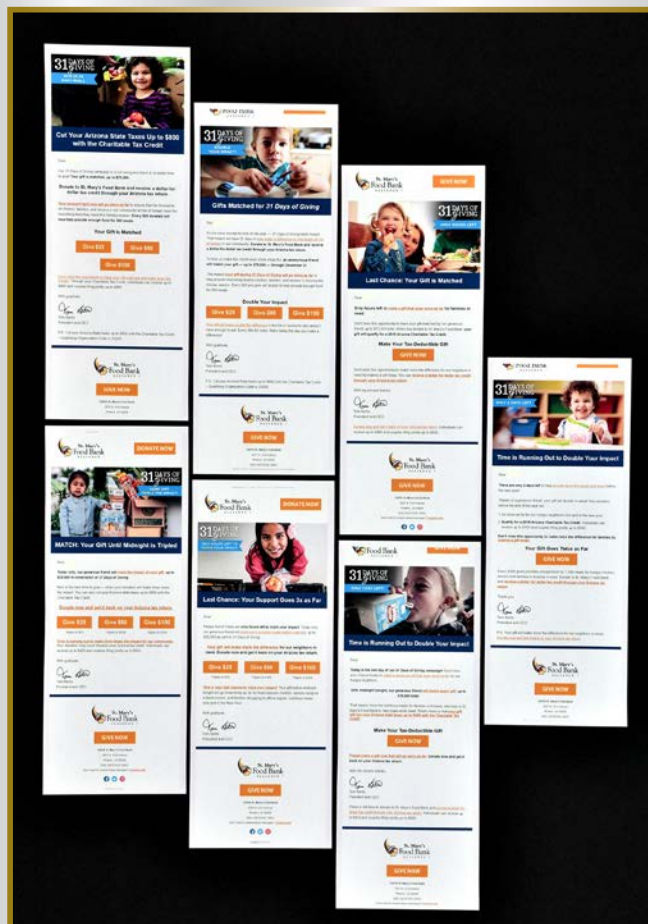
### NONPROFIT RENEWAL

*Bronze*

## MAKING HISTORY WITH A 31 DAYS OF GIVING EMAIL CAMPAIGN

St. Mary's Food Bank  
Lisa Notaro

Agency: RKD Group  
Account Executive: Ioannis Saratsis  
Creative Director: Todd Abercrombie



2019 MAXI Awards

# Digital Media

NONPROFIT SPECIAL APPEAL

*Bronze*

PCRM BE THEIR VOICE SUSTAINER  
INVITE CAMPAIGN

The Physicians Committee for Responsible  
Medicine  
*Craig Ziskin*

Agency: Lautman Maska Neill & Company  
Account Executive: Rachel Kottler  
Account Manager: Lesley Hostetter  
Online Consultant: David Ballinger





**CONGRATS**

**TO OUR FELLOW  
INNOVATORS!**



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**Congratulations** to all of this year's  
MAXI Awards winners!



For over 25 years, we've been helping nonprofits make a lasting impact on the world. With our team of experts, we can help your organization take your fundraising program to the next level:

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- » **Large Donors**
- » **Special Events**
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- » **Cultivation**
- » **Retention**
- » **Data Analytics**

Contact our Senior VP, Strategy and Innovation,  
Sally Frank at [sally@faircomny.com](mailto:sally@faircomny.com) or 212-727-3876.

[faircomny.com](http://faircomny.com)



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**EXECUTION**

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**CELCO**



## 2019 MAXI Awards

# Direct Mail CAMPAIGN

## NONPROFIT ACQUISITION/ PROSPECTING

*Silver*

### K-9 HERO CALENDAR

Project K-9 Hero

Jason Johnson

Agency: Eberle Communications Group

Account Executive: Bryan Vincenzi

Copywriter: Bryan Vincenzi

Production Manager: Jen Keenaghan

## NONPROFIT ACQUISITION/ PROSPECTING

*Silver*

### OBLATE MISSIONS - ACQUISITION HEALING PENDANT

Oblate Missions

Ken Amerson

Agency: MarkeTeam LLC

Account Manager: Barbara Johnson

Art Director: Nico Gracey

Copywriter: Ron Bell

Creative Director: Ron Bell

List Broker: Lake Group Media, Inc.

Production Manager: Paul Brewer

Lettershop: Innovairre Communications

Printer: Innovairre Communications



## 2019 MAXI Awards

# Direct Mail

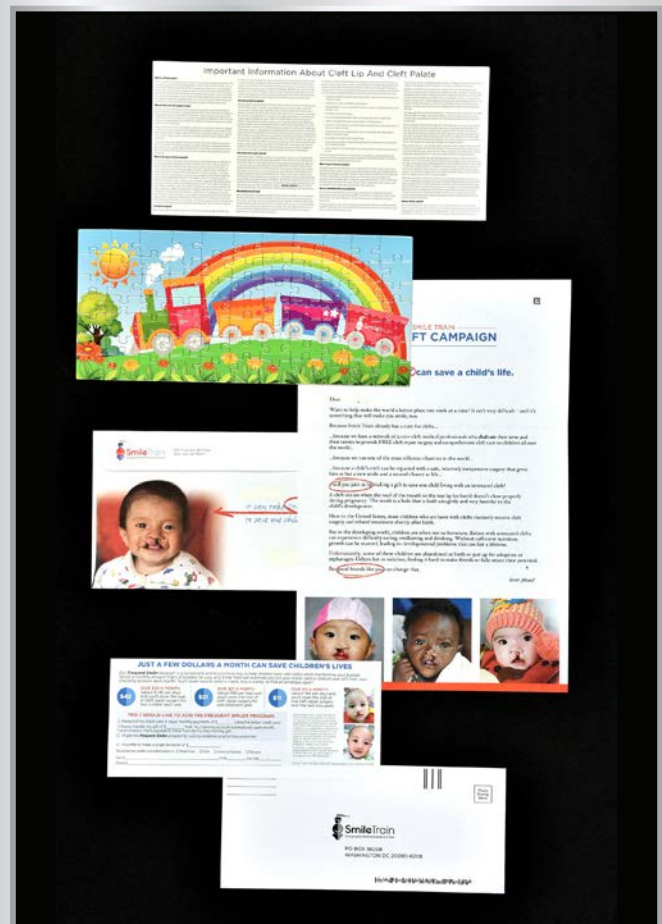
### NONPROFIT ACQUISITION/ PROSPECTING

*Silver*

### SMILE TRAIN ACQUISITION - PUZZLE PACKAGE

Smile Train  
Elyse Taub

Agency: MarkeTeam LLC  
Account Director: Christine McDonald  
Account Executive: Matt Pierce  
Account Manager: Brian O'Keefe  
Art Director: Marti Allen  
Copywriter: Jim Johnson  
Creative Director: Ron Bell  
List Broker: Infogroup  
Production Manager: Anna Hall  
Sr. Manager Direct Marketing:  
Emily McAuliffe, Smile Train  
Senior Project Manager: Meisha Toliver  
Lettershop: Innerworkings  
Printer: Innerworkings



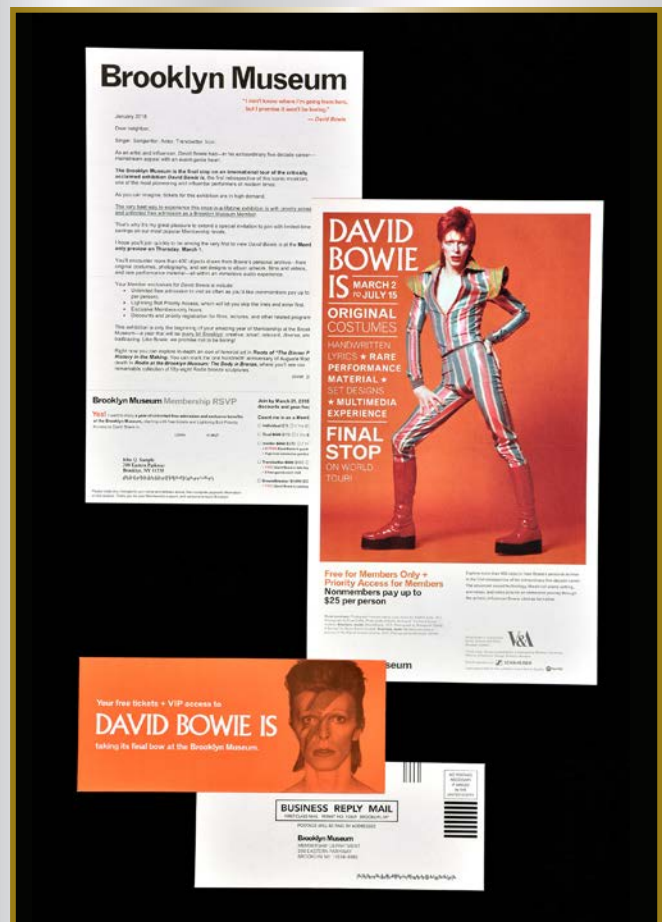
### NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

### BROOKLYN MUSEUM - JANUARY 2018 MEMBER ACQUISITION

Brooklyn Museum  
Pamela Mattera

Agency: Daniller + Company  
Art Director: RSD Advertising  
Lettershop: BigEye Direct  
Printer: Colortree Group



## 2019 MAXI Awards

# Direct Mail

### NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

#### MOGIE CROCKER

National Vietnam War Museum

Jim Messinger

Agency: Eberle Communications Group

Account Executive: Kyle Smith

Copywriter: Kyle Smith

Production Manager: Diana Harvell



### NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

#### HOMES FOR VETERANS NEW KEY NEW HOME NEW LIFE

Homes For Veterans

Doug DiPaola

Agency: Eberle Communications Group

Account Executive: Kyle Smith

Copywriter: Kyle Smith

Production Manager: Micheal Harman





## 2019 MAXI Awards

# Direct Mail

### NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

### AMERICAN FOUNDATION FOR THE BLIND MATCHING GIFT PROSPECT CAMPAIGN

American Foundation for the Blind  
Jaye Lopez Van Soest

Agency: K2D Strategies

Account Executive: Stephanie Soriano

Account Manager: Kris Anderson

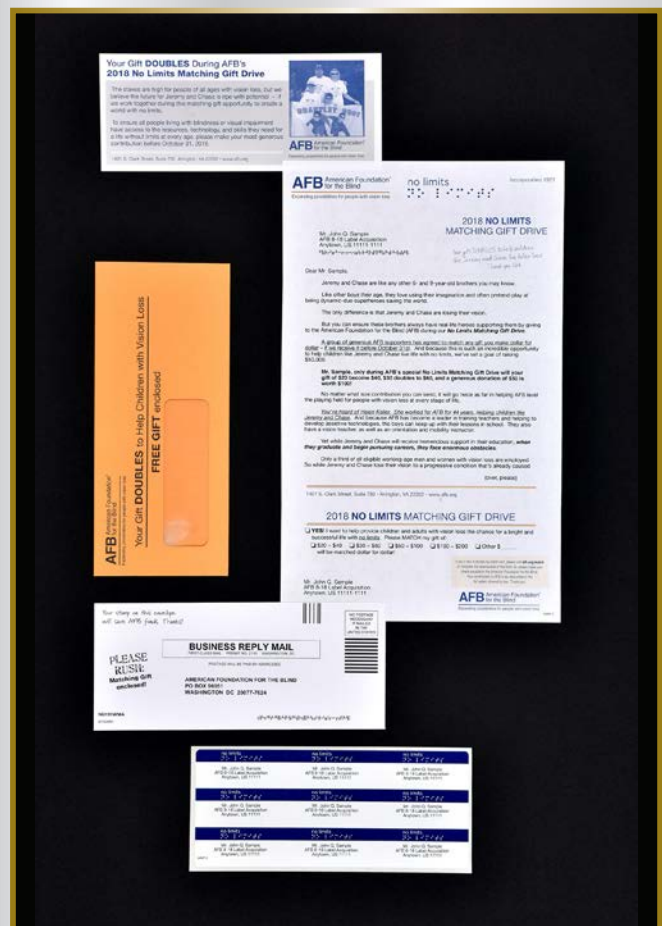
Account Representative: Diane Wright, AFB

Art Director: Suzanne Modlin, Suzanne  
Modlin Designs

Copywriter: Stephen Godbout, Copybygod

Creative Director: Karin Kirchoff

Production Manager: Linda Sepulveda, PSI



### NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

### PARKINSON'S FOUNDATION MAY 2018 ACQUISITION

Parkinson's Foundation  
Kama Sanguinetti

Agency: Lautman Masko Neill & Company

Account Executive: Nava Pickman

Account Manager: Marie Kosanovich

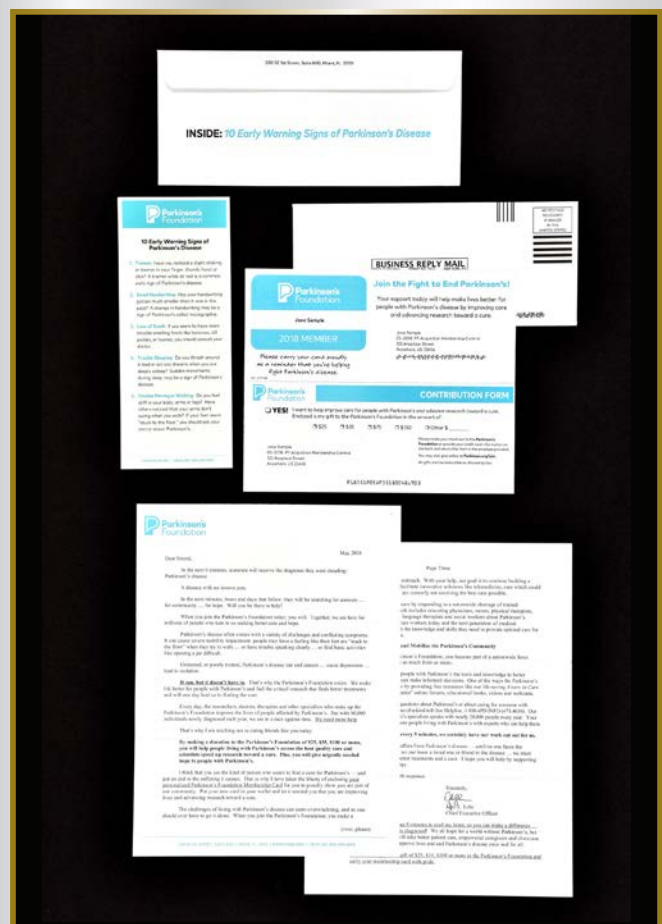
Creative Director: Robin Perry

List Broker: Names in the News

Production Manager: Pat Dobson

Lettershop: PMC

Printer: CP Direct & Colortree Group



## 2019 MAXI Awards

# Direct Mail

### NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

### USA FOR UNHCR "FROM THE FIELD" ACQUISITION PACKAGE TEST

USA for UNHCR

Melanie West

Agency: O'Brien Garrett

Account Director: Jenny Lutz

Account Executive: Toyia Craddick

Art Director: Kristine Dove

Copywriter: Frank O'Brien

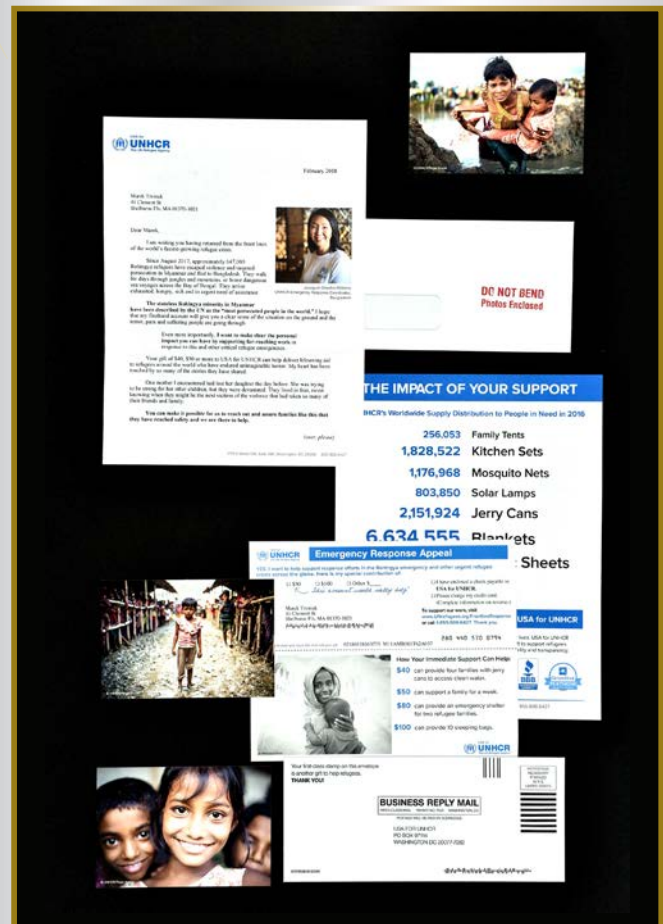
Creative Director: Frank O'Brien

List Broker: Names in the News

Production Manager: RWT Production

Lettershop: Patton-Kieh

Printer: Colortree Group, Inc.



### NONPROFIT MAJOR DONOR

*Gold*

### BEST FRIENDS 2025 MAGAZINE ARTICLE APPEAL

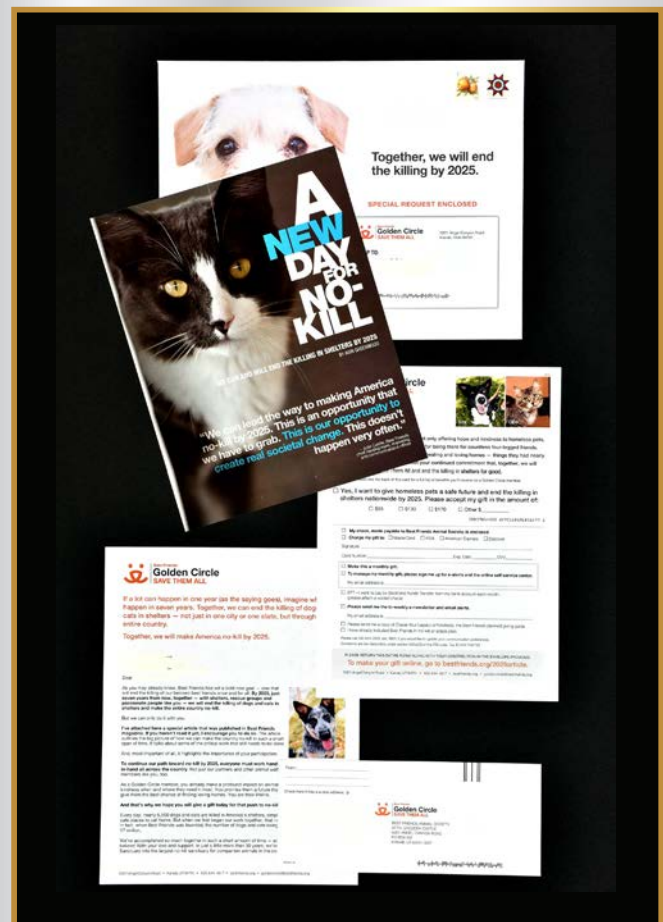
Best Friends Animal Society

Barbara Camick

Agency: Newport One

Account Executive: Carly Dy-Buncio

Account Manager: Stacey Rubenstein





# A HEARTY CONGRATULATIONS

to all of this year's MAXI winners, including

**AFB** American Foundation®  
for the Blind

Expanding possibilities for people with vision loss

– and –

**NCLR**

NATIONAL CENTER FOR LESBIAN RIGHTS



**We'd love to help you be an award winner, too.**  
**GET IN TOUCH!**

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## 2019 MAXI Awards

# Direct Mail

### NONPROFIT MAJOR DONOR

*Gold*

### NATIONAL CENTER FOR LESBIAN RIGHTS PROPOSAL CAMPAIGN

National Center for Lesbian Rights  
Nancy Purcell

Agency: K2D Strategies

Account Executive: Stephanie Soriano

Account Manager: Kris Anderson

Art Director: Suzanne Modlin, Suzanne Modlin Designs

Copywriter: Tara Pabellon, AskWright Creative

Creative Director: Karin Kirchoff

Production Manager: Keith Balderson, One Source

Printer: Peter Maaseide, One Source



### NONPROFIT MAJOR DONOR

*Silver*

### FRIENDS & FOUNDERS INVITATION MIDDLE DONOR RECRUITMENT

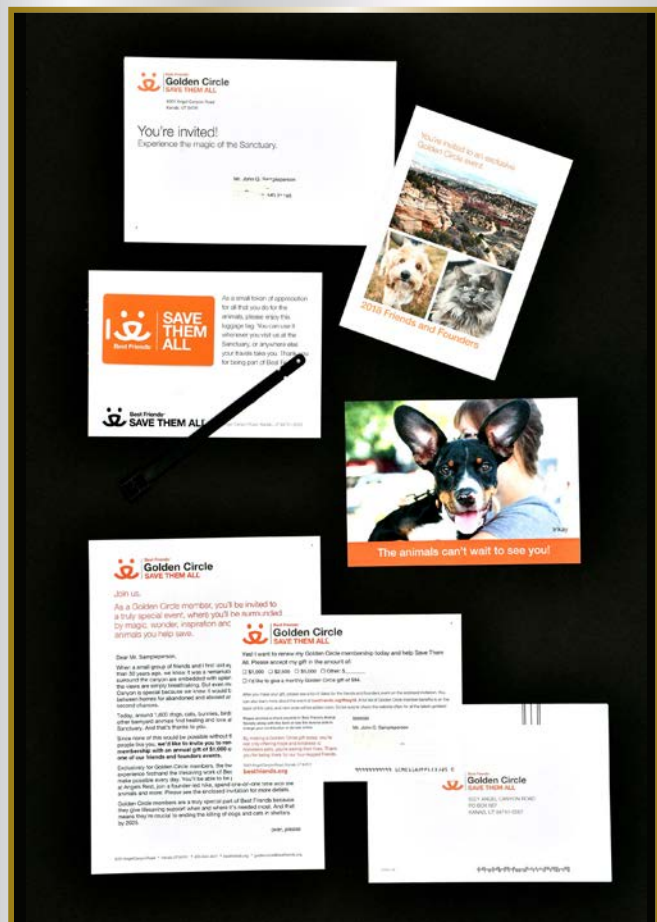
Best Friends Animal Society

Barbara Camick

Agency: Newport One

Account Executive: Carly Dy-Buncio

Account Manager: Stacey Rubenstein



## 2019 MAXI Awards

# Direct Mail

### NONPROFIT MAJOR DONOR

*Bronze*

## HUMANE SOCIETY OF THE UNITED STATES - DOGS ARE FRIENDS, NOT FOOD!

Humane Society of the United States  
Allison Schmidbauer

Agency: MarkeTeam LLC

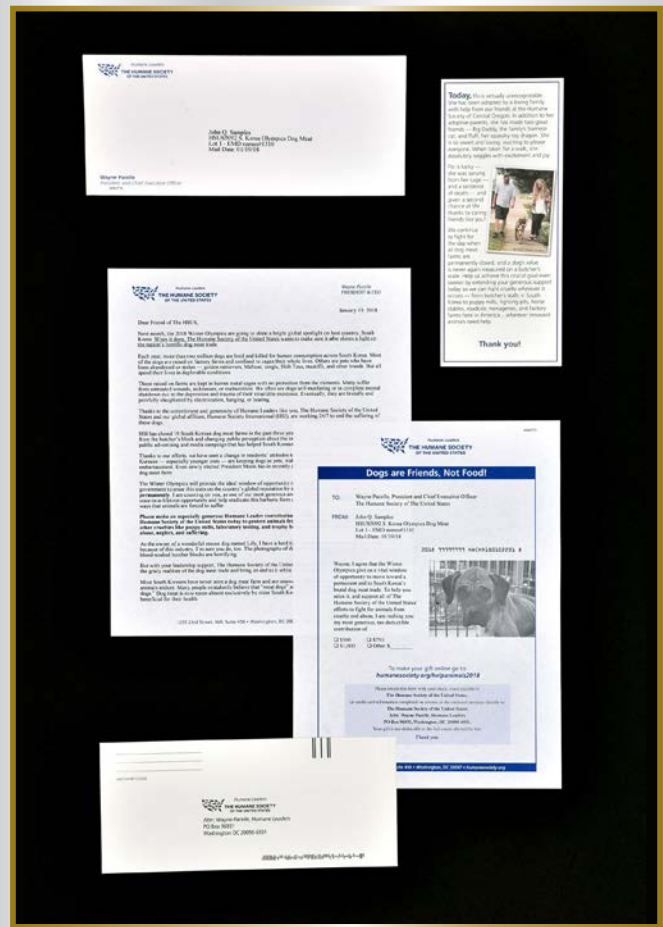
Account Executive: Pamela Lo

Account Manager: Scott Bell

Art Director: Aaron Morrison

Copywriter: Jake Koenigsberg

Creative Director: Marti Allen



### NONPROFIT MAJOR DONOR

*Bronze*

## NRDC OCTOBER 2018 THE PRESIDENT'S CIRCLE INVITATION

National Resources Defense Council  
Gina Trujillo

Agency: O'Brien Garrett

Account Director: Teresa Weaver

Account Executive: Liz Linke

Creative Director: Stephen Mills





## 2019 MAXI Awards

# Direct Mail

### NONPROFIT REINSTATEMENT/LAPSED

## Gold

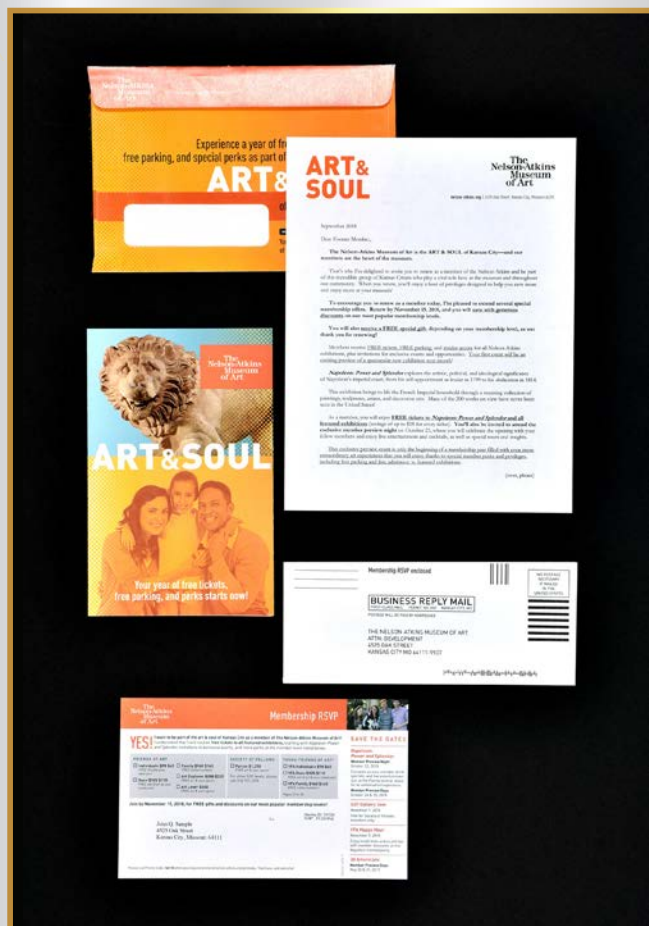
### THE NELSON-ATKINS MUSEUM OF ART - SEPTEMBER 2018 LAPSED RECAPTURE

The Nelson-Atkins Museum of Art  
Bekah Boyer

Agency: Daniller + Company

Art Director: Michael Paff

Printer: Ballantine



### NONPROFIT REINSTATEMENT/LAPSED

## Bronze

### OMCA OCTOBER 2018 MEMBERSHIP REACTIVATION

Oakland Museum of California

Todd Quackenbush

Agency: The Lukens Company

Senior Account Director: Blair Kaye-Wallach

Art Director: Rebekah Sasek

Copywriter: Leigh Ann Rogerson

Production Director: Ray Avalos

Lettershop: US Mailing House

Printer: The Monaco Group



**Celebrating the  
40th Anniversary of the MAXI Awards**

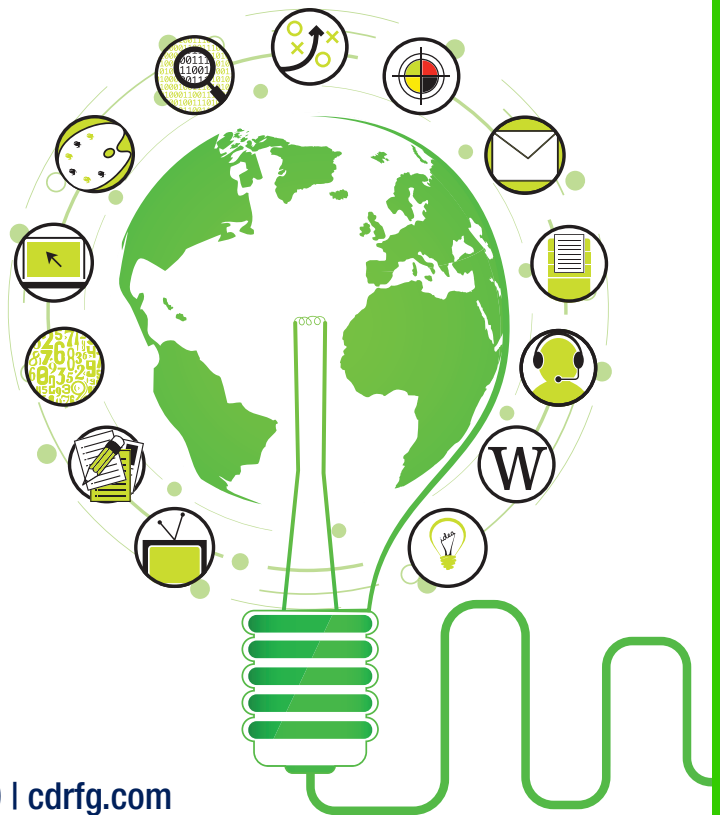
# **NAMES IN THE NEWS**

**Congratulations to the  
2019 MAXI Award Winners!**

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ideas that  
change  
the world.**

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## 2019 MAXI Awards

# Direct Mail

### NONPROFIT RENEWAL

## Gold

### ST. LABRE CATCH-UP CAMPAIGN

St. Labre Indian School

John Korpela

Agency: Fundraising That Works!

Account Executive: Bryan Lank

Account Manager: Pam Creekmore

Art Director: Calie Taylor

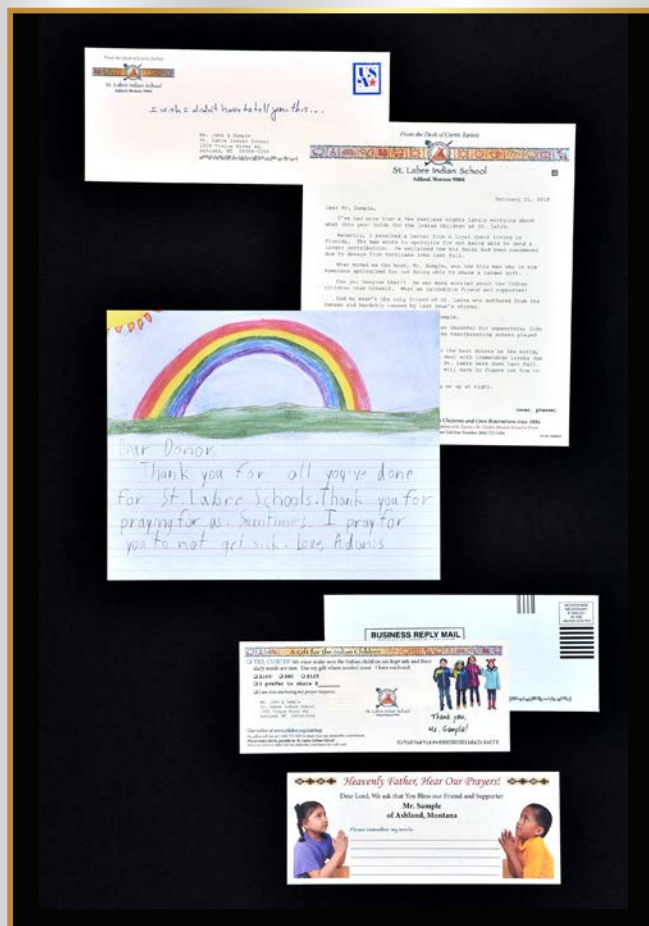
Copywriter: Lester Zaiontz

Creative Director: Lester Zaiontz

Production Manager: Greg Stoddard

Lettershop: ResourceOne

Printer: ResourceOne



### NONPROFIT RENEWAL

## Silver

### THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS - RATE INCREASE EARLY RENEWAL

The John F. Kennedy Center for the Performing Arts

Myles King, Katherine Planas

Agency: Avalon Consulting Group, Inc.

Account Executive: Jackie Bianolli Libby

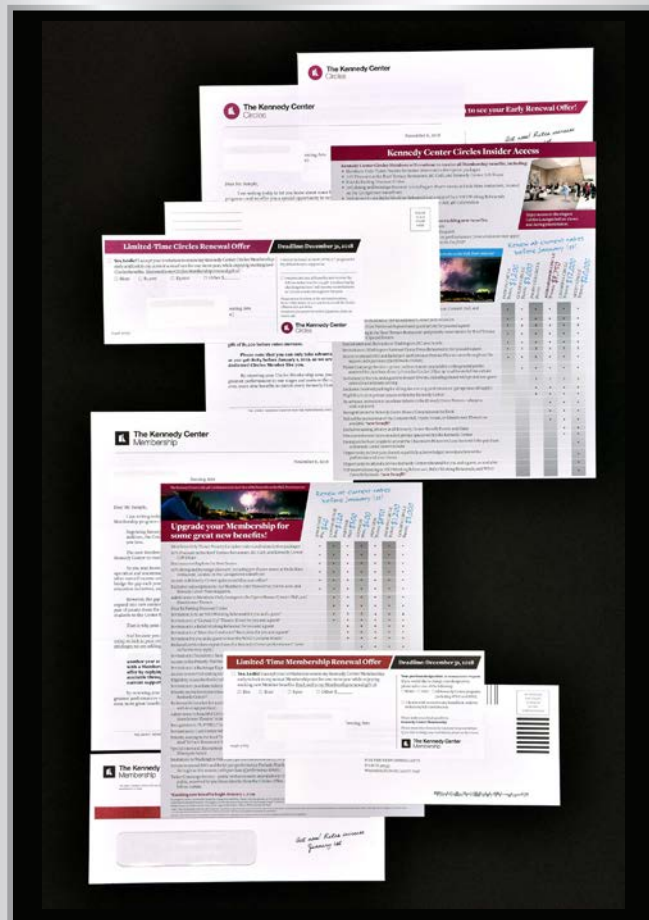
Account Manager: Mary Maxwell

Art Director: Scott Canon

Copywriter: John Bates

Production Manager: The Production

Advantage



## 2019 MAXI Awards

# Direct Mail

### NONPROFIT RENEWAL

*Silver*

### HRC MEMBERSHIP RENEWAL

Human Rights Campaign

Dane Grams

Agency: Lautman Masko Neill & Company

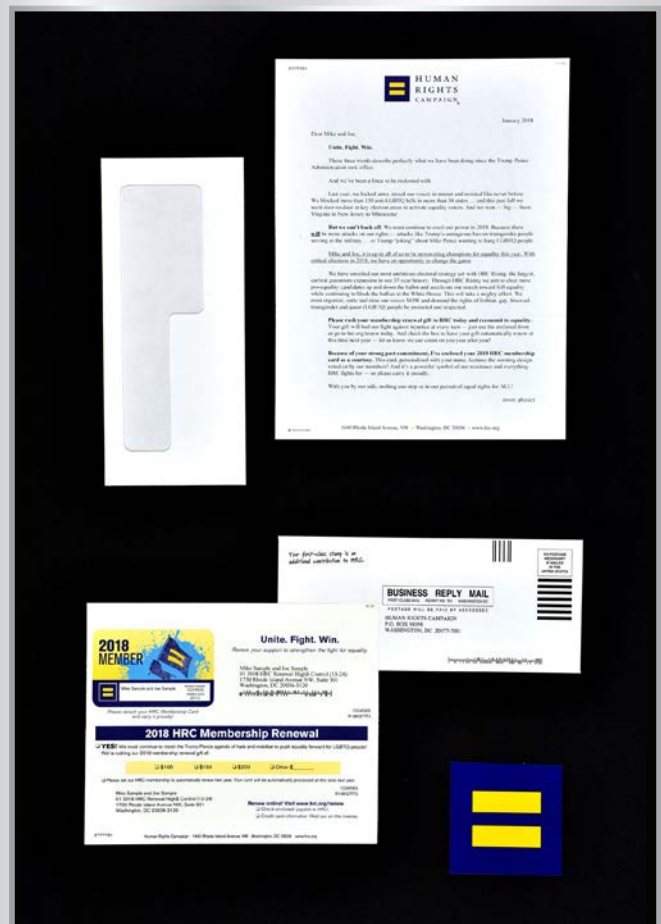
Account Executive: Terricia Soyombo

Account Manager: Lesley Hostetter

Art Director: Robin Perry

Copywriter: Tara Pabellon

Production Manager: Mike DeFlavia



### NONPROFIT RENEWAL

*Silver*

### MERCY SHIPS AUGUST CULTIVATION - CALENDAR CAMPAIGN

Mercy Ships

Kerry Peterson

Agency: One & All

Account Executives: Valerie Gerber,

Erica Thornburg

Account Manager: Veronica Bui

Art Director: Erin Albitz

Copywriter: Alice Vaughn

Creative Director: David Trim

Production Manager: Tony Espiritu

Lettershops: Japs-Olson Company,

Communications Corporation of America

Printers: Japs-Olson Company,

Communications Corporation of America





## 2019 MAXI Awards

# Direct Mail

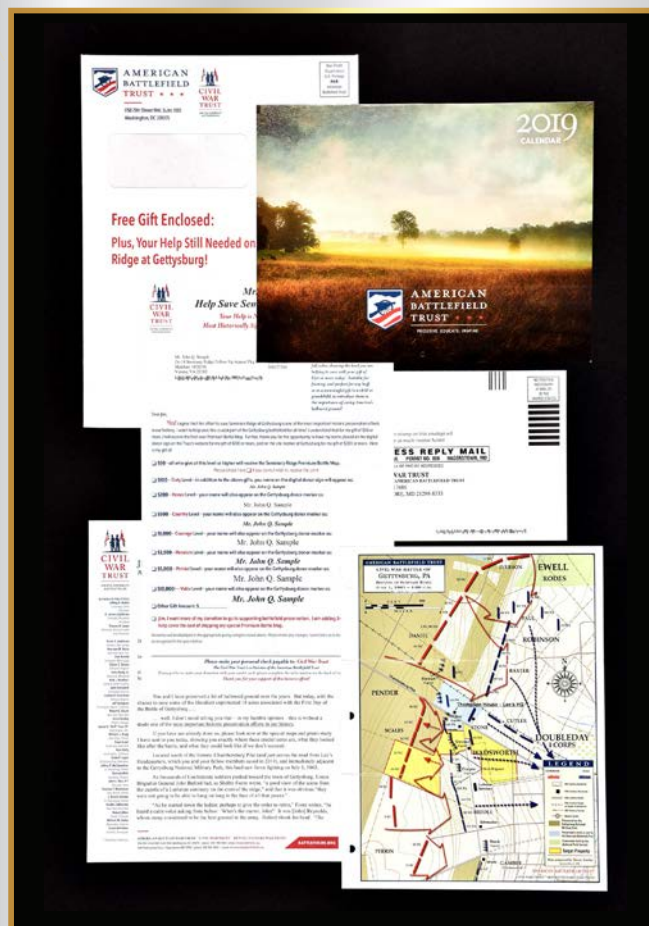
## NONPROFIT SPECIAL APPEAL

### Gold

## 2018 SEMINARY RIDGE FOLLOW-UP APPEAL

American Battlefield Trust  
David N. Duncan

Agency: American Battlefield Trust  
Art Director: Steve Stanley  
Copywriter: David N. Duncan  
Creative Director: David N. Duncan  
Production Manager: Amanda Murray  
Lettershop: Production Solutions  
Printer: Production Solutions



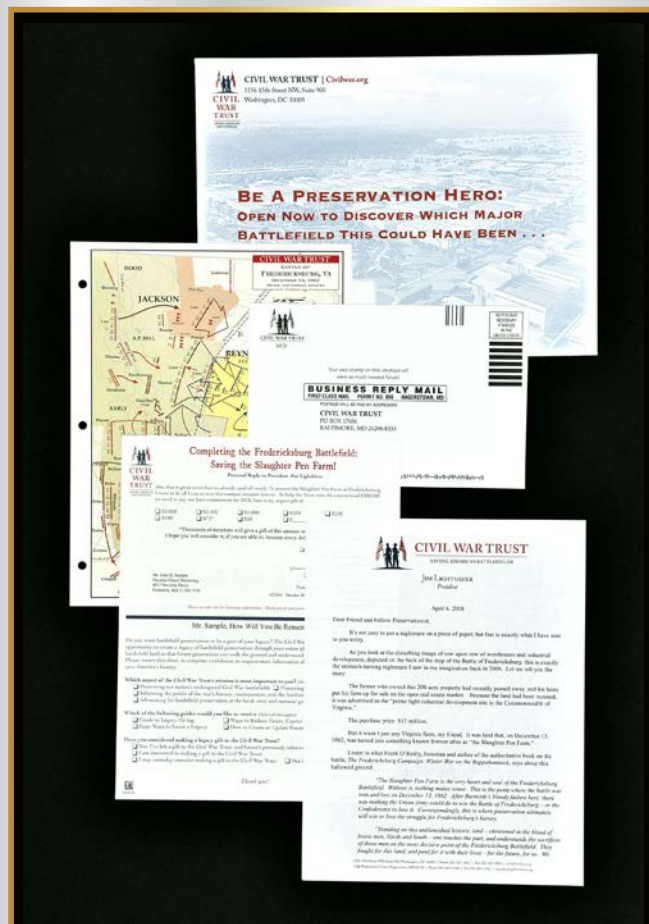
## NONPROFIT SPECIAL APPEAL

### Gold

## 2018 FREDERICKSBURG BATTLEFIELD DEBT APPEAL

American Battlefield Trust  
David N. Duncan

Agency: American Battlefield Trust  
Art Director: Steve Stanley  
Copywriter: David N. Duncan  
Creative Director: David N. Duncan  
Production Manager: Amanda Murray  
Lettershop: Navistar  
Printer: Navistar



## 2019 MAXI Awards

# Direct Mail

### NONPROFIT SPECIAL APPEAL

## Gold

### FILL THE HIVE APPEAL

Heifer International  
Kim Perrow

Agency: Lautman Masko Neill & Company  
Account Executive: Jordanna Sussman  
Account Manager: Vicki Viera  
Art Director: Robin Perry  
Copywriter: Sam Ackerman, Caliban Creative  
Production Manager: Production Solutions



### NONPROFIT SPECIAL APPEAL

## Gold

### AJWS MINI-CAMPAIGN FOR 1X/YEARS DONORS

American Jewish World Service  
Beth Friedmann

Agency: Tripi Consulting  
Account Executive: Amy Tripi  
Account Manager: Sue Sena  
Art Director: ImageWorks Creative Group  
Copywriter: Rayna Clarke  
Creative Director: Sue Sena  
Production Manager: Sue Sena  
Lettershop: Southwest Publishing & Mailing  
Printer: Southwest Publishing & Mailing



## 2019 MAXI Awards

# Direct Mail

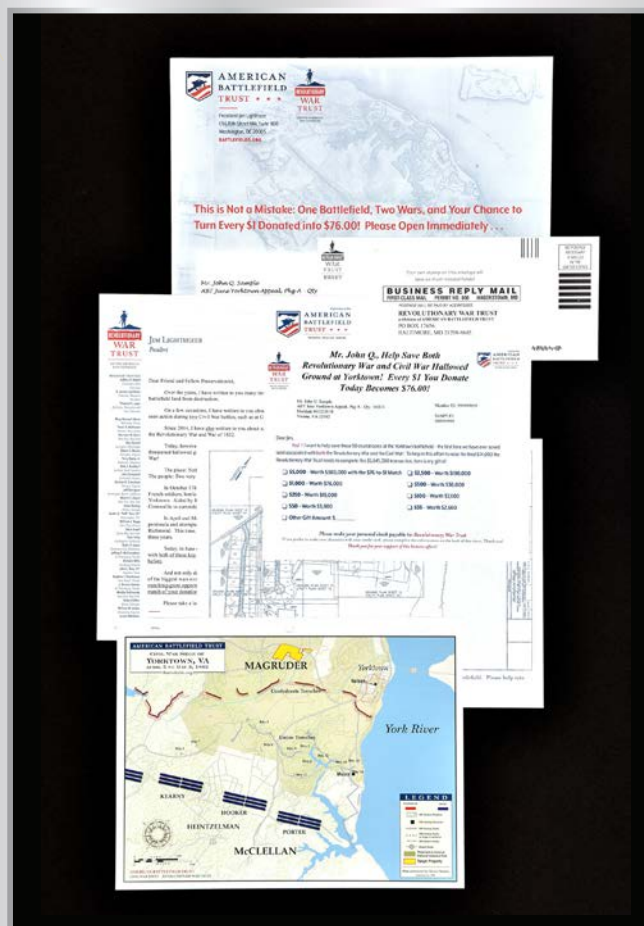
### NONPROFIT SPECIAL APPEAL

*Silver*

### 2018 YORKTOWN APPEAL

American Battlefield Trust  
David N. Duncan

Agency: American Battlefield Trust  
Art Director: Steve Stanley  
Copywriter: David N. Duncan  
Creative Director: David N. Duncan  
Production Manager: Amanda Murray  
Lettershop: Production Solutions  
Printer: Production Solutions



### NONPROFIT SPECIAL APPEAL

*Silver*

### NWASP COIN MAILING

National WASP WWII Museum  
Ann Hobing

Agency: Fund Raising Strategies, Inc.  
Production Manager: Tommy Rollins



# Our clients are changing the world, and we're helping them do it.



A full-service fundraising consulting agency offering:

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- Production
- List services
- High-value donor programs
- Reporting and Analytics

For more than three decades, ABD Direct has created and nurtured dedicated partnerships with non-profit charitable and progressive advocacy organizations. From turning around struggling programs to helping mature programs reach the next level of success, we specialize in building comprehensive, integrated fundraising programs to help our clients change the world!

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## 2019 MAXI Awards

# Direct Mail

### NONPROFIT SPECIAL APPEAL

*Silver*

### UNITED SPINAL ASSOCIATION "JUST A REMINDER" APPEAL

United Spinal Association  
Tom Scott

Agency: Lautman Maska Neill & Company  
Account Executive: Terricia Soyombo  
Account Manager: Marie Kosanovich  
Creative Director: Robin Perry  
Production Manager: Pat Dobson  
Lettershop: SMS Direct  
Printers: Worchester, Cenveo, Alliance,  
SMS Direct



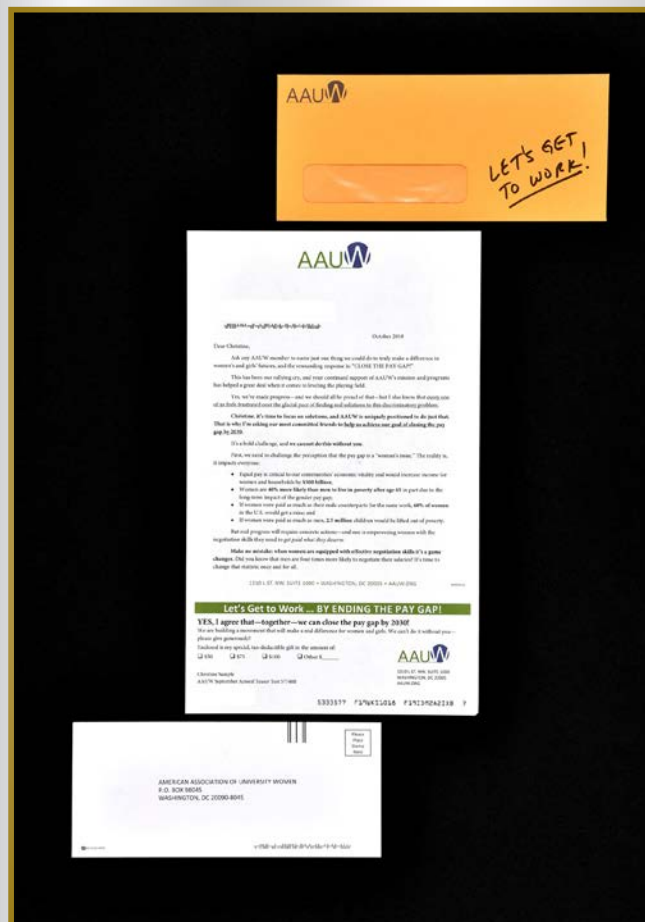
### NONPROFIT SPECIAL APPEAL

*Bronze*

### AAUW WORK SMART APPEAL

American Association of University Women  
Tremayne Parquet

Agency: ABD Direct  
Account Executive: Claire Moore  
Creative Director: Joe Manes



## 2019 MAXI Awards

# Direct Mail

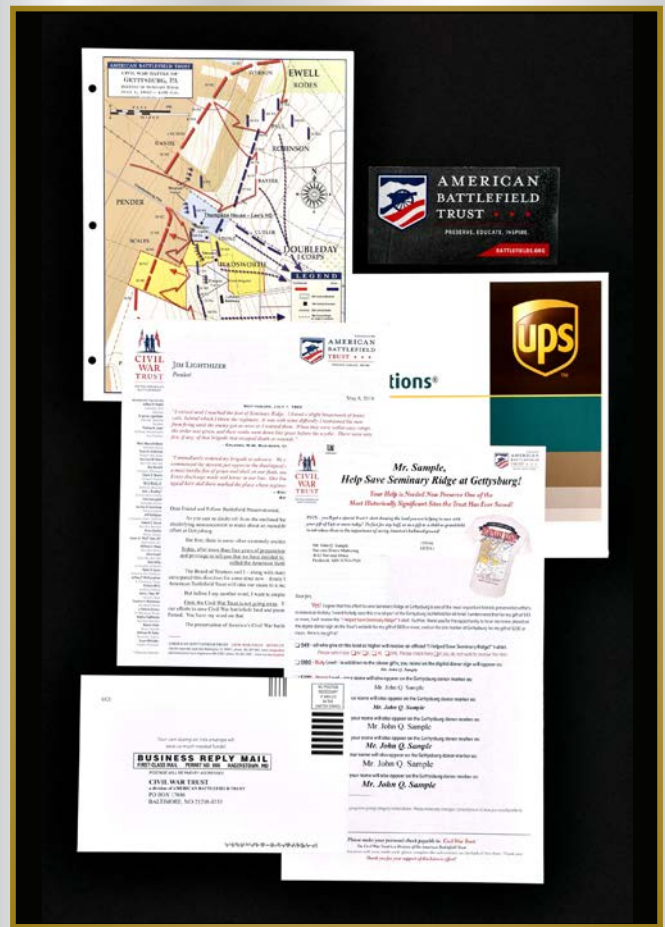
### NONPROFIT SPECIAL APPEAL

## Bronze

### 2018 GETTYSBURG SEMINARY RIDGE/ REBRANDING APPEAL

American Battlefield Trust  
David N. Duncan

Agency: American Battlefield Trust  
Art Director: Steve Stanley  
Copywriter: David N. Duncan  
Creative Director: David N. Duncan  
Production Manager: Amanda Murray  
Lettershop: Navistar  
Printer: Navistar



### NONPROFIT SPECIAL APPEAL

## Bronze

### AFRICARE THE NEXT EDWINAH APPEAL

Africare  
Evelyn Boyd Simmons

Agency: Bowie Fundraising Group  
Art Director: Shelly Edenhart, edenART  
creative  
Copywriter: Eva Bowie  
Production Manager: Teresa Pessaro, PMG



## 2019 MAXI Awards

# Direct Mail

### NONPROFIT SPECIAL APPEAL

*Bronze*

## TOYS FOR TOTS YEAR-END TOYS "R" US SPECIAL APPEAL

Marine Toys for Tots Foundation  
Ted Silvester

Agency: CDR Fundraising Group

Account Executive: Peter Cline

Account Manager: Bessie Thibodeaux

Art Director: Kathleen Randour

Copywriter: Peggy Mulqueen

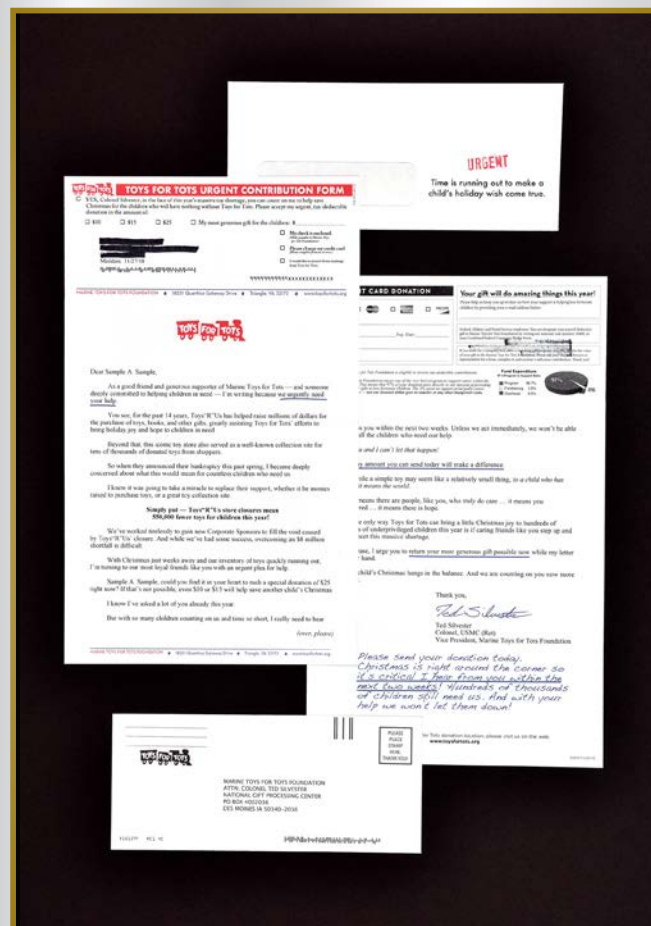
Creative Directors: Jullie Dixon,

Chuck Lowensen

Production Manager: Sharron Johnson

Lettershop: Southwest Publishing & Mailing

Printer: Southwest Publishing & Mailing



### NONPROFIT SPECIAL APPEAL

*Bronze*

## LIFE IN A CAGE APPEAL

The Physicians Committee for Responsible Medicine

Craig Ziskin

Agency: Lautman Masko Neill & Company

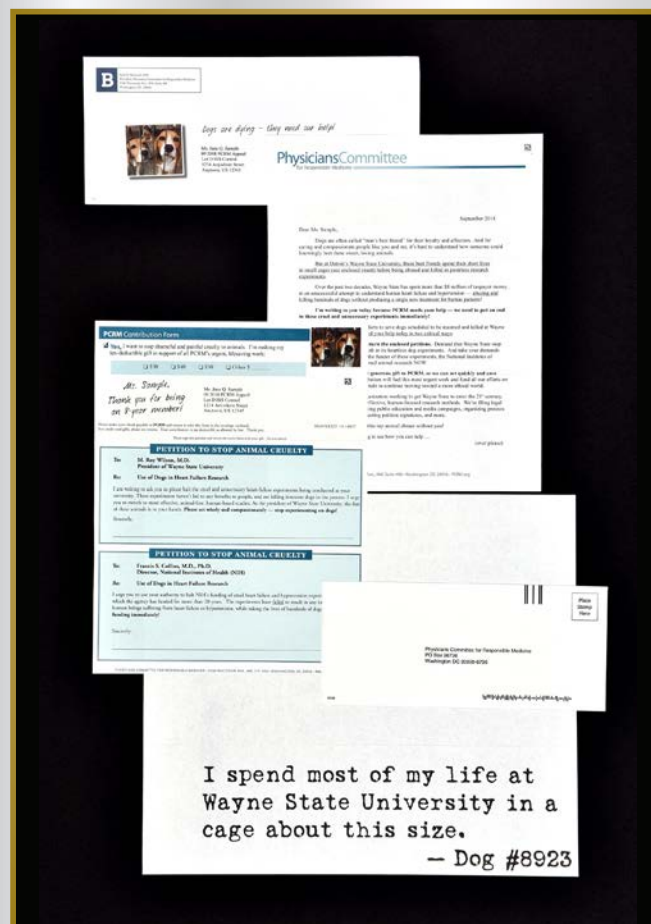
Account Executive: Jordanna Sussman

Account Manager: Lesley Hostetter

Copywriter: John Bates

Creative Director: Robin Perry

Production Manager: Jamie Tissel



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**2019 MAXI AWARD WINNERS**





## 2019 MAXI Awards

# Direct Mail

### NONPROFIT SPECIAL APPEAL

## Bronze

### BEST FRIENDS FLAT PUPPY CAMPAIGN

Best Friends Animal Society  
Barbara Camick

Agency: Newport One  
Account Executive: Carly Dy-Buncio  
Account Manager: Stacey Rubenstein



### NONPROFIT SPECIAL APPEAL

## Bronze

### INCREASING GIVING THROUGH CAMP SCHOLARSHIP

The Salvation Army  
Debbie Rossi

Agency: RKD Group  
Account Executive: Katelyn Ryan  
Account Manager: Hope Brolsma  
Art Director: Mark Johnston  
Copywriter: Jodi Newcorn  
Creative Director: James Read  
Production Managers: Valerie Jones,  
Emily Gagnon  
Production Specialist: Irene Carlson



## 2019 MAXI Awards

# Direct Mail

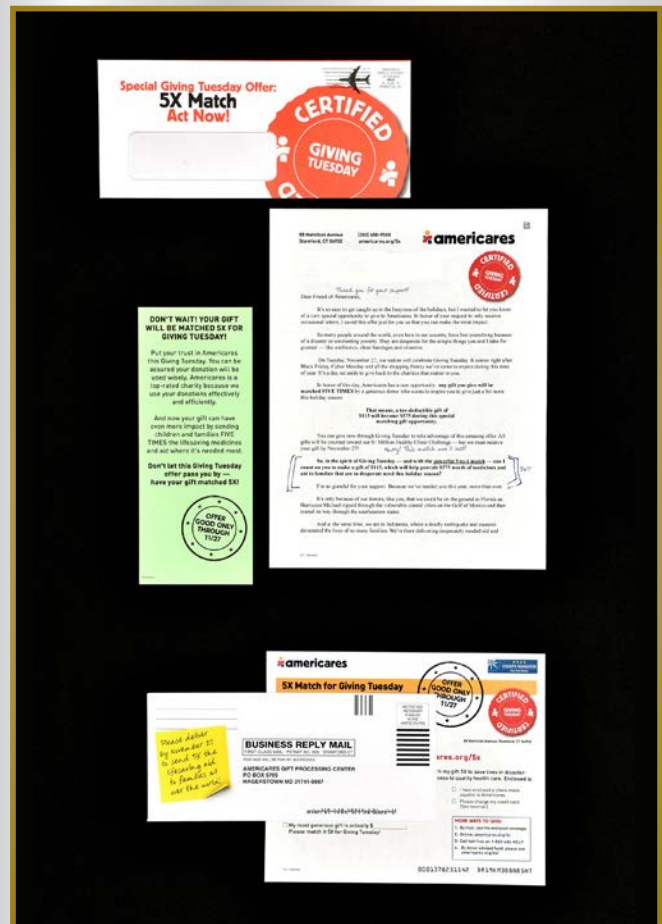
### NONPROFIT SPECIAL APPEAL

*Bronze*

## AMERICARES GIVING TUESDAY DIRECT MAIL CAMPAIGN

Americares  
Karen Malner

Agency: The Harrington Agency  
Account Executive: Nicola Leckie  
Art Director: Steve Fleshman, DR2  
Copywriter: Wendy Davis  
Creative Director: Cheryl Keedy  
Production Manager: Rusty Varney  
Senior Strategist: Jessica Harrington  
Printer: RWT Production



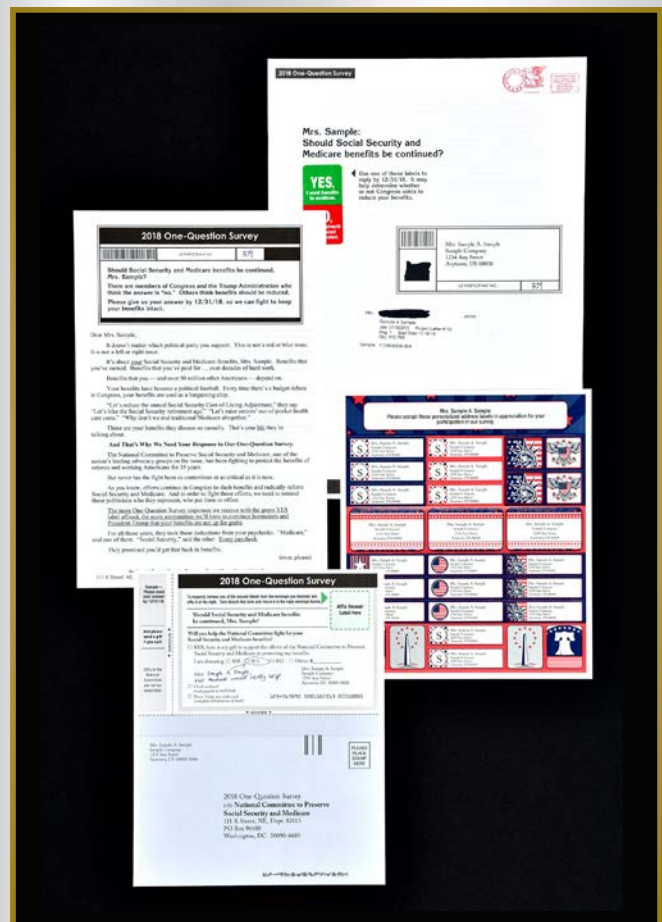
### NONPROFIT SPECIAL APPEAL

*Bronze*

## NCPSSM'S YES OR NO STICKER CAMPAIGN APPEAL

National Committee to Preserve Social Security & Medicare  
Debbie Johnson

Agency: The Lukens Company  
Account Executive: Jon Catrow  
Account Manager: Paige Prosser  
Art Director: Rebekah Sasek  
Copywriter: Heather Birk  
Director of Client Services: Debbie Loubier  
Production Manager: Ivan Jenkins  
Printer: RRD



## 2019 MAXI Awards

# Direct Mail

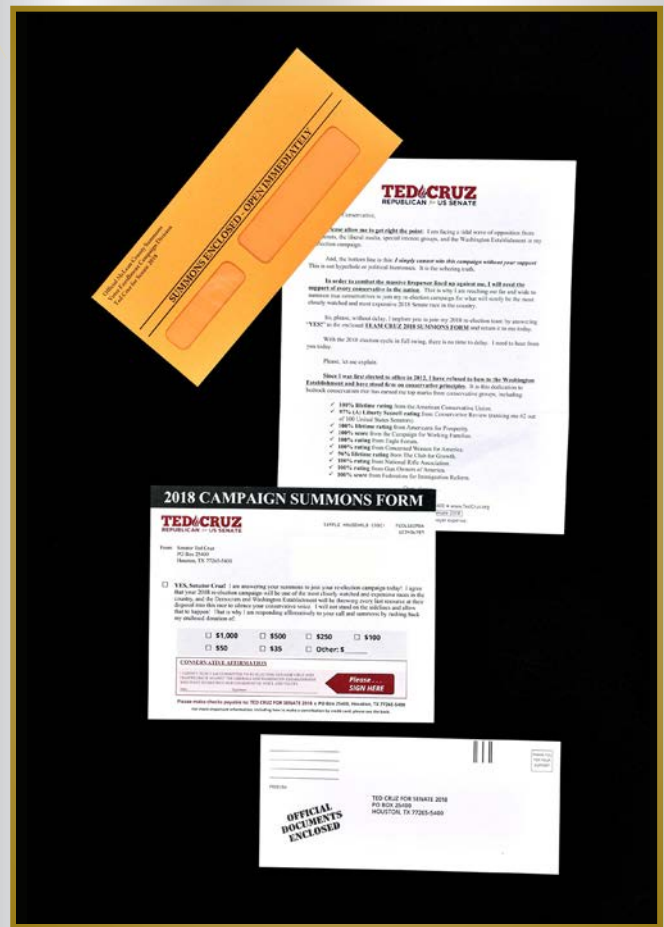
## POLITICAL ACQUISITION/PROSPECTING

### Gold

## CRUZ SUMMONS PETITION ACQUISITION

Ted Cruz for Senate 2018

Agency: The Lukens Company  
Account Executive: Tiffany Delgado  
Art Director: Gary Cooper  
Executive Vice President: Seth Colton  
Production Manager: Jessica Rush



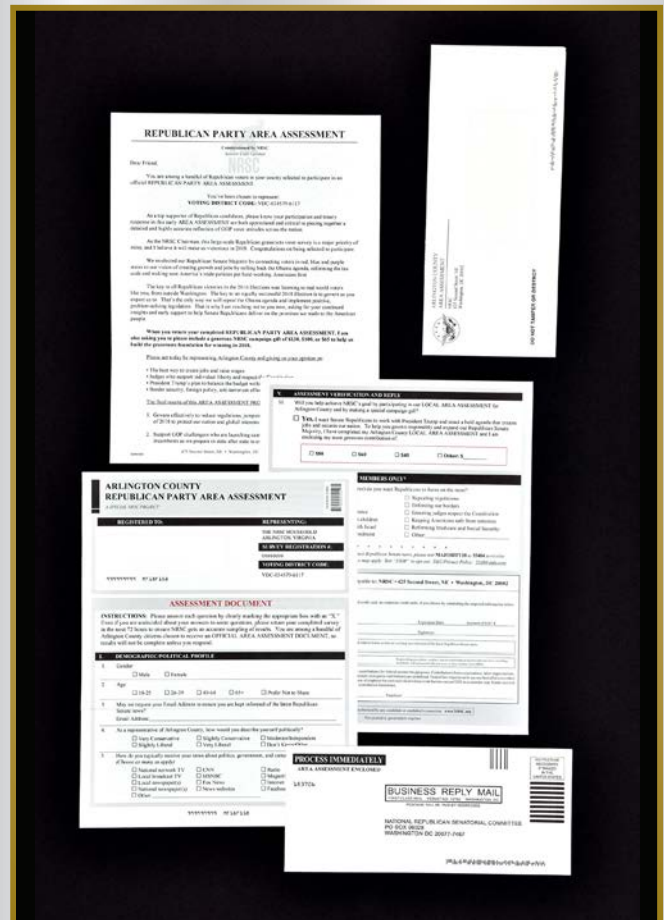
## POLITICAL ACQUISITION/PROSPECTING

### Bronze

## NRSC AREA ASSESSMENT ACQUISITION

National Republican Senatorial Committee

Agency: The Lukens Company  
Account Executive: Tiffany Delgado  
Art Director: Hoon Choi  
Copywriter: James Knode  
Executive Vice President: Seth Colton  
Production Manager: Jessica Rush





2019 MAXI Awards

# Direct Mail

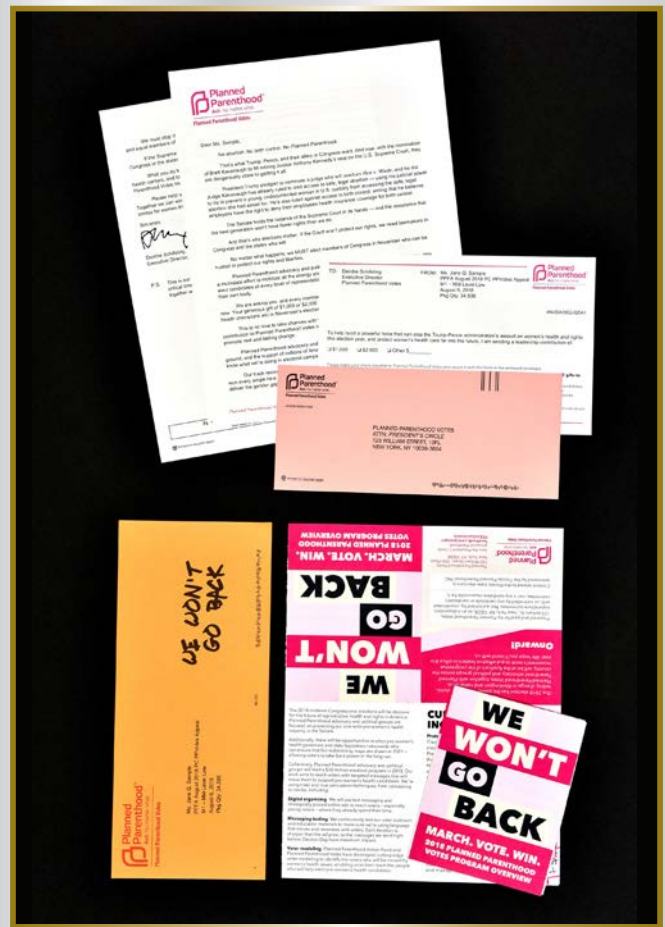
POLITICAL MAJOR DONOR

*Bronze*

## PRESIDENT'S CIRCLE PLANNED PARENTHOOD VOTES APPEAL

Planned Parenthood Foundation of America/  
Planned Parenthood Action Fund  
*Lori Hutson*

Agency: O'Brien Garrett  
Account Director: Sara Nakano  
Account Executive: Liz Linke  
Copywriters: Jackie Blumenthal, Leah Harris  
Creative Director: Yvonne Garrett  
Production Manager: Kristin Zigo,  
RWT Production



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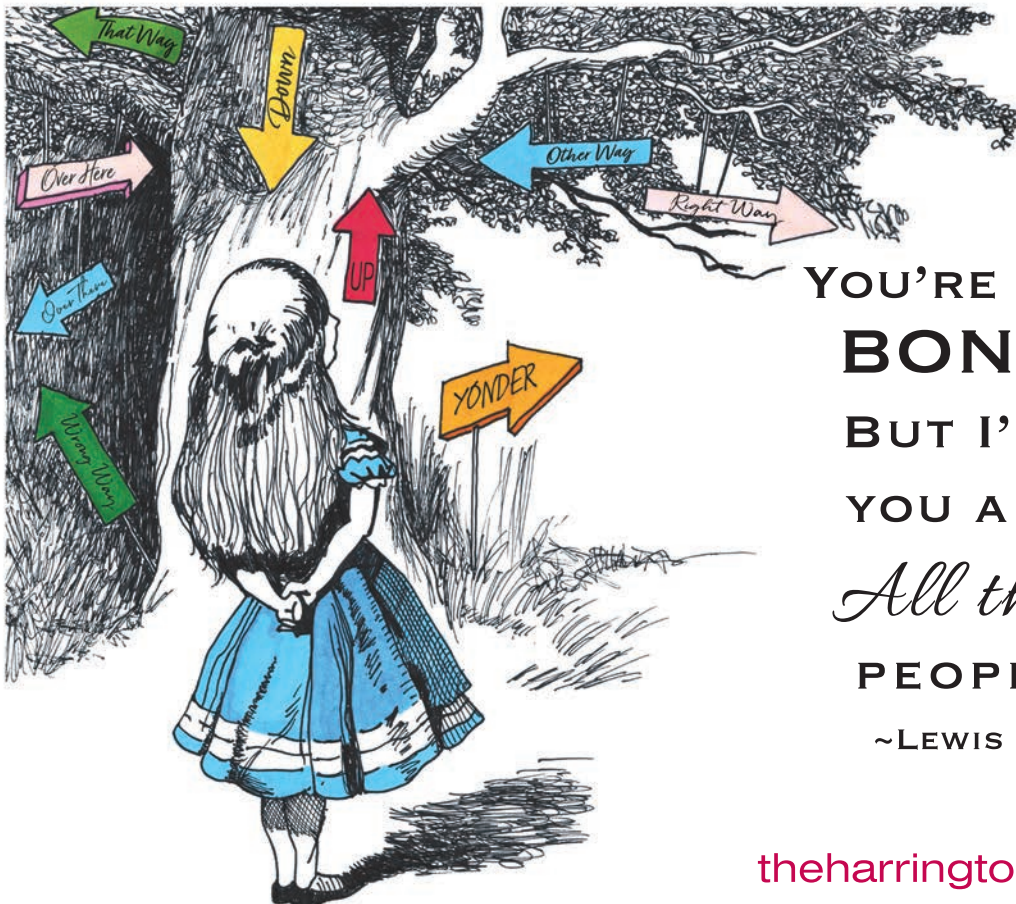
Contact:  
Jeanette Cassano  
ph: 415-729-9148  
e: JeanetteC@belardiwong.com

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## 2019 MAXI Awards

# Multi-Channel CAMPAIGN

### NONPROFIT RENEWAL

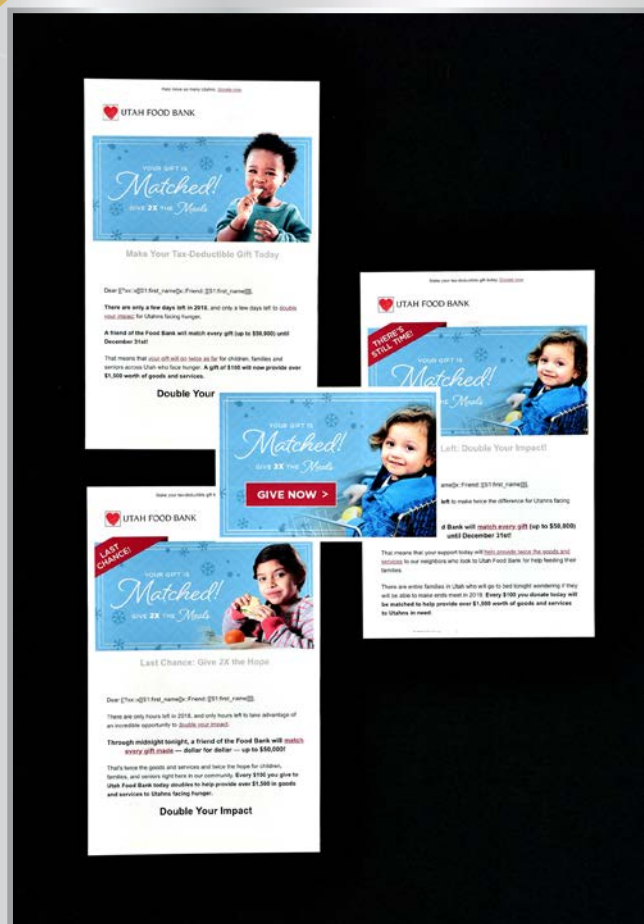
*Silver*

## FEEDING THE HUNGRY WITH A YEAR END MATCH

Utah Food Bank  
Lavine Shapiro

Agency: RKD Group

Account Executive: Ioannis Saratsis



### NONPROFIT RENEWAL

*Bronze*

## PMA FALL MEMBER RENEWAL AND UPGRADE CAMPAIGN

Philadelphia Museum of Art  
Katie Cannon

Agency: CDR Fundraising Group

Account Executive: Jennifer Woodward

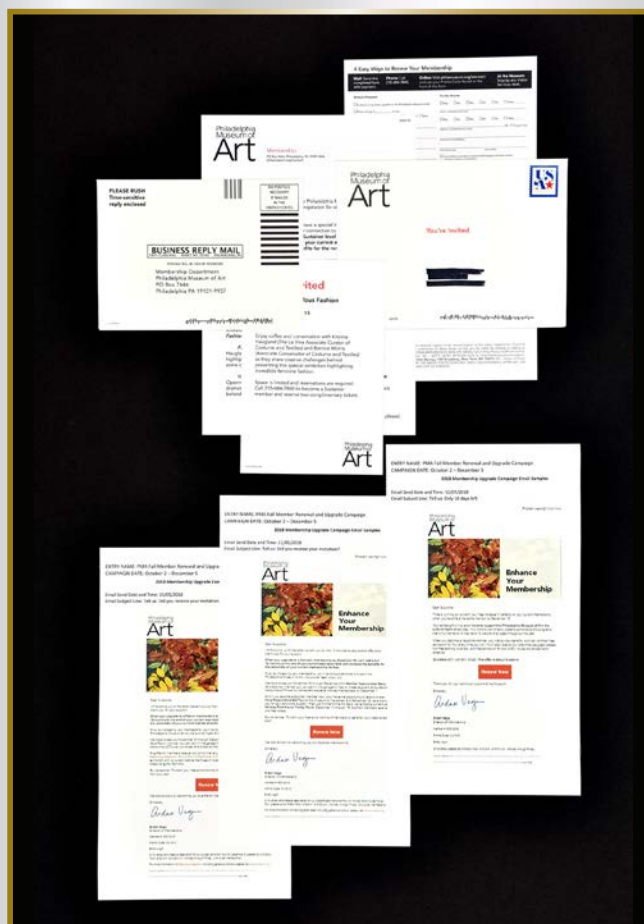
Account Manager: Bessie Thibodeaux

Art Director: Erin Albitz

Creative Directors: Jullie Dixon,  
Chuck Lowensen

Production Manager: Felicia Seibert

Internet Call Center: PMA



## 2019 MAXI Awards

# Multi-Channel

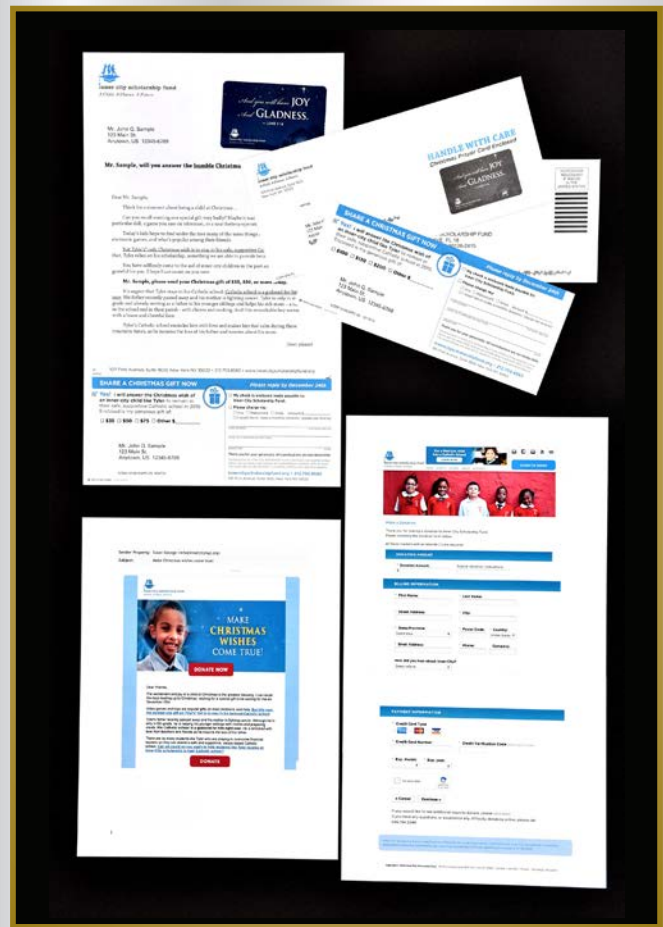
## NONPROFIT RENEWAL

### Bronze

## INNER-CITY SCHOLARSHIP FUND PRAYER CARD APPEAL

Inner-City Scholarship Fund  
Daniel Mileno

Agency: Faircom New York  
Account Executive: Barbra Schulman  
Account Managers: Alanna Leff, Tracy Coutain  
Art Director: Louise Johnson  
Copywriter: Linda Lapp  
Digital Marketing Associate: Carla Cunha  
Production Manager: Ron Kreutzer  
Lettershop: A Plus Letter Service  
Printer: DirectMail.com



## NONPROFIT SPECIAL APPEAL

### Gold

## THE ACTORS FUND "SERVING OUR SENIORS" CAMPAIGN

The Actors Fund  
Phillip Matthews

Agency: Lautman Masko Neill & Company  
Account Executive: Jillian Leslie  
Account Manager: Bryan Evangelista  
Art Director: Dana Kunkel  
Copywriter: Tara Pabellon  
Creative Director: Robin Perry  
Production Manager: Mike DeFlavia  
Lettershop: MDI Imaging & Mail  
Printer: Allied Printing Resources





## 2019 MAXI Awards

# Multi-Channel

### NONPROFIT SPECIAL APPEAL

*Gold*

### DIGITAL MULTI-CHANNEL GIVING TUESDAY CAMPAIGN

American Civil Liberties Union

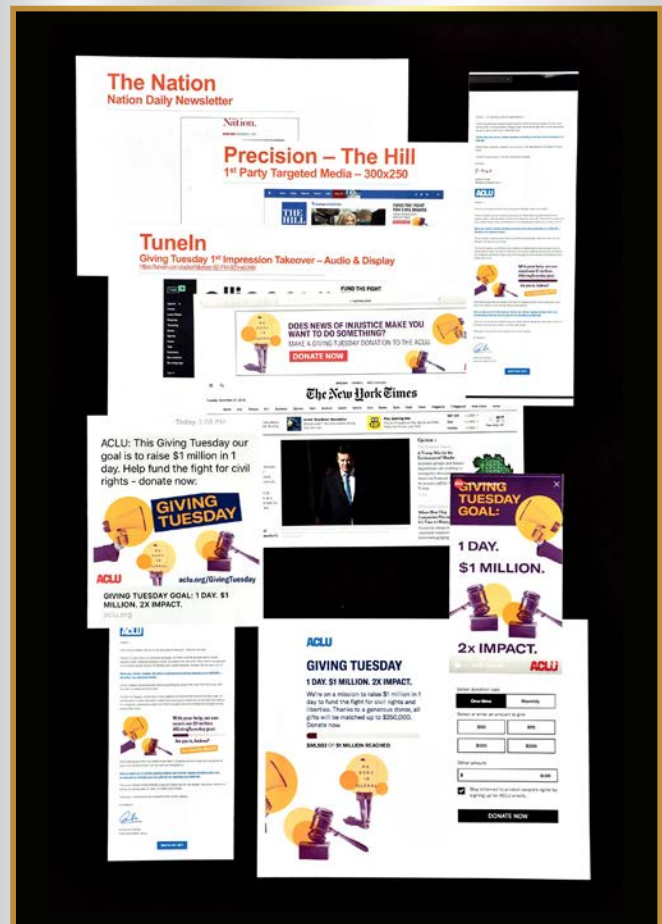
Joe Coakley

Agency: O'Brien Garrett

Account Executive: Noelle Ramsey

Bully Pulpit Interactive Director: Dan Hoffman

Online Consultant: O'Brien Garrett



### NONPROFIT SPECIAL APPEAL

*Gold*

### HRC PRIDE MONTHLY DONOR INVITATION

Human Rights Campaign

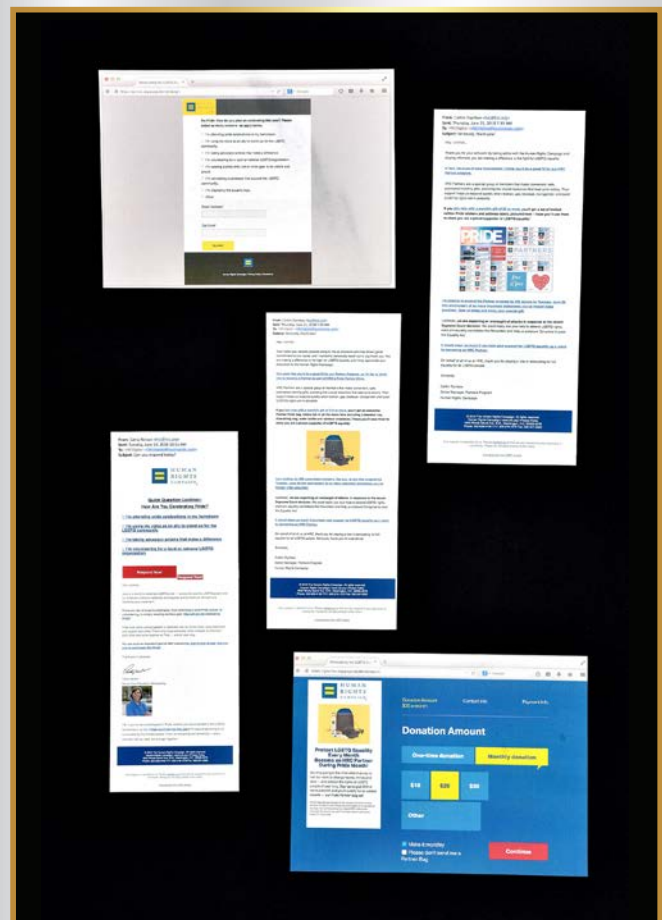
Dane Grams

Agency: Lautman Maska Neill & Company

Account Executive: Rachel Kottler

Account Manager: Lesley Hostetter

Online Consultant: Caitlin Toynbee



## 2019 MAXI Awards

# Multi-Channel

### NONPROFIT SPECIAL APPEAL

*Silver*

### APPALACHIAN TRAIL CONSERVANCY 2019 CALENDAR APPEAL

The Appalachian Trail Conservancy  
Mark Saari

Agency: ABD Direct

Account Executive: Claire Moore

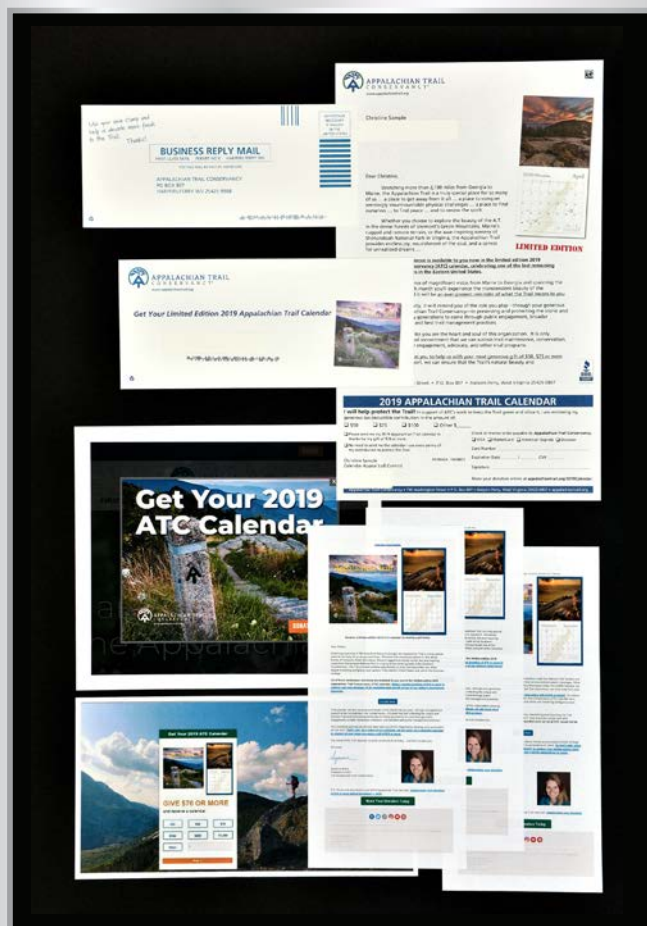
Account Manager: Kaitlyn Ryan

Art Director: Diana Prichard

Copywriter: Eric Nielsen, Nielsen Strategies

Creative Director: Cathy Grams

Digital Statigist: Camron Assadi



### NONPROFIT SPECIAL APPEAL

*Bronze*

### PARKINSON'S FOUNDATION GIVING TUESDAY CAMPAIGN

Parkinson's Foundation

Kama Sanguinetti

Agency: Lautman Maska Neill & Company

Account Executive: Megan Buchheit

Account Manager: Lesley Hostetter

Director of Online Communications:

Cathy Whitlock



2019 MAXI Awards

# Telemarketing CAMPAIGN

NONPROFIT REINSTATEMENT/LAPSED

*Silver*

## SURFRIDER FOUNDATION SPRING REINSTATEMENT

Surfrider Foundation

Nancy Eiring

Agency: Telefund, Inc.

Account Executive: Emily Smith

Call Centers: Telefund Los Angeles, Telefund

Santa Barbara

TM Firm: Telefund, Inc.

Printer: C&D



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## 2019 MAXI Awards

# Workhorse CAMPAIGN

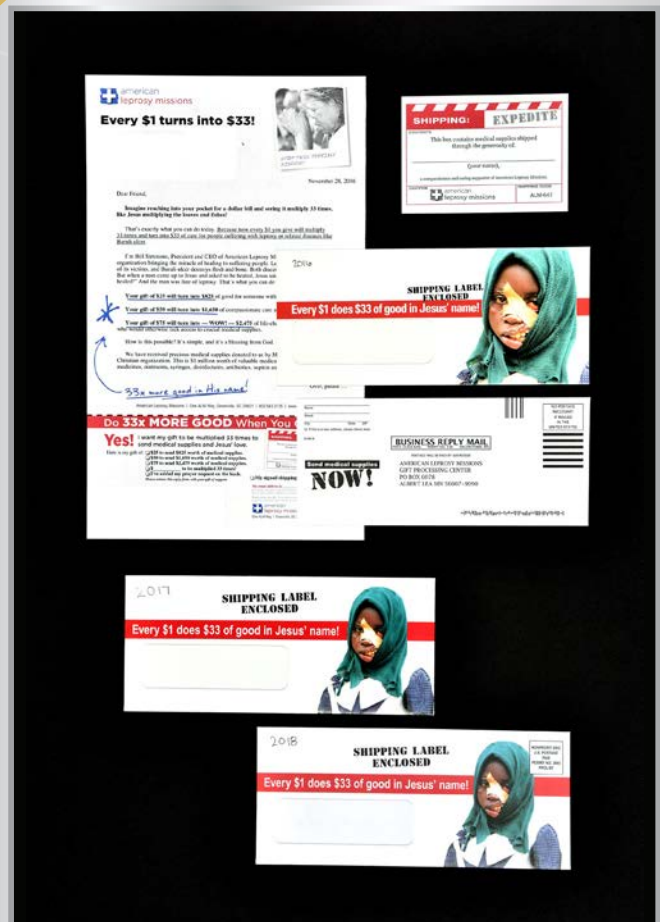
## NONPROFIT ACQUISITION/ PROSPECTING

*Silver*

### AMERICAN LEPROSY MISSIONS SHIPPING LABEL ACQUISITION

American Leprosy Missions  
*Christina Colton*

Agency: The Lukens Company  
Account Executive: Tiffany Delgado  
Executive Vice President: Seth Colton  
Production Manager: Jessica Rush



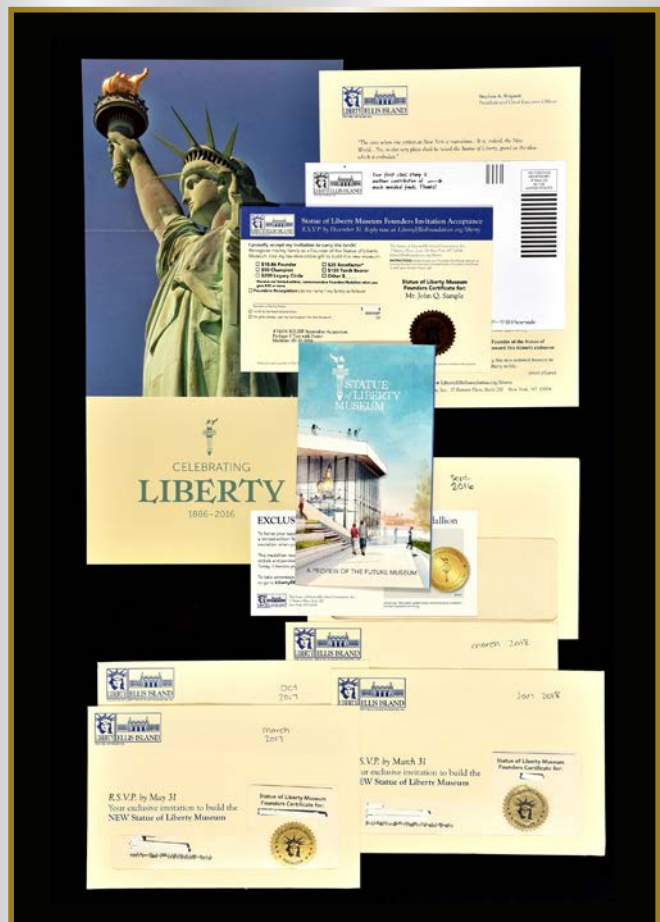
## NONPROFIT ACQUISITION/ PROSPECTING

*Bronze*

### STATUE OF LIBERTY MUSEUM FOUNDERS INVITATION

Statue of Liberty - Ellis Island  
*Richard P. Flood*

Agency: MKDM  
Account Executive: Eliza Slone  
Account Manager: Genevieve Cox  
Art Director: Jen Fleisher  
List Broker: Conrad Direct



## 2019 MAXI Awards

# Workhorse

### NONPROFIT RENEWAL

## Gold

### MERCY SHIPS JUNE CULTIVATION - TRIPLE GIFT CHALLENGE

Mercy Ships  
Kerry Peterson

Agency: One & All  
Account Executives: Valerie Gerber,  
Erica Thornburg  
Account Manager: Veronica Bui  
Art Director: Jennifer Kyle  
Copywriter: One & All Team  
Creative Director: David Trim  
Director of Donor Insights: Denise Espiritu  
Production Manager: Tony Espiritu  
Lettershop: Communications Corporation of America  
Printer: Communications Corporation of America

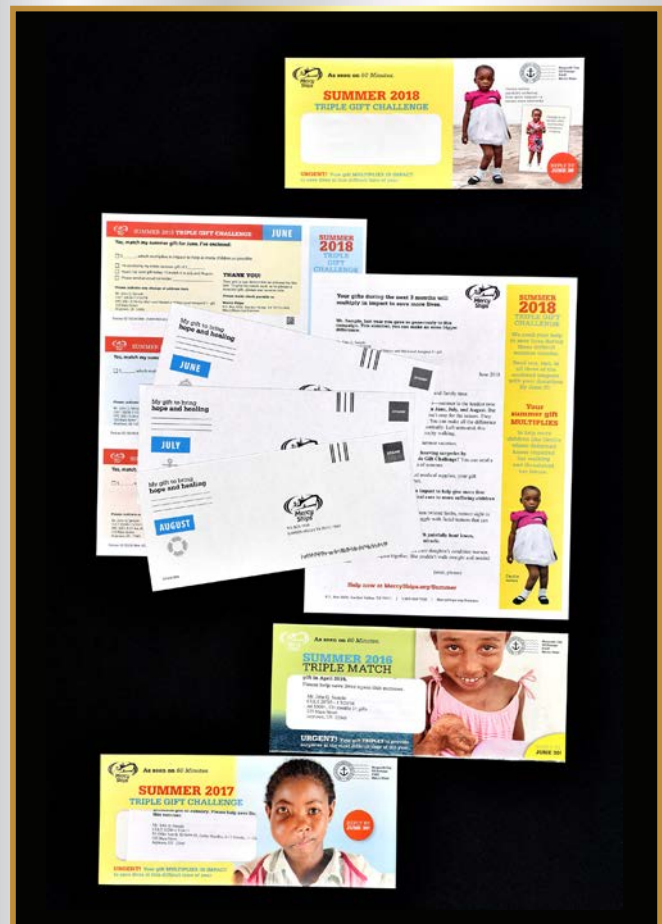
### NONPROFIT RENEWAL

## Silver

### TOYS FOR TOTS FALL DONOR CUSTOM SANTA STAMP

Marine Toys for Tots Foundation  
Ted Silvester

Agency: CDR Fundraising Group  
Account Executive: Peter Cline  
Account Manager: Bessie Thibodeaux  
Art Director: Kathleen Randour  
Copywriter: Peggy Mulqueen  
Creative Directors: Julie Dixon,  
Chuck Lowensen  
Production Manager: Sharron Johnson  
Lettershop: ResourceOne  
Printers: United Envelope, Resource One



## 2019 MAXI Awards

# Workhorse

### NONPROFIT RENEWAL

## Bronze

### ST. LABRE INDIAN SCHOOL BACK-TO-SCHOOL APPEAL

St. Labre Indian School  
Rachel Earl

Agency: ResourceOne Fundraising Group  
Account Executive: Pam Creekmore  
Account Manager: Greg Stoddard  
Art Director: Carrie Barron  
Copywriter: Lester Zaiantz  
Creative Director: Lester Zaiantz  
Lettershop: ResourceOne  
Printer: ResourceOne



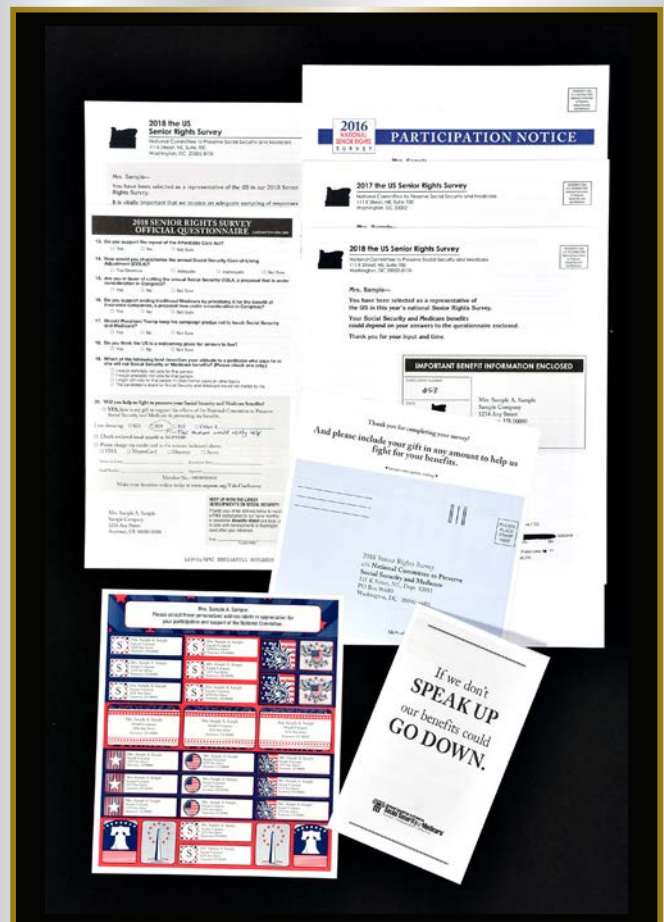
### NONPROFIT SPECIAL APPEAL

## Silver

### NCPSSM'S SENIOR RIGHTS SURVEY APPEAL

National Committee to Preserve Social Security & Medicare  
Debbie Johnson

Agency: The Lukens Company  
Account Executive: Jon Catrow  
Account Manager: Paige Prosser  
Art Director: Rebekah Sasek  
Copywriter: Heather Birk  
Director of Client Services: Debbie Loubier  
Production Manager: Ivan Jenkins  
Printer: RRD





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## 2019 MAXI Awards

### Winners List

#### *Big Idea*

**O'Brien Garrett**

Digital Multi-Channel Giving Tuesday Campaign

#### *Digital Media Campaign*

##### **NONPROFIT RENEWAL** *Gold*

**Faircom New York**

Magdi Yacoub Global Heart Foundation Year-End Introduction

##### **NONPROFIT RENEWAL** *Bronze*

**RKD Group**

Making History with a 31 Days of Giving Email Campaign

##### **NONPROFIT SPECIAL APPEAL** *Bronze*

**Lautman Maska Neill & Company**

PCRM Be Their Voice Sustainer Invite Campaign

#### *Direct Mail Campaign*

##### **NONPROFIT ACQUISITION/PROSPECTING** *Silver*

**Eberle Communications Group**

K-9 Hero Calendar

**MarkeTeam LLC**

Oblate Missions - Acquisition Healing Pendant

**MarkeTeam LLC**

Smile Train Acquisition - Puzzle Package

##### **NONPROFIT ACQUISITION/PROSPECTING** *Bronze*

**Daniller + Company**

Brooklyn Museum - January 2018 Member Acquisition

**Eberle Communications Group**

Mogie Crocker

**Eberle Communications Group**

Homes for Veterans New Key New Home New Life

**K2D Strategies**

American Foundation for the Blind Matching Gift Prospect Campaign

**Lautman Maska Neill & Company**

Parkinson's Foundation May 2018 Acquisition

**O'Brien Garrett**

USA for UNHCR "From the Field" Acquisition Package Test

##### **NONPROFIT MAJOR DONOR** *Gold*

**K2D Strategies**

National Center for Lesbian Rights Proposal Campaign

**Newport One**

Best Friends 2025 Magazine Article Appeal

##### **NONPROFIT MAJOR DONOR** *Silver*

**Newport One**

Friends & Founders Invitation Middle Donor Recruitment

##### **NONPROFIT MAJOR DONOR** *Bronze*

**MarkeTeam LLC**

Humane Society of the United States - Dogs Are Friends, Not Food!

**O'Brien Garrett**

NRDC October 2018 The President's Circle Invitation

##### **NONPROFIT REINSTATEMENT/LAPSED** *Gold*

**Daniller + Company**

The Nelson-Atkins Museum of Art - September 2018 Lapsed Recapture

##### **NONPROFIT REINSTATEMENT/LAPSED** *Bronze*

**The Lukens Company**

OMCA October 2018 Membership Reactivation

##### **NONPROFIT RENEWAL** *Gold*

**Fundraising That Works!**

St. Labre Catch-Up Campaign

##### **NONPROFIT RENEWAL** *Silver*

**Avalon Consulting Group, Inc.**

The John F. Kennedy Center for the Performing Arts - Rate Increase Early Renewal

**Lautman Maska Neill & Company**

HRC Membership Renewal

**One & All**

Mercy Ships August Cultivation - Calendar Campaign

##### **NONPROFIT SPECIAL APPEAL** *Gold*

**American Battlefield Trust**

2018 Seminary Ridge Follow-Up Appeal

**American Battlefield Trust**

2018 Fredericksburg Battlefield Debt Appeal

**Lautman Maska Neill & Company**

Fill the Hive Appeal

**Tripi Consulting**

AJWS Mini-Campaign for 1x/Years Donors

## 2019 MAXI Awards

# Winners List

### NONPROFIT SPECIAL APPEAL *Silver*

**American Battlefield Trust**

2018 Yorktown Appeal

**Fund Raising Strategies, Inc.**

NWASP Coin Mailing

**Lautman Maska Neill & Company**

United Spinal Association "Just a Reminder" Appeal

### NONPROFIT SPECIAL APPEAL *Bronze*

**ABD Direct**

AAUW Work Smart Appeal

**American Battlefield Trust**

2018 Gettysburg Seminary Ridge/Rebranding Appeal

**Bowie Fundraising Group**

Africare The Next Edwinah Appeal

**CDR Fundraising Group**

Toys for Tots Year-End Toys "R" Us Special Appeal

**Lautman Maska Neill & Company**

Life in a Cage Appeal

**Newport One**

Best Friends Flat Puppy Campaign

**RKD Group**

Increasing Giving Through Camp Scholarship

**The Harrington Agency**

Americares Giving Tuesday Direct Mail Campaign

**The Lukens Company**

NCPSSM's Yes or No Sticker Campaign Appeal

### POLITICAL ACQUISITION/PROSPECTING *Gold*

**The Lukens Company**

Cruz Summons Petition Acquisition

### POLITICAL ACQUISITION/PROSPECTING *Bronze*

**The Lukens Company**

NRSC Area Assessment Acquisition

### POLITICAL MAJOR DONOR *Bronze*

**O'Brien Garrett**

President's Circle Planned Parenthood Votes Appeal

### *Multi-Channel Campaign*

### NONPROFIT RENEWAL *Silver*

**RKD Group**

Feeding the Hungry with a Year End Match

### NONPROFIT RENEWAL *Bronze*

**CDR Fundraising Group**

PMA Fall Member Renewal and Upgrade Campaign

**Faircom New York**

Inner-City Scholarship Fund Prayer Card Appeal

### NONPROFIT SPECIAL APPEAL *Gold*

**Lautman Maska Neill & Company**

The Actors Fund "Serving Our Seniors" Campaign

**Lautman Maska Neill & Company**

HRC Pride Monthly Donor Invitation

**O'Brien Garrett**

Digital Multi-Channel Giving Tuesday Campaign

### NONPROFIT SPECIAL APPEAL *Silver*

**ABD Direct**

Appalachian Trail Conservancy 2019 Calendar Appeal

### NONPROFIT SPECIAL APPEAL *Bronze*

**Lautman Maska Neill & Company**

Parkinson's Foundation Giving Tuesday Campaign

### *Telemarketing Campaign*

### NONPROFIT REINSTATEMENT/LAPSED *Silver*

**Telefund, Inc.**

Surfrider Foundation Spring Reinstatement

### *Workhorse Campaign*

### NONPROFIT ACQUISITION/PROSPECTING *Silver*

**The Lukens Company**

American Leprosy Missions Shipping Label Acquisition

### NONPROFIT ACQUISITION/PROSPECTING *Bronze*

**MKDM**

Statue of Liberty Museum Founders Invitation

### NONPROFIT RENEWAL *Gold*

**One & All**

Mercy Ships June Cultivation - Triple Gift Challenge

### NONPROFIT RENEWAL *Silver*

**CDR Fundraising Group**

Toys for Tots Fall Donor Custom Santa Stamp

### NONPROFIT RENEWAL *Bronze*

**ResourceOne Fundraising Group**

St. Labre Indian School Back-to-School Appeal

### NONPROFIT SPECIAL APPEAL *Silver*

**The Lukens Company**

NCPSSM's Senior Rights Survey Appeal



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