

2021 MAXI AWARDS

DMAW

Direct Marketing Association of Washington

The **STANDARD** in direct marketing excellence!

2021 MAXI AWARDS
SPONSORS



2021 **MAXI** AWARDS

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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

2021 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 70 outstanding volunteers who judged the 2021 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 140 hours judging time. While each campaign reviewed was remarkable, the judges' scores identified 59 amazing award-winning campaigns - including a BIG IDEA Winner! And we present them to you in this publication.

MAXI AWARDS CHAIR

Jim Chmielewski, *Public Interest Communications*

MAXI 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*

JUDGING SUPERVISORS

Bryan Evangelista, *Lautman Maska Neill & Company*

Tracy Lea, *The Harrington Agency*

AWARDS

Summit Group

CINEMATOGRAPHER & EDITOR

Ron Guberman, *Media Reactions*

DISPLAY PANELS

Cassandra Chisholm, *Casi Creates*

MASTERS OF CEREMONIES

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Stephen Godbout, *CDR Fundraising Group*

PROGRAM BOOK PRODUCTION

Sue Curran, *Sue Curran Design*

PROGRAM BOOK PHOTOGRAPHER

Ron Guberman, *Media Reactions*

SPONSORSHIP SALES

Teresa Weaver, *O'Brien Garrett*

SCRIPT WRITERS

Stephen Godbout, *CDR Fundraising Group*

Alice Vaughn, *CDR Fundraising Group*

DMAW

Donna Tschiffely, *Executive Director*

Ann Walsh, *MAXI Awards Manager*

Katie Cook, *MAXI Assistant*

2021 MAXI AWARDS JUDGES

LOG-IN PARTICIPANTS

Mary Beyreuther, MVP Press

Katie Cook, Direct Line Politics

Jim Chmielewski, Public Interest Communications

SENIOR JUDGES

Kate Carr, Silver Marketing

Peter Carter, Chapman Cubine Allen & Hussey

Barry Cox, Copywriter

Steve Fleshman, DR2

Mary Getz, MESG Marketing

Jamie Natelson, The Humane Society of the United States

ONLINE JUDGES

Greg Adams, Capitol Kreative

Marti Allen, Edge Direct

Lori Archut, K2D Strategies

Cheryl Bailes, National Trust for Historic Preservation

Bob Becker, Design Distributors

Michael Bevenuto, Wiland

Eva Bowie, ABD Direct

Autumn Carl, Informegent

Sheri Cesenaro, Edge Direct

Jim Chmielewski, Public Interest Communications

Seth Colton, The Lukens Company

Thomas Colwell, Conrad Direct

Toyia Craddick, ABD Direct

Jennifer Deerr, K2D Strategies

Julie Dixon, CDR Fundraising Group

David Fanning, PVA

Meg Ferguson, Production Solutions

Linda Fisher, Communications Corporation of America

Steven Fleshman, DR2

Lisa French, Americans United

Cory Funk, Japs-Olson Company

Rick Grossberg, RRD

Joe Harr, AARP

Scott Huch, Direct Creative, Inc.

Courtney Humphries, Newport One

Jennifer Ingram, Wiland

Barbara Johnson, MarkeTeam

Michelle Johnston, Production Solutions

Karen Jones, Mal Warwick Donordigital

Jennifer Lai, ClearWord Communications Group

Debbie Loubier, The Lukens Company

Cheryl Martin, Huntsinger & Jeffer

Chris Matzke, American Target Advertising

Ryan McGuire, The Harrington Agency

April Moore, Lautman Maska Neill & Company

Amanda Murray, American Battlefield Trust

DeDi Oxenberg, CDR Fundraising Group

Michelle Peterson, Marketing General, Inc.

Karen Rice Gardiner, Karen Rice Gardiner & Associates

Margaret Romig, Lautman Maska Neill & Company

Laura Rynkiewicz, Nexus Direct

Fern Sanford, Sanford Creative

Ioannis Saratsis, RKD Group

Mary Schultz, Schultz & Williams

Kristin Serrano, Schultz & Williams

Abbie Shlesinger, PMG Direct

Pamela Spain, Nexus Direct

Dom Spinosa, Altus Marketing

John Stancik, Grantmail Direct

Kathy Swayze, Impact Communications, LLC

Bryan Terpstra, Bryan Terpstra Consulting

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

Willis Turner, Huntsinger & Jeffer

Jack Valor, Mal Warwick Donordigital

Jamie Veltri, DDTV

Erica Waasdorp, A Direct Solution

Lauren Warner, CDR Fundraising Group

Holly White, PMG

Raylene Woods, Marketing General, Inc.

Tim Youngbar, Edge Direct

2021 MAXI AWARDS

Congratulation to the winners!

We applaud your hard work and innovation in this space and we are proud to be a sponsor of this event

data axle | data-axle.com

Omnichannel Engagement - Apogee AI Custom Audiences - Data Enhancement

Congratulations

to all of this year's MAXI winners, including



Save The Redwoods

L E A G U E

and



HUMANE SOCIETY

— N A P L E S —



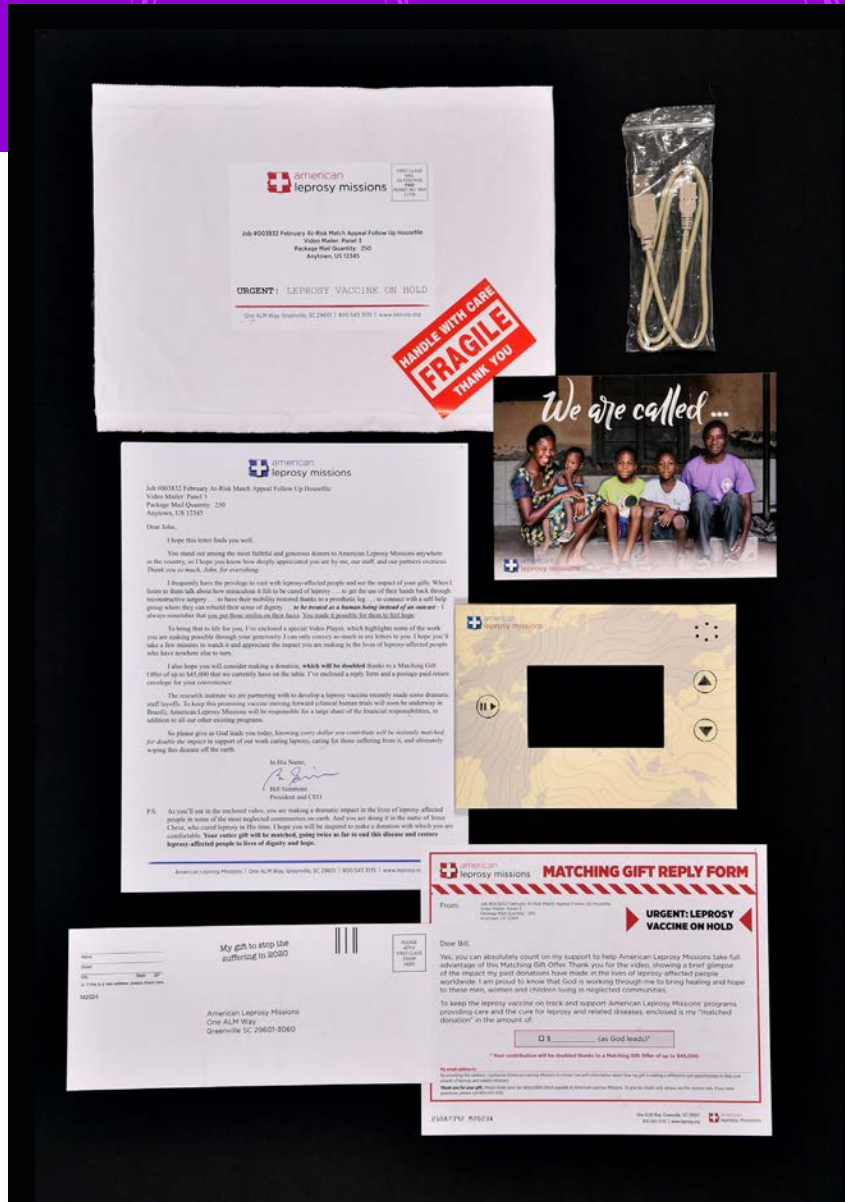
We'd love to help you be an award winner, too.

GET IN TOUCH!

703.650.7491 • info@K2DStrategies.com • K2DStrategies.com

2021 MAXI AWARDS

BIG IDEA



NONPROFIT SPECIAL APPEAL

BIG IDEA

AMERICAN LEPROSY MISSIONS 'LEPROSY VACCINE' APPEAL

American Leprosy Missions
Bekah Schwanbeck

Agency: The Lukens Company
Account Director: Tiffany Delgado
Copywriter: James Knode
Creative Director: Gary Cooper
Executive Vice President: Seth Colton

Thank You MAXI Winners

For Your Commitment
To Direct Marketing Excellence!

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MailSmart Logistics
We deliver. Your results.SM

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CONGRATULATIONS

DMAW'S 2021 MAXI AWARD WINNERS



WHAT WE DO BEST:

**PRINT.
MAIL.
INNOVATE.**

JAPS-OLSON COMPANY
Commercial Print & Direct Mailers



FOR MORE INFORMATION CONTACT

CORY FUNK

CORY.FUNK@JAPSOLSON.COM
952.912.1829

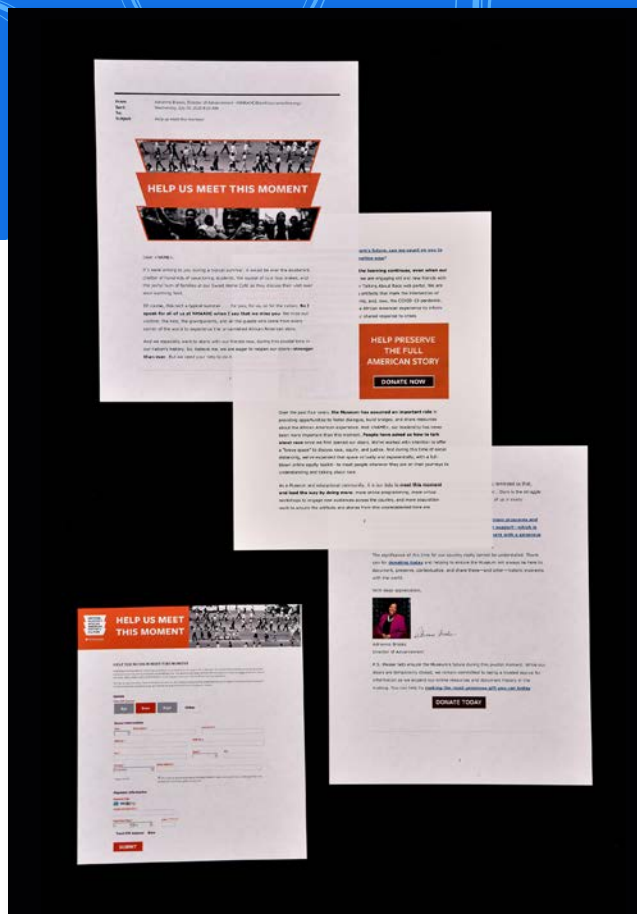
DIGITAL MEDIA

NONPROFIT FUNDRAISING APPEAL GOLD

NMAAHC MEETING THE MOMENT: A SPECIAL SOCIAL JUSTICE OUTREACH

National Museum of African American History and Culture
Kevin Thomas

Agency: Avalon Consulting Group, Inc.
Account Director: Kerri Kerr
Account Executive: Dara Igersheim
Account Manager: Catherine Wallwork
Copywriter: Beth Davidson
Online Consultant: Avalon Consulting Group

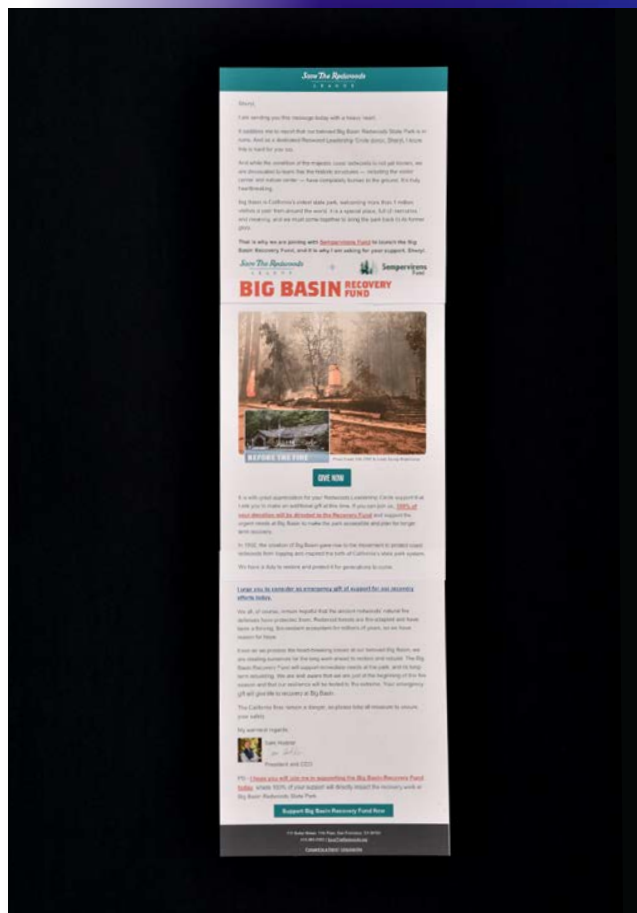


NONPROFIT FUNDRAISING APPEAL GOLD

SAVE THE REDWOODS LEAGUE: BIG BASIN EMERGENCY EMAIL APPEAL

Save the Redwoods League
Kate Berry

Agency: K2D Strategies
Account Director: Sheryl O'Keefe
Account Executive: Garrison Frost
Copywriter: Angela Guzman
Creative Director: Marcos Castineiras



2021 MAXI AWARDS DIGITAL MEDIA

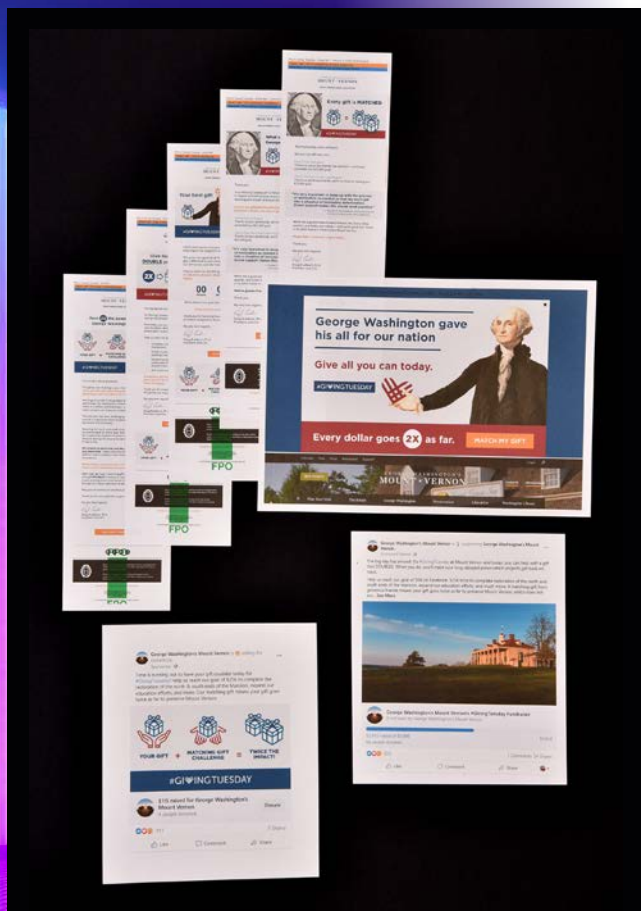


NONPROFIT FUNDRAISING APPEAL
SILVER

CHRISTIAN APPALACHIAN PROJECT END OF YEAR SEARCH

Christian Appalachian Project
Kevin Payne

Agency: CDR Fundraising Group
Account Executive: Kayal Twain
Copywriter: Caitlin Watkins



NONPROFIT FUNDRAISING APPEAL
SILVER

MOUNT VERNON LADIES ASSOCIATION #GIVINGTUESDAY DOUBLE YOUR BUCK

Mount Vernon Ladies' Association
Alisdair Sewell

Agency: CDR Fundraising Group
Account Director: Kayal Twain
Account Executive: Peter Cline
Copywriter: Alice Vaughn
Creative Director: Chuck Lowensen

2021 MAXI AWARDS DIGITAL MEDIA

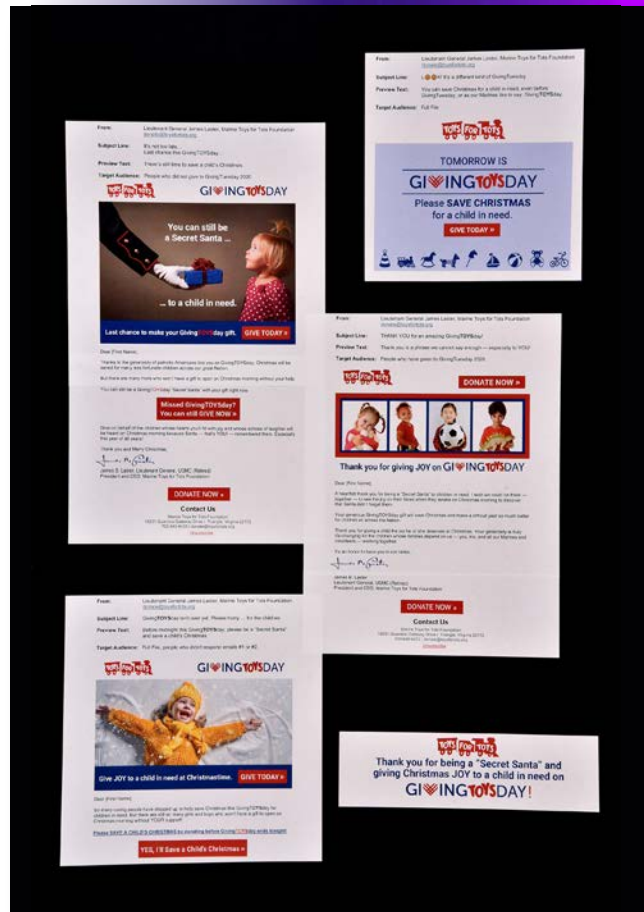
NONPROFIT FUNDRAISING APPEAL SILVER

TOYS FOR TOTS #GIVINGTOYSDAY CAMPAIGN

Marine Toys for Tots Foundation
Ted Silvester

Agency: CDR Fundraising Group

Account Director: Kayal Twain
Account Executive: Peter Cline
Account Manager: DeDi Oxenberg
Copywriter: Stephen Godbout
Creative Director: Julie Dixon
Production Manager: Sharron Johnson



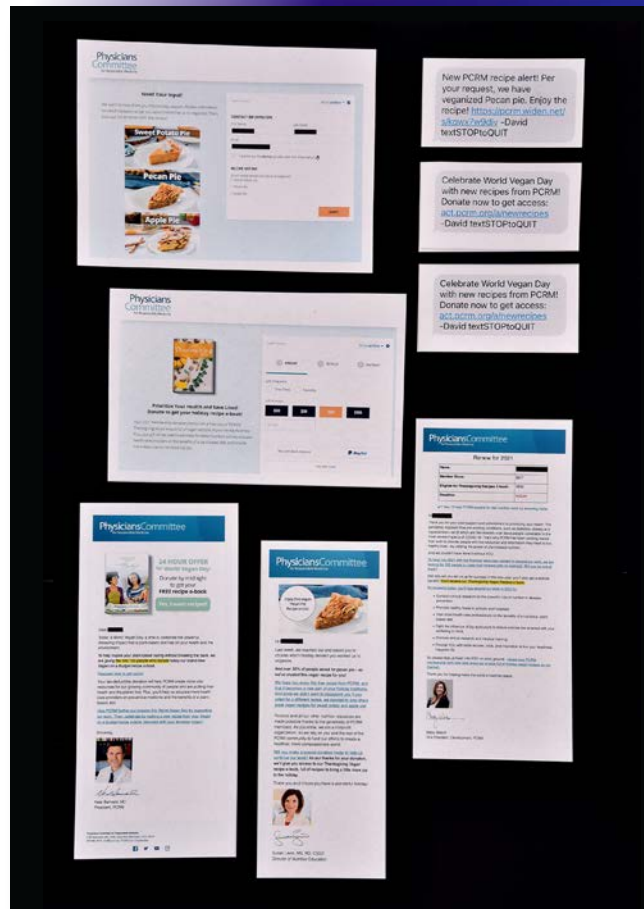
NONPROFIT FUNDRAISING APPEAL SILVER

PCRM NUTRITION RENEWAL CAMPAIGN

PCRM
Craig Ziskin

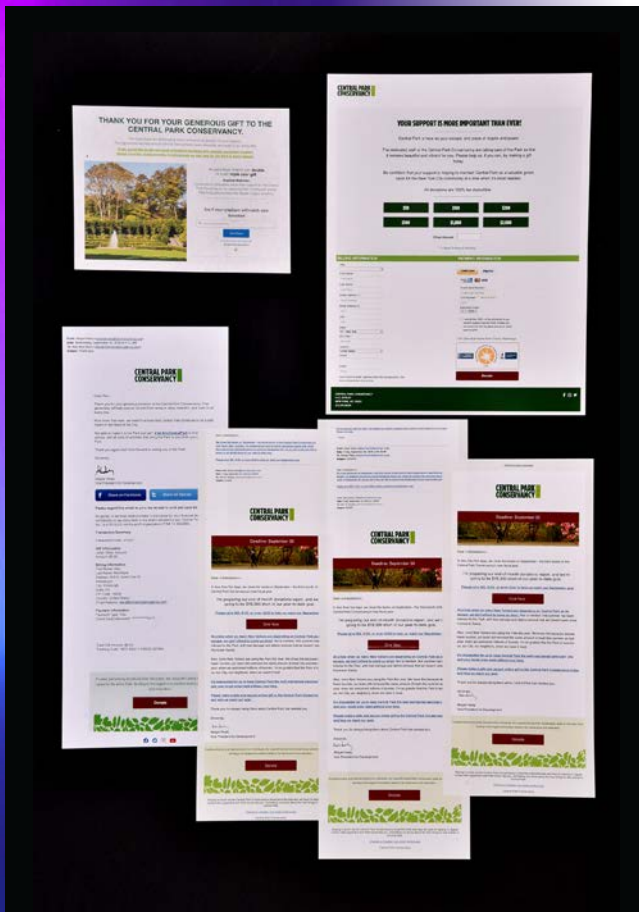
Agency: Lautman Maska Neill & Company

Account Executive: Jean Oiao
Account Manager: Rachel Kottler
Online Consultant: David Ballinger, PCRM



2021 MAXI AWARDS

DIGITAL MEDIA

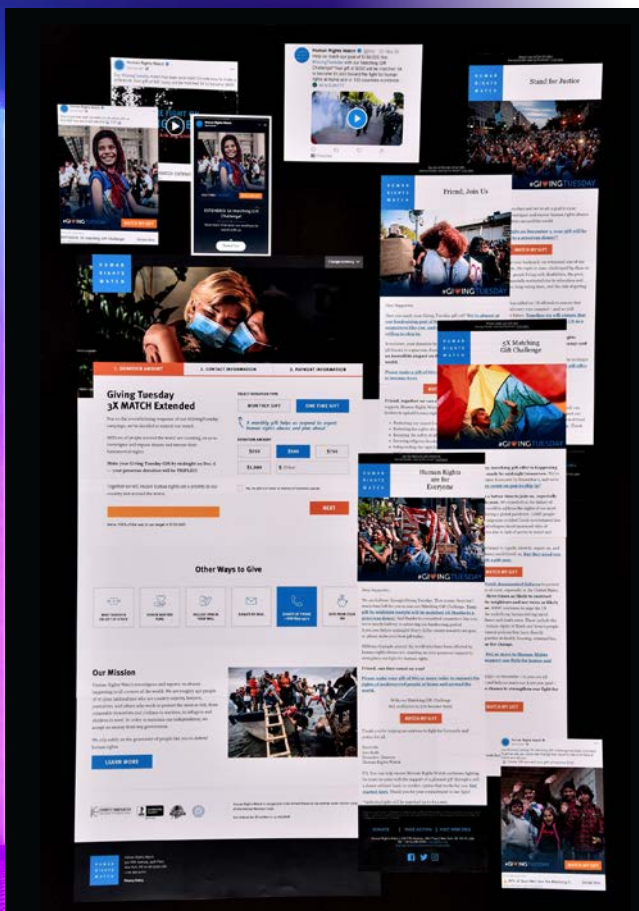


NONPROFIT FUNDRAISING APPEAL SILVER

CENTRAL PARK CONSERVANCY SEPTEMBER BUDGET SHORTFALL EMAIL APPEAL

Central Park Conservancy
Shalya Titley

Agency: The Harrington Agency
Account Director: Robert Fisher
Account Manager: Alex MacIntyre
Copywriter: Warren Greene
Creative Director: Cheryl Keedy
Senior Strategist: Jessica Harrington



NONPROFIT FUNDRAISING APPEAL BRONZE

HUMAN RIGHTS WATCH GIVING TUESDAY 3X MATCH

Human Rights Watch
Ricardo Hernandez

Agency: Faircom New York
Account Executives: Adelle Landis, Carla Corrales
Online Consultant: VeraData Decision Labs

2021 MAXI AWARDS

DIGITAL MEDIA

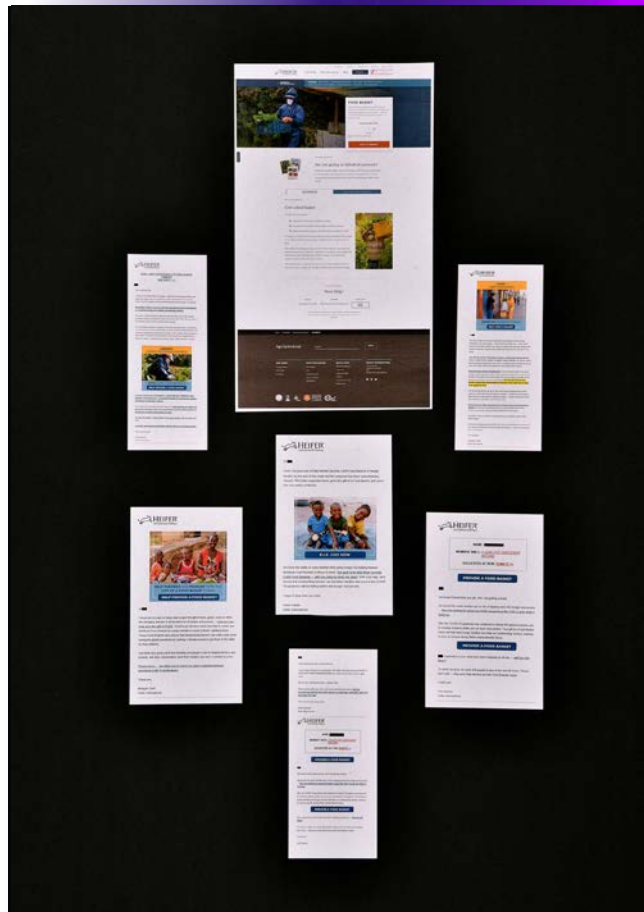
NONPROFIT FUNDRAISING APPEAL

BRONZE

HEIFER FOOD BASKETS CAMPAIGN

Heifer International
 Caitlin Richards

Agency: Lautman Maska Neill & Company
 Account Executive: Jean Oiao
 Account Manager: Vicki Viera
 Creative Director: Dana Kunkel



NONPROFIT FUNDRAISING APPEAL

BRONZE

HRC GIVES BACK MASK CAMPAIGN

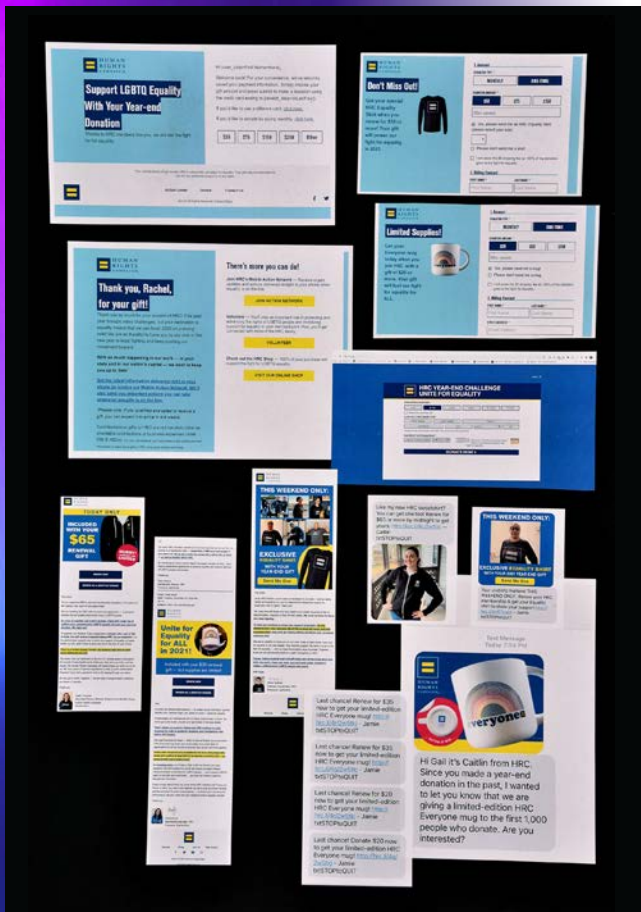
Human Rights Campaign
 Dane Grams

Agency: Lautman Maska Neill & Company
 Account Executive: Devon Bruzzone
 Account Manager: Rachel Kottler
 Creative Director: Dana Kunkel
 Digital Production Specialist: Matt Molli
 Production Manager: James Perez Servino, HRC



2021 MAXI AWARDS

DIGITAL MEDIA



NONPROFIT FUNDRAISING APPEAL
BRONZE

HUMAN RIGHTS CAMPAIGN YEAR-END
MEMBERSHIP CHALLENGE

Human Rights Campaign
Dane Grams

Agency: **Lautman Maska Neill & Company**

Account Executive: Devon Bruzzone

Account Manager: Rachel Kottler

Creative Director: Dana Kunkel

Digital Production Specialist: Matt Molli

Production Manager: James Perez Servino, HRC

BRAVO & BRAVA

TO ALL THE 2021
MAXI WINNERS!



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NEILL
& COMPANY

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for nonprofits

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WAY TO GO!



**CONGRATS
TO ALL OF THE
DMAW MAXI AWARD
HONOREES AND WINNERS!**

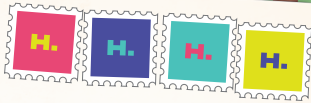


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*Congratulations
to all the
MAXI winners!
You are truly
best in class!*

The Harrington Agency



To: *MAXI
winners!*

theharringtonagency.com

You've put in a lot of hard work to get to the virtual stage! Now it's time to take a break and start planning your next vacation. You can play our top destinations quiz to get some ideas! And did we say there's a prize for finishing? Well, there is!

Go here to play!



theharringtonagency.com/sandytoes

H.
Harrington
Agency

2021 MAXI AWARDS

DIRECT MAIL

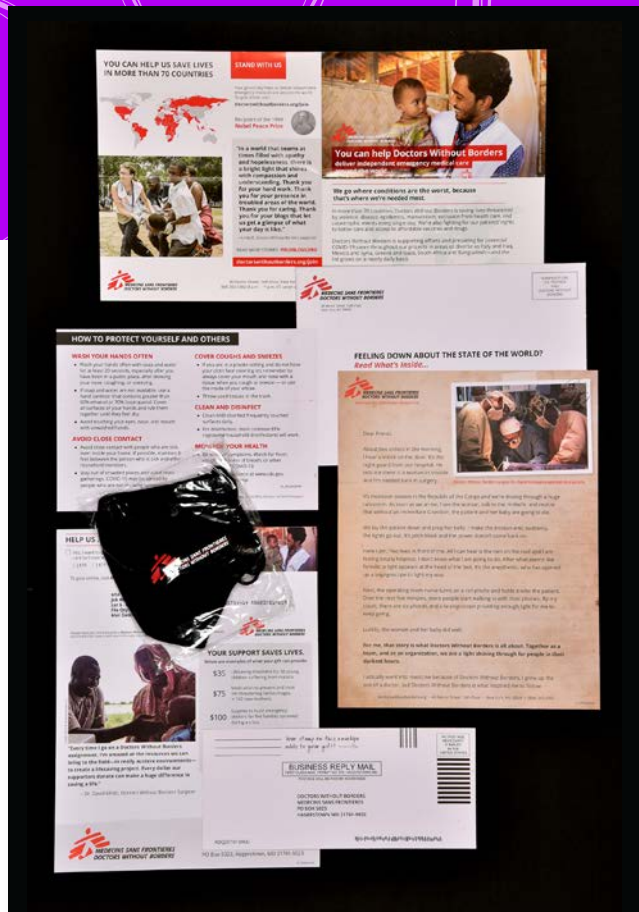
NONPROFIT ACQUISITION/PROSPECTING

GOLD

MSF-USA FACE MASK ACQUISITION

MSF-USA/Doctors Without Borders
Saudy Tejada

Agency: Lautman Maska Neill & Company
 Account Executive: Rayna Clarke
 Account Manager: Michelle Le
 Creative Director: Robin Perry
 Production Manager: Amanda Sargent
 List Broker: Lake Group Media
 Lettershop: PMG
 Printer: PMG



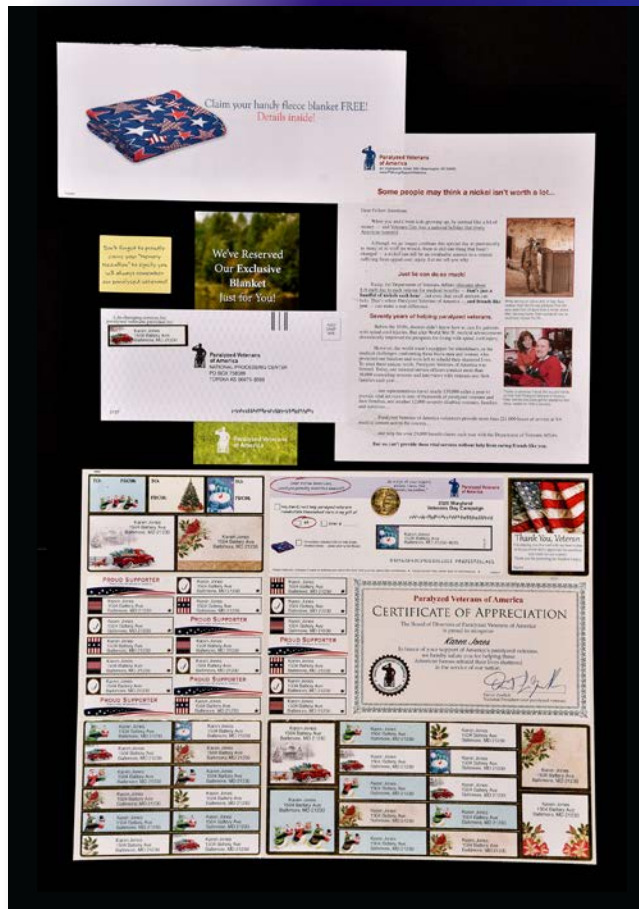
NONPROFIT ACQUISITION/PROSPECTING

SILVER

PVA MEMORY MEDALLION

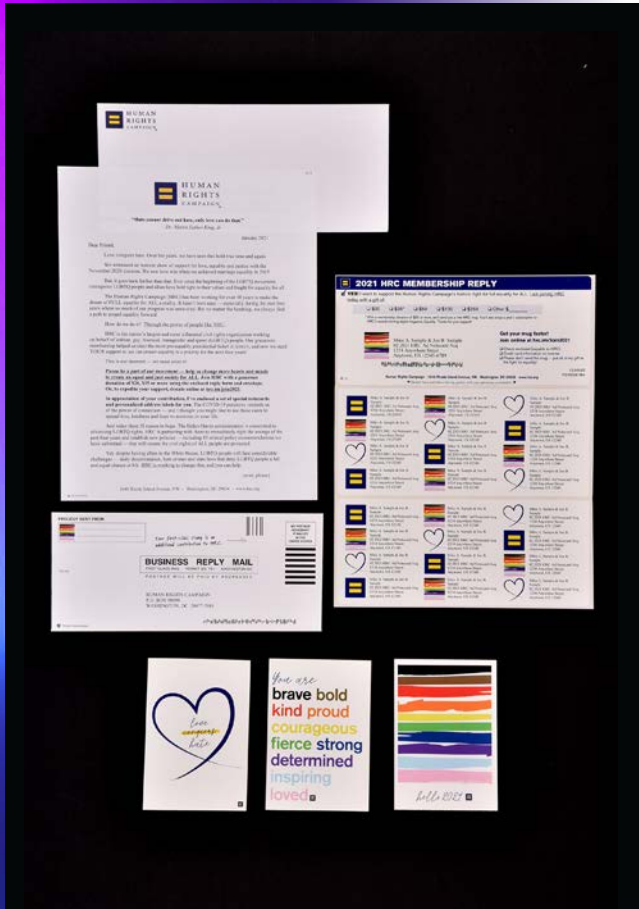
Paralyzed Veterans of America
Dionne Mitchell

Agency: Edge Direct
 Account Executive: Tim Logan, ACFRE
 Account Manager: Andjelina Grabner
 Analyst: Nicole Delaubenfels
 Chief Strategy Officer: Becky Odum
 Copywriter: Lois Ephraim
 Creative Director: Kaitlyn Schmeiser
 List Broker: Joanne Elias, Lake Group Media
 Production Manager: Jason Scalf, Vision Integrated Graphics
 Strategist: Kim Becker Cooper
 Lettershops: Vision Integrated Graphics, Resource One, St Louis Print Group
 Premium: Osbourne Coin
 Printer: NAVISTAR



2021 MAXI AWARDS

DIRECT MAIL

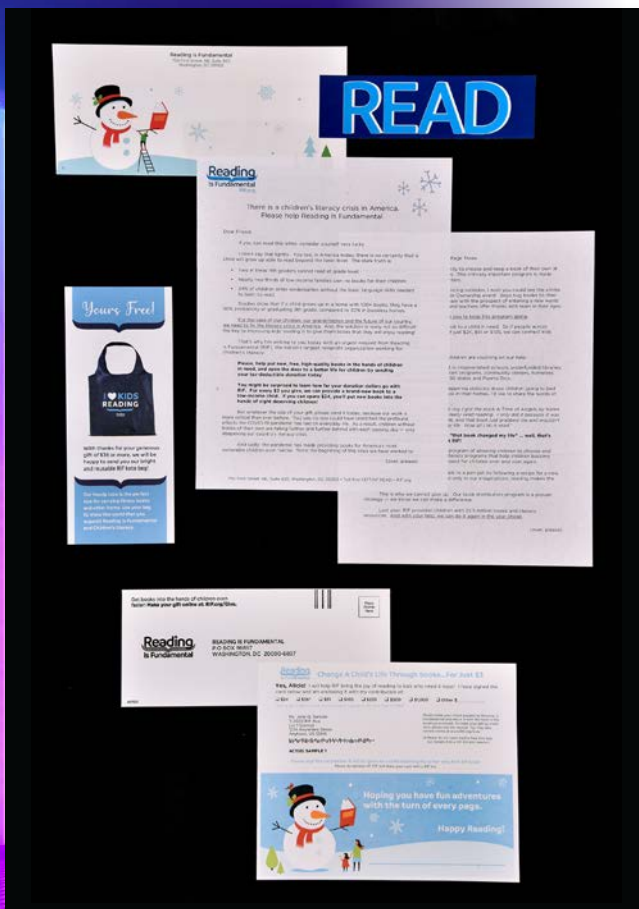


NONPROFIT ACQUISITION/PROSPECTING
SILVER

HUMAN RIGHTS CAMPAIGN:
LOVE CONQUERS HATE ACQUISITION

Human Rights Campaign
Dane Grams

Agency: Lautman Maska Neill & Company
Account Director: Jordanna Sussman
Creative Director: Dana Kunkel
Production Manager: Michael DeFlavia



NONPROFIT ACQUISITION/PROSPECTING
SILVER

READING IS FUNDAMENTAL NOVEMBER
SIGN AND RETURN ACQUISITION

Reading is Fundamental
Laura Rahman

Agency: Lautman Maska Neill & Company
Account Director: Amy Sokul
Account Executive: Michelle Adams
Creative Director: Dana Kunkel
Production Manager: April Moore
List Broker: Jill Amato, ADSTRA

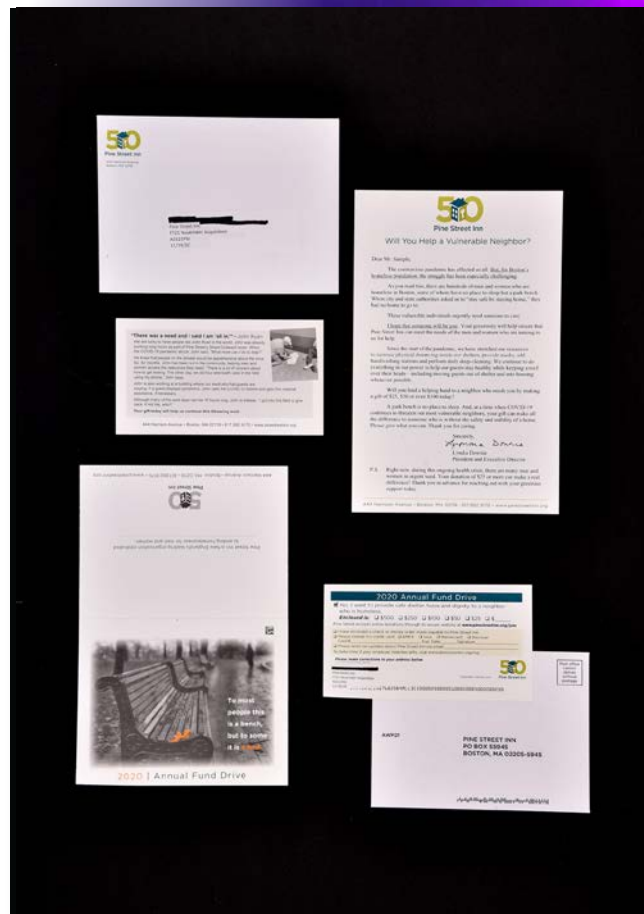
2021 MAXI AWARDS DIRECT MAIL

NONPROFIT ACQUISITION/PROSPECTING BRONZE

PINE STREET INN “NO HOME TO GO TO” ACQUISITION

Pine Street Inn
Lisa Feeley

Agency: Avalon Consulting Group, Inc.
Account Executive: Dara Igersheim
Account Manager: Barbara Carey
Copywriter: Tara Pabellon
Production Manager: PMG
Online Consultant: Avalon Consulting Group

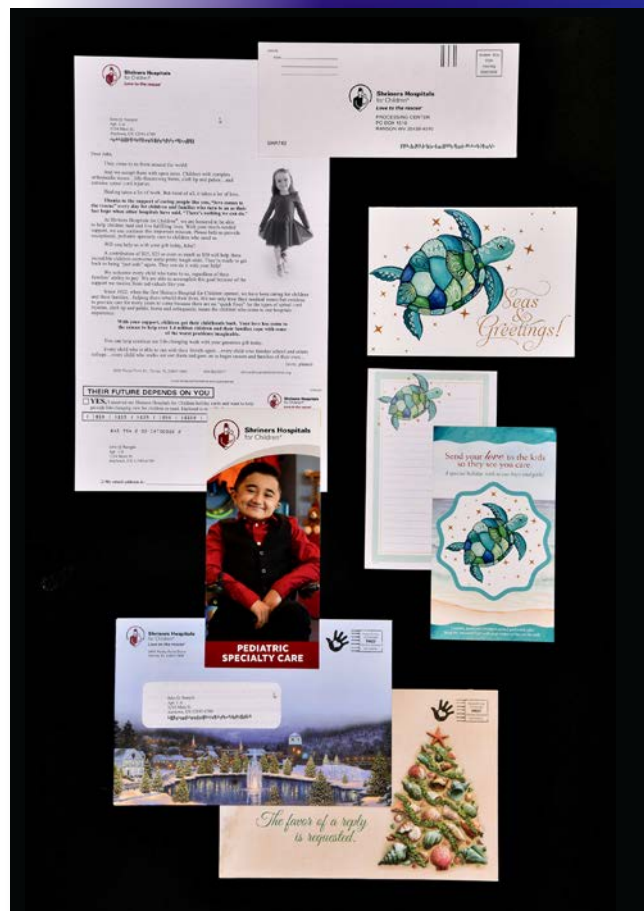


NONPROFIT ACQUISITION/PROSPECTING BRONZE

SEAS & GREETINGS!

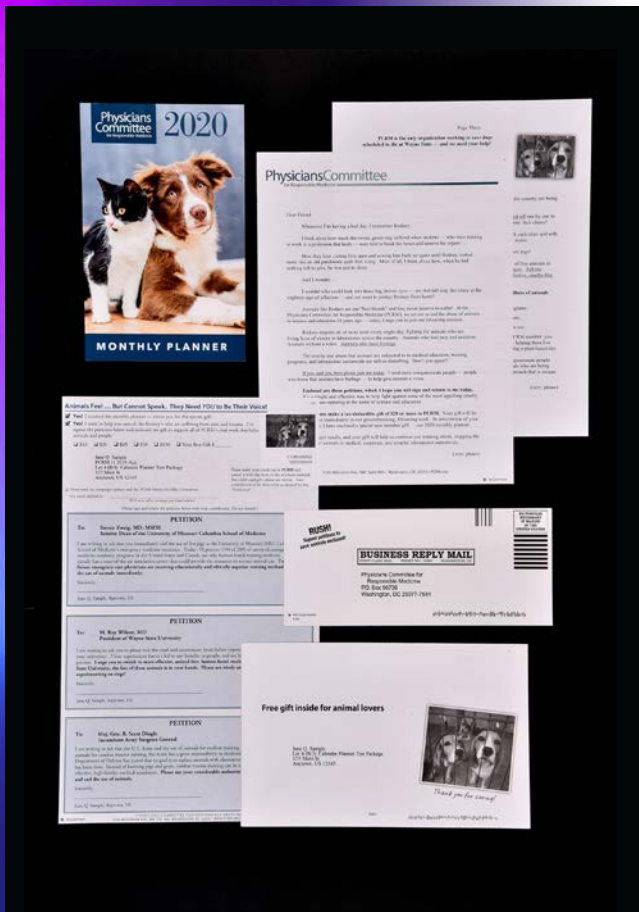
Shriners Hospitals for Children
Alan Stinger

Agency: Edge Direct
Account Director: Tricia Aquilano
Account Executive: Margaret Chialastri
Account Manager: Judy Bonn
Copywriter: Tricia Aquilano
Creative Director: Tammy Severe
Senior Strategy Director: Gwynn McCormick
Livingston
List Broker: Audience First Media



2021 MAXI AWARDS

DIRECT MAIL



NONPROFIT ACQUISITION/PROSPECTING BRONZE

PCRM: CALENDAR OF COMPASSION ACQUISITION

PCRM

Craig Ziskin

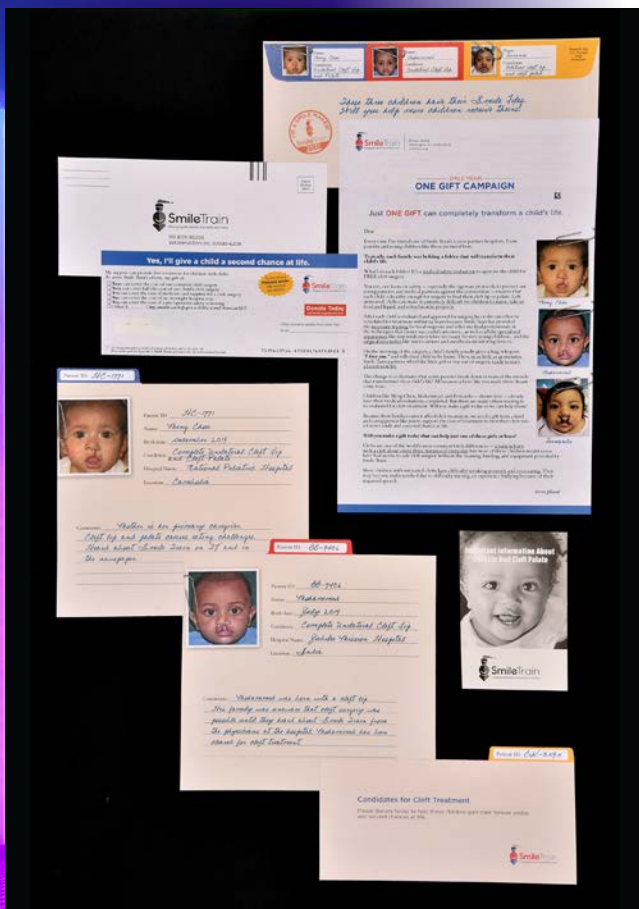
Agency: Lautman Masko Neill & Company

Account Director: Jordanna Sussman

Account Executive: Devon Bruzzone

Creative Director: Robin Perry

Production Manager: April Moore



NONPROFIT ACQUISITION/PROSPECTING BRONZE

SMILE TRAIN ACQUISITION SMILE FILE

Smile Train

Elyse Taub

Agency: MarkeTeam

Account Director: Brian O'Keefe

Account Executive: Matt Pierce

Account Manager: Christine McDonald

Copywriter: Ron Bell

Creative Director: Jim Johnson

Production Manager: Anna Hall

List Broker: Data Axle

Lettershop: Innerworkings

Printer: Innerworkings

2021 MAXI AWARDS DIRECT MAIL

NONPROFIT MAJOR DONORS

GOLD

HOWARD UNIVERSITY 2020 YEAR END HIGH DOLLAR MAILING

David Bennett

Agency: Impact Communications, Inc.

Account Executive: Jamie Sargent

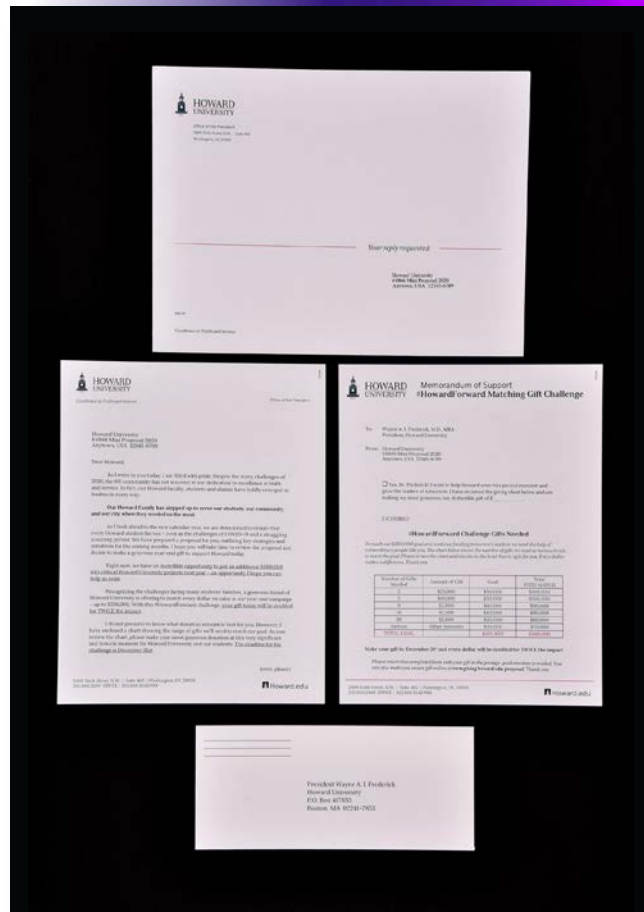
Account Manager: Kim Searight

Art Director: Kathy Swayze, CFRE

Graphic Designer: Bojan Valovic, BV Art

Production Manager: Constant Corpuz,

Production Solutions



NONPROFIT MAJOR DONORS

SILVER

OXFAM AMERICA APRIL MID LEVEL MATCH APPEAL

Oxfam America

Ken Mallette

Agency: O'Brien Garrett

Account Director: Jenny Klein

Account Executive: Jennifer Magruder

Copywriter: Frank O'Brien

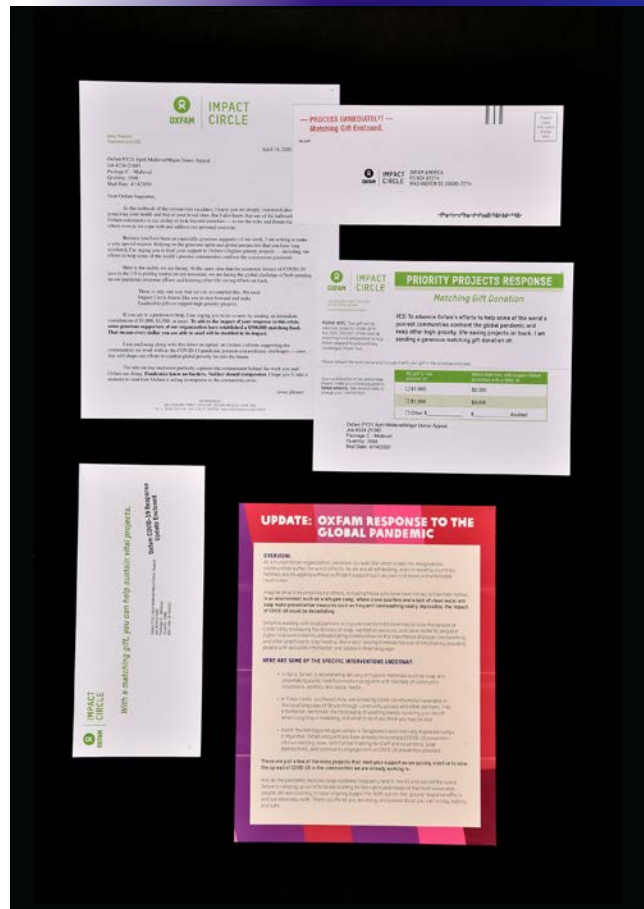
Creative Director: Corey O'Brien

Production Manager: Denise Warden, RWT

Production

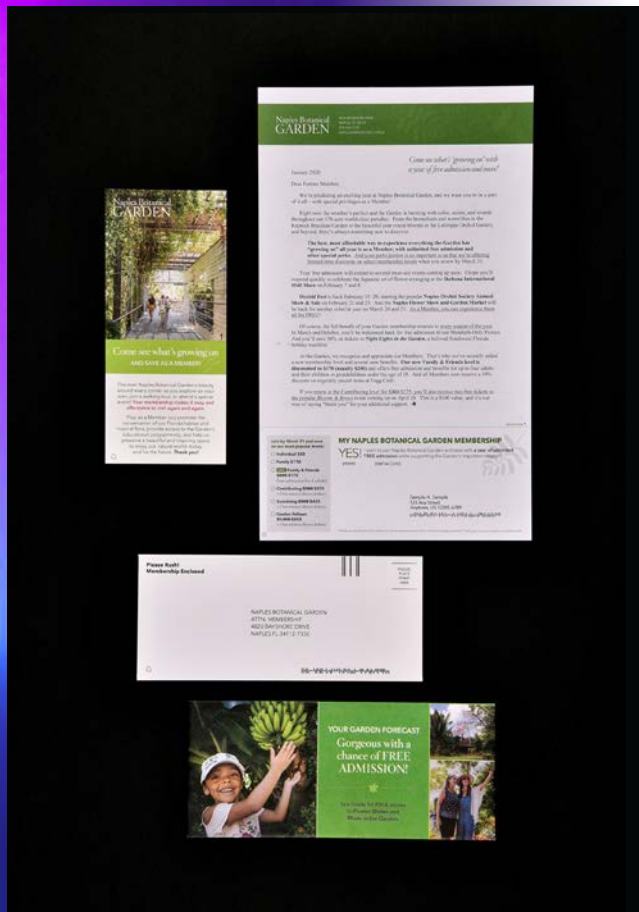
Lettershop: ProList

Printers: United Envelope, Pavsner Press, ProList



2021 MAXI AWARDS

DIRECT MAIL

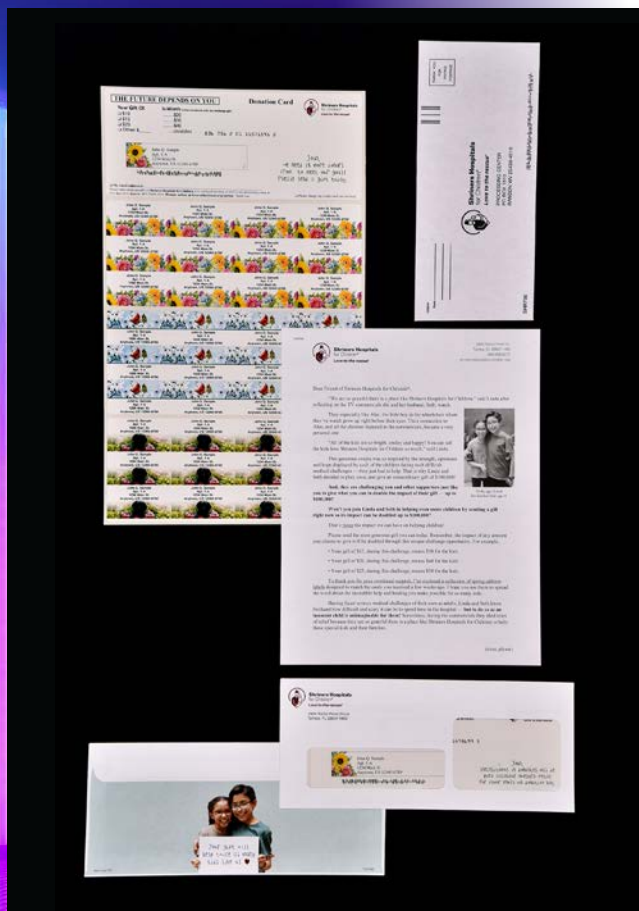


NONPROFIT REINSTATEMENT/LAPSED SILVER

NAPLES BOTANICAL GARDEN - JANUARY 2020 LAPSED RECAPTURE

Naples Botanical Garden
Brian Russo

Agency: Daniller + Company
Lettershop: BIGEYE Direct, Inc.
Printer: AMH Group



NONPROFIT RENEWAL SILVER

IMUCHAS GRACIAS AMIGOS! SHC'S HISPANIC MATCH CHALLENGE

Shriners Hospitals for Children
Alan Stinger

Agency: Edge Direct
Account Director: Kristin Mansolillo
Account Executive: Margaret Chialastri
Account Manager: Judy Bonn
Copywriter: Tricia Aquilano
Creative Director: Tammy Severe
Senior Strategy Director: Gwynn McCormick Livingston
Lettershop: Barton Cotton Graphics

2021 MAXI AWARDS
DIRECT MAIL

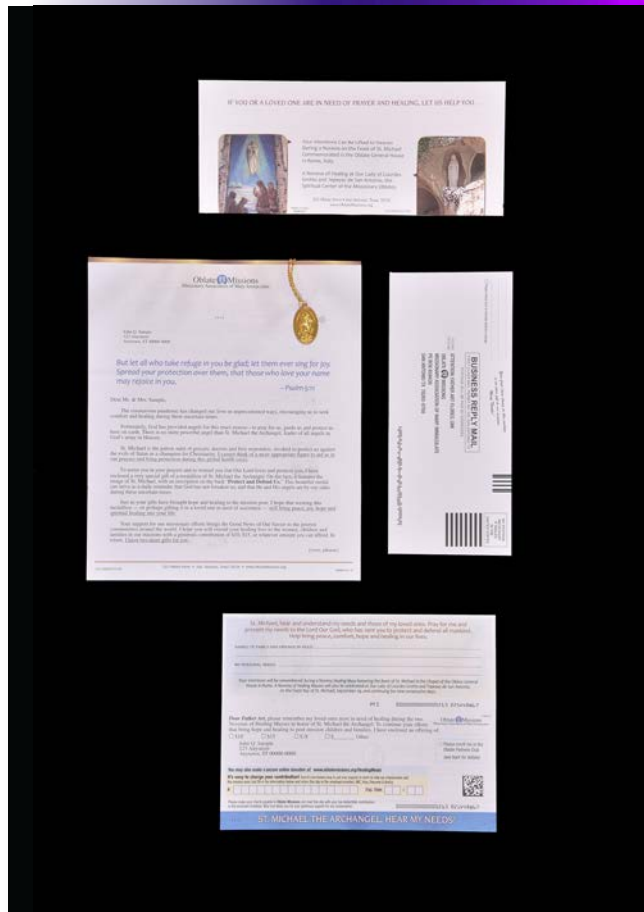
NONPROFIT RENEWAL
SILVER

OBLATE MISSIONS - ST. MICHAEL HEALING PENDANT

**Missionary Oblates of Mary Immaculate/
 Oblate Missions**
Marisela Guillen

Agency: MarkeTeam

Account Executive: Bethany Goodrum
 Account Manager: Barbara Johnson
 Copywriter: Jess Hundley
 Production Manager: Paul Brewer
 Lettershop: Innovairre
 Printer: Innovairre



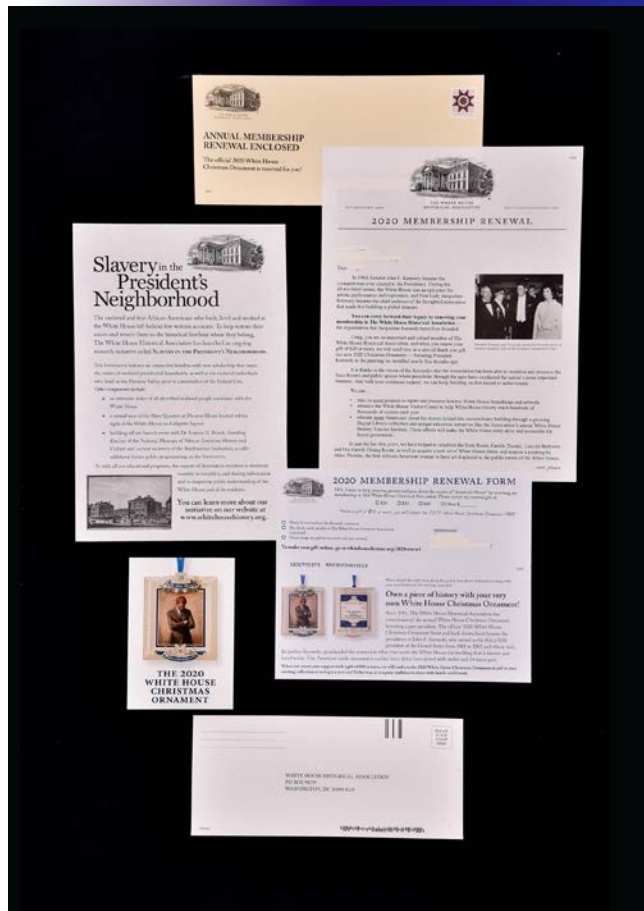
NONPROFIT RENEWAL
SILVER

WHITE HOUSE UNIVERSAL RENEWAL 1

White House Historical Association
Rhett Wilson

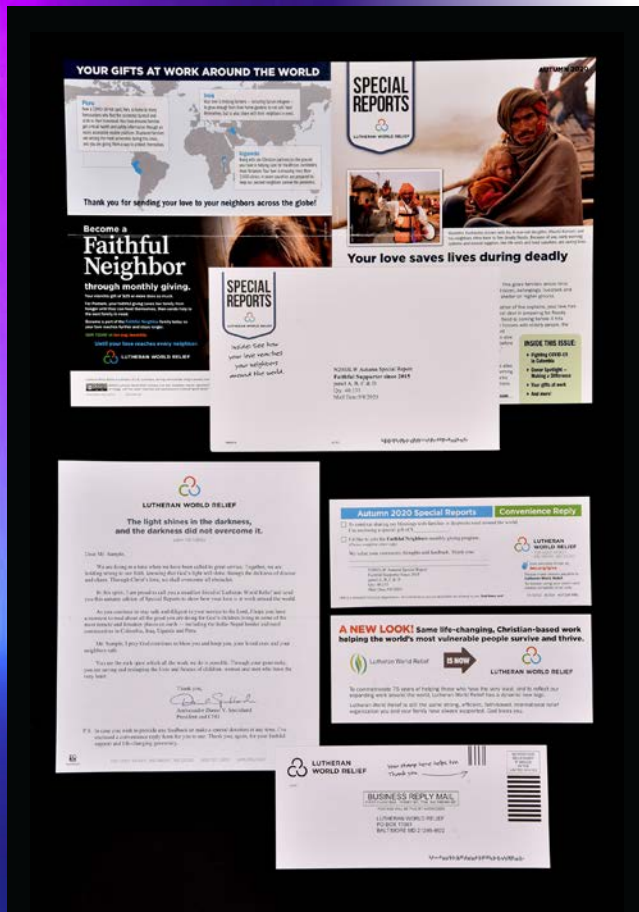
Agency: Newport One

Account Director: Stacey Rubenstein
 Copywriter: Lou Bayard



2021 MAXI AWARDS

DIRECT MAIL

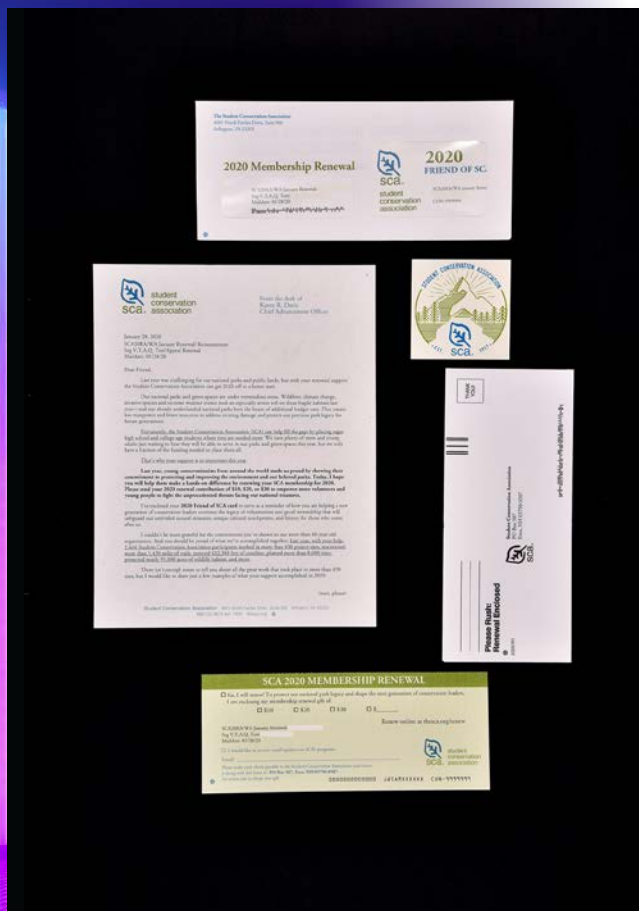


NONPROFIT RENEWAL BRONZE

LUTHERAN WORLD RELIEF AUTUMN SPECIAL REPORTS DM NEWSLETTER

Lutheran World Relief
Vila-Sheree Watson

Agency: CDR Fundraising Group
Account Director: Kelli Usher
Account Executive: Craig Locke
Account Manager: Rachel Norjen, Ellen Rowe
Copywriter: Stephen Godbout
Creative Director: Julie Dixon
Production Manager: Felicia Seibert



NONPROFIT RENEWAL BRONZE

SCA 2020 FIRST RENEWAL

Student Conservation Association
Lauren Harnishfeger

Agency: Mal Warwick Donordigital
Account Director: Melissa Ford
Account Executive: Jennifer Rust
Account Manager: Gula Eφος
Copywriter: Tara Pabellon, Askwright Creative
Production Manager: Lisa Bublitz, RWT Production

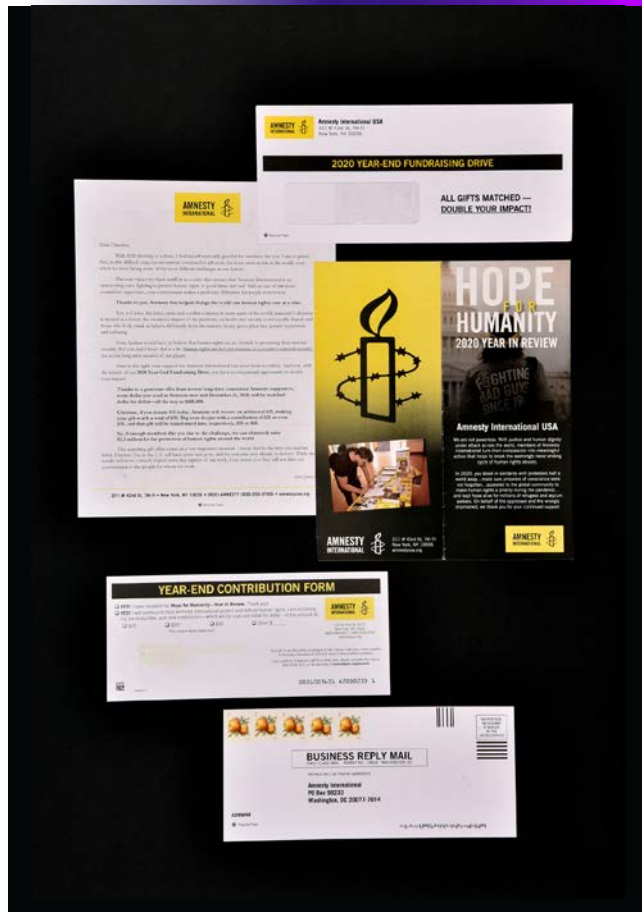
2021 MAXI AWARDS DIRECT MAIL

NONPROFIT SPECIAL APPEAL GOLD

AIUSA YEAR-END WAVE 1 APPEAL

Amnesty International
Beth Wrubleski

Agency: ABD Direct
Account Executive: Claire Recalde
Account Manager: Sam Bohn
Creative Director: Joe Manes

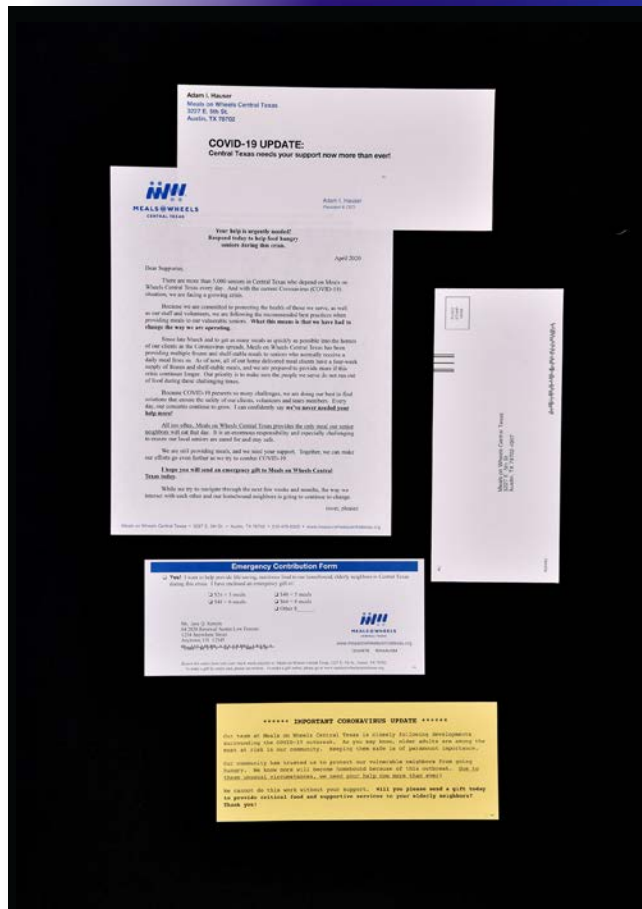


NONPROFIT SPECIAL APPEAL GOLD

MEALS ON WHEELS COOP APRIL 2020 APPEAL

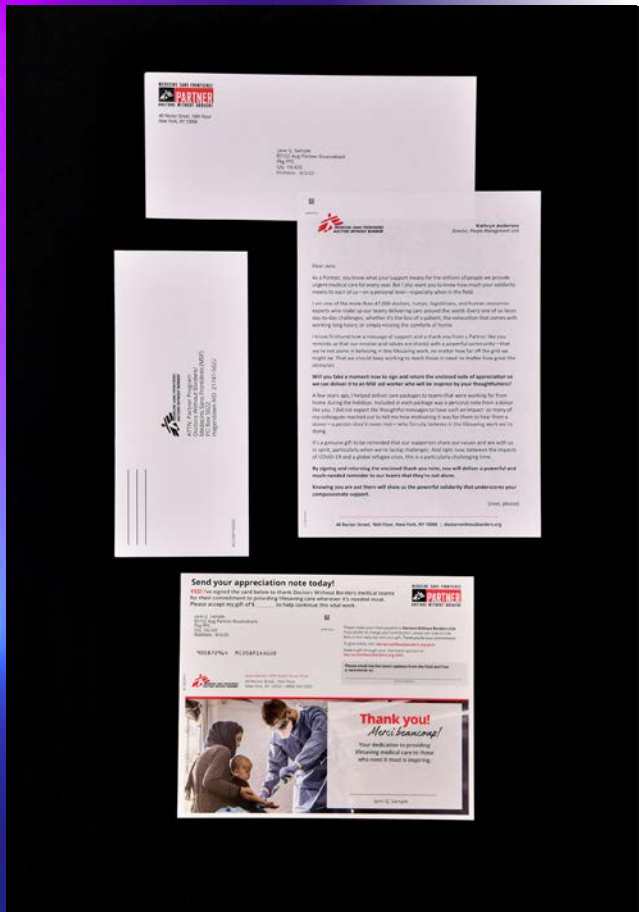
Lautman Meals on Wheels Coop
Lynsey Gallagher

Agency: Lautman Maska Neill & Company
Account Executive: Lynsey Gallagher
Account Manager: Lisa Maska
Copywriter: Sam Ackerman
Creative Director: Robin Perry
Production Manager: Jacqui Davis



2021 MAXI AWARDS

DIRECT MAIL



NONPROFIT SPECIAL APPEAL GOLD

MSF-USA "BOUNCE BACK" CULTIVATION

MSF-USA/Doctors Without Borders
Saudy Tejada

Agency: Lautman Maska Neill & Company

Account Executive: Rayna Clarke

Account Manager: Michelle Le

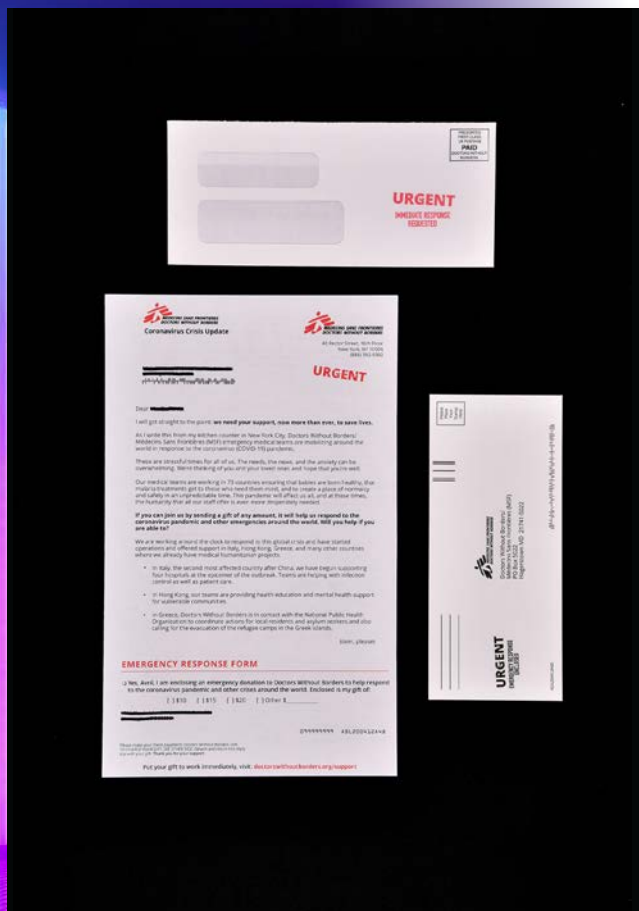
Copywriter: Onnesha Roychoudhuri

Creative Director: Robin Perry

Production Manager: Amanda Sargent

Lettershop: PMG

Printer: PMG



NONPROFIT SPECIAL APPEAL GOLD

MSF-USA COVID-19 EMERGENCY APPEAL

MSF-USA/Doctors Without Borders
Saudy Tejada

Agency: Lautman Maska Neill & Company

Account Manager: Michelle Le

Copywriter: Lisa Maska

Creative Director: Robin Perry

Production Manager: Michael DeFlavia

Lettershop: PMG

Printer: PMG

2021 MAXI AWARDS DIRECT MAIL

NONPROFIT SPECIAL APPEAL GOLD

MSF-USA "TABLE TOPICS" CULTIVATION

MSF-USA/Doctors Without Borders
Vera Eastman

Agency: Lautman Maska Neill & Company
Account Executive: Selam Kubrom
Account Manager: Michelle Le
Copywriter: Lisa Maska
Creative Director: Robin Perry
Production Manager: Amanda Sargent
Lettershop: PMG
Printer: PMG



NONPROFIT SPECIAL APPEAL GOLD

BEER, SPORTS, FUNDRAISING - INOVA HEALTH FOUNDATION GIVE TO THE GIVERS

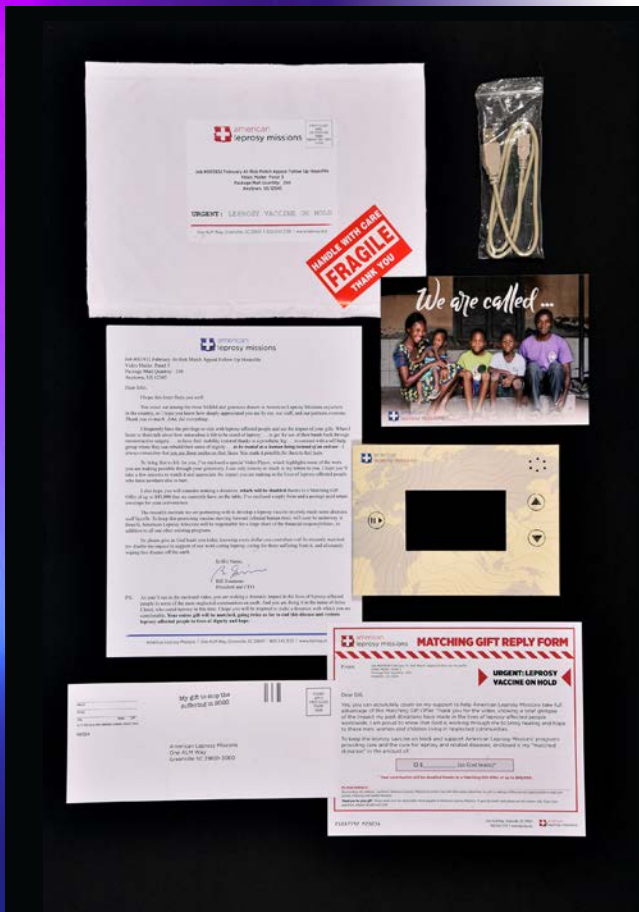
Inova Health Foundation
Jeff Johnson

Agency: MarkeTeam
Account Executive: Matthew Pierce
Account Manager: Scott Bell
Copywriter: Aundrea Hearn
Creative Director: Jim Johnson
Production Manager: Dave Farmer
Lettershop: ICS
Printer: ICS



2021 MAXI AWARDS

DIRECT MAIL



NONPROFIT SPECIAL APPEAL

GOLD

AMERICAN LEPROSY MISSIONS 'LEPROSY VACCINE' APPEAL

American Leprosy Missions
Bekah Schwanbeck

Agency: The Lukens Company

Account Director: Tiffany Delgado

Copywriter: James Knode

Creative Director: Gary Cooper

Executive Vice President: Seth Colton



NONPROFIT SPECIAL APPEAL

SILVER

ST. LABRE INDIAN SCHOOL GRADUATION APPEAL

St. Labre Indian School

John Korpela

Agency: Altus Marketing

Account Director: Corrie Mulcahy

Account Executive: Pam Creekmore

Account Manager: Greg Stoddard

Copywriter: Lester Zaiontz, Fundraising That Works!

Creative Director: Lester Zaiontz, Fundraising That Works!

Production Managers: Whitney Kingery, Brian Moore

Lettershop: Resource One

Printer: Resource One

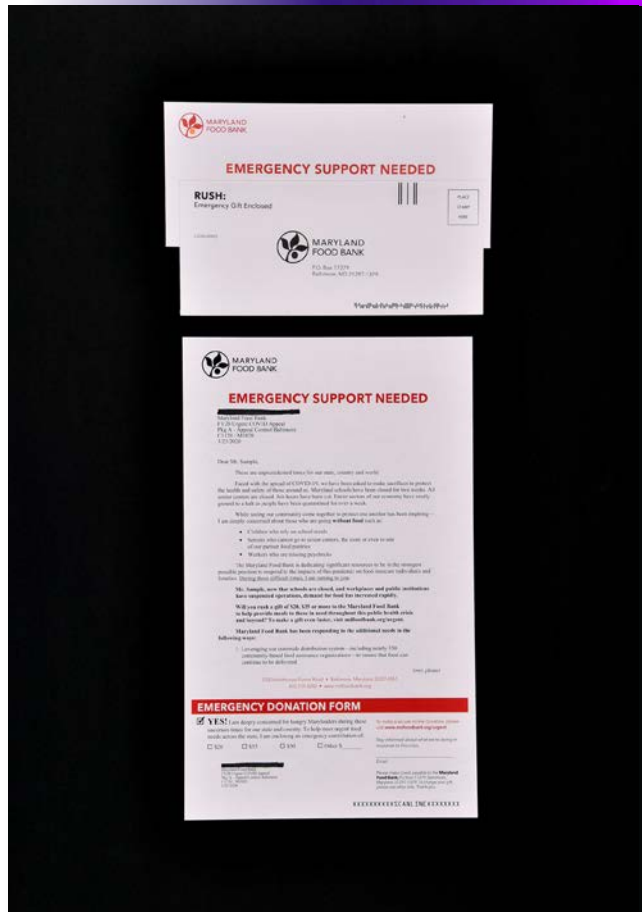
2021 MAXI AWARDS DIRECT MAIL

NONPROFIT SPECIAL APPEAL SILVER

MARYLAND FOOD BANK "COME TOGETHER" EMERGENCY APPEAL

Maryland Food Bank
Emily Hamsher Kindred, Torie Wright

Agency: Avalon Consulting Group, Inc.
Account Director: Margot O'Leary
Account Executive: Rebecca Shapalis
Account Manager: Meade Stone
Copywriter: Tara Pabellon
Production Manager: RWT Production

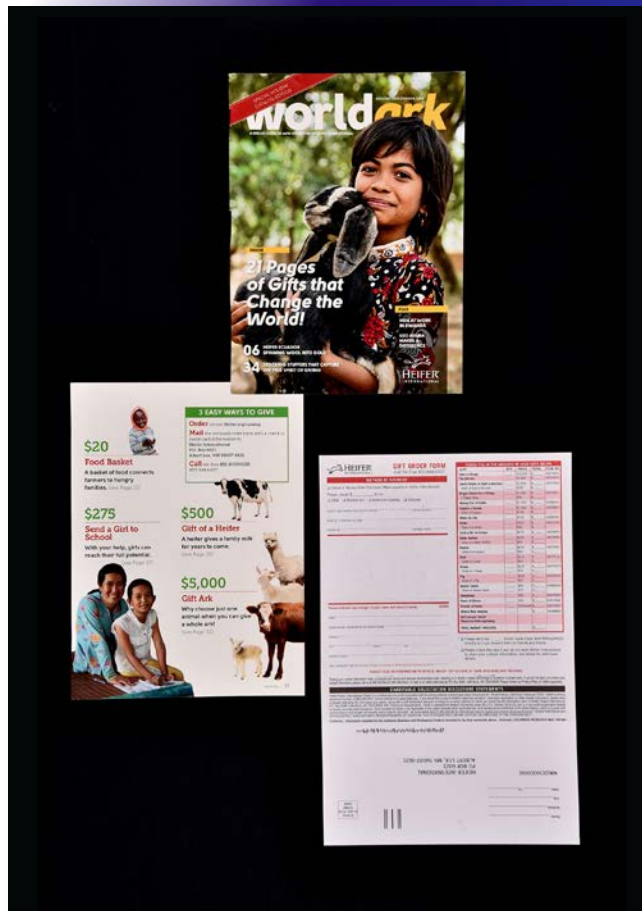


NONPROFIT SPECIAL APPEAL SILVER

HEIFER WAGALOG

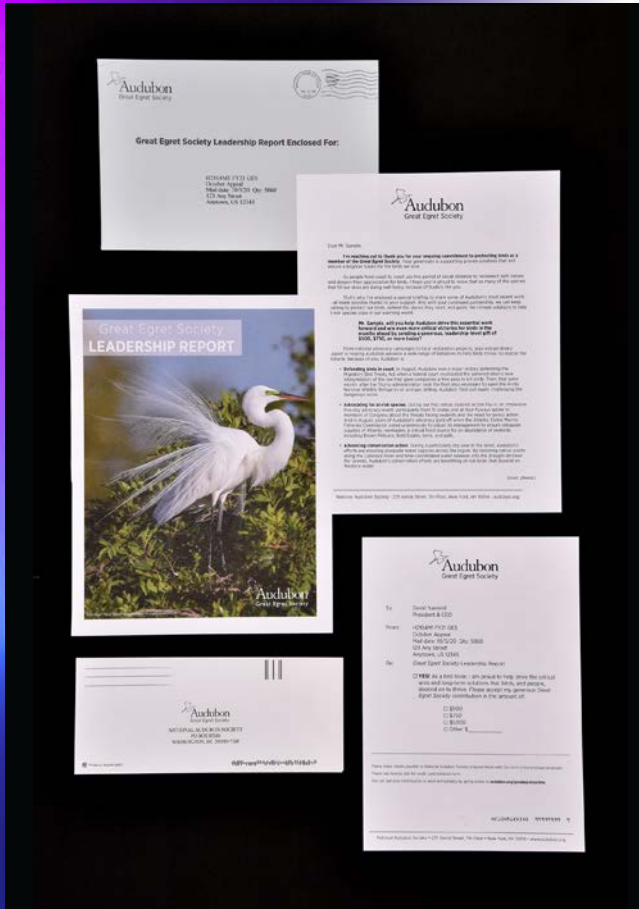
Heifer International
Kim Perrow

Agency: Lautman Maska Neill & Company
Account Executive: Margaret Romig
Account Manager: Vicki Viera
Copywriter: Josh Schonwald
Creative Director: Robin Perry
Production Manager: Lori Langway,
Production Solutions



2021 MAXI AWARDS

DIRECT MAIL



NONPROFIT SPECIAL APPEAL SILVER

OCTOBER GES LEADERSHIP REPORT APPEAL

National Audubon Society
Michelle Ehrhardt

Agency: O'Brien Garrett

Account Director: Elizabeth Fulton

Account Director: Kathleen Robertson

Art Designers: Ashley Pogue, Johnathan Gibson

Copywriter: Leah Harris

Production Manager: Gail Place, RWT Production

Lettershop: Palmer Printing

Printer: Palmer Printing



NONPROFIT SPECIAL APPEAL BRONZE

MOUNT VERNON LADIES ASSOCIATION HOLIDAY CARD TEST

Mount Vernon Ladies' Association
Alisdair Sewell

Agency: CDR Fundraising Group

Account Director: Peter Cline

Account Executive: Alicia Toles

Copywriter: Alice Vaughn

Creative Director: Chuck Lowensen

Production Manager: Ashley O'Brien

Lettershop: Southwest Publishing & Mailing Corp

Printer: Southwest Publishing & Mailing Corp

2021 MAXI AWARDS

DIRECT MAIL

NONPROFIT SPECIAL APPEAL

BRONZE

THIS IS YOUR FIGHT, TOO!

The National World War II Museum
Melissa Lancaster

Agency: Edge Direct

Account Director: Nick Estes

Account Executive: Becky Odum

Account Manager: Nick Estes

Copywriter: Bob Merrian

Creative Director: Kaitlyn Schmeiser

Printers: Richmond Print Group, Cenveo Envelope

Group, Worchester Envelope Company,

Midwest Label Supply, SMS Direct

Senior Strategy Director: Gwynn McCormick

Livingston



NONPROFIT SPECIAL APPEAL

BRONZE

HUMANE SOCIETY NAPLES NOVEMBER 2020 MATCHING GIFT APPEAL

Humane Society Naples
Jon Foerster

Agency: K2D Strategies

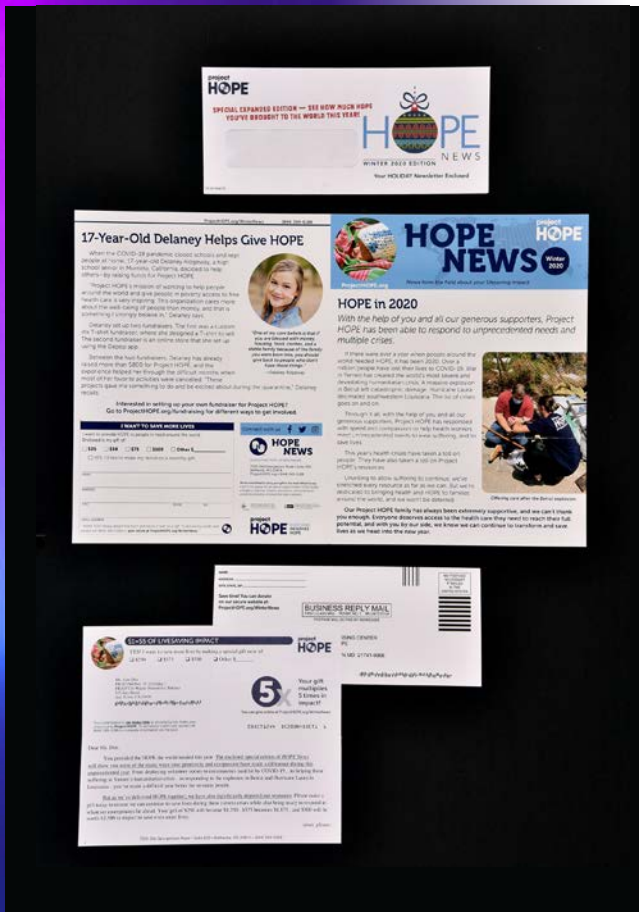
Account Director: Lori Archut

Copywriter: Dave Feenan



2021 MAXI AWARDS

DIRECT MAIL



NONPROFIT SPECIAL APPEAL

BRONZE

PROJECT HOPE WINTER NEWSLETTER

Project HOPE
Evan Johnson

Agency: Mal Warwick Donordigital

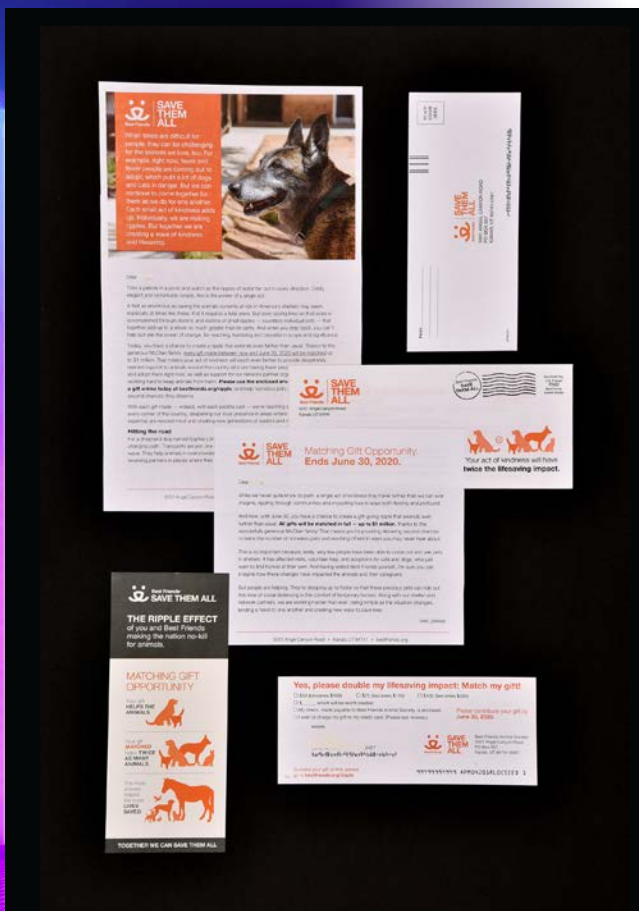
Account Director: Christine Shilosky

Account Executive: Jonathan Locy

Account Manager: Jan Rossberg

Copywriter: Tara Pabellon, Askwright Creative

Production Manager: RWT Production



NONPROFIT SPECIAL APPEAL

BRONZE

BEST FRIENDS RIPPLE APPEAL CAMPAIGN

Best Friends Animal Society
Barbara Camick

Agency: Newport One

Account Director: Stacey Rubenstein

Account Manager: Nick Jillson

Copywriter: Leslie Smith

Production Manager: Cindy Barham

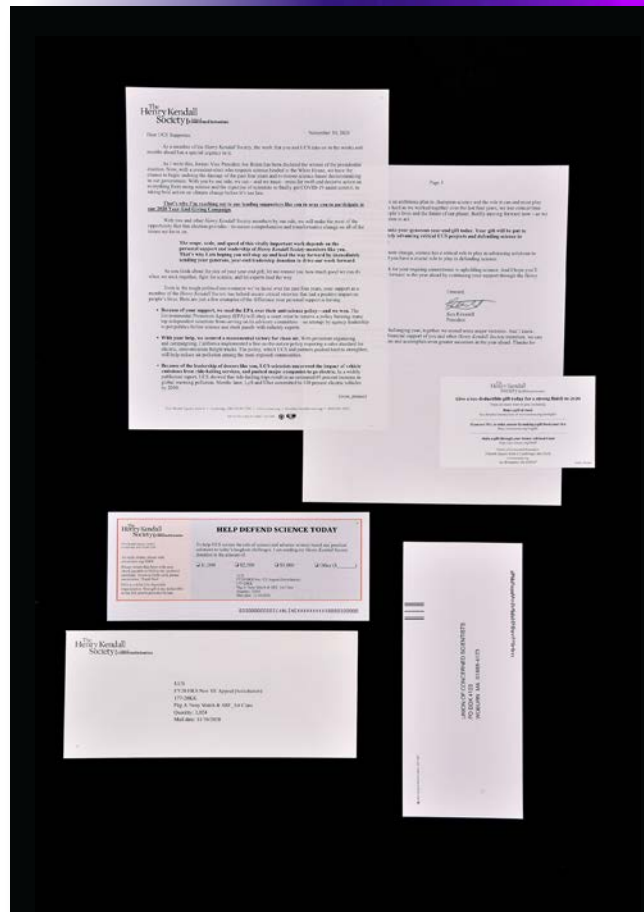
2021 MAXI AWARDS DIRECT MAIL

NONPROFIT SPECIAL APPEAL BRONZE

UCS HENRY KENDALL SOCIETY YEAR-END APPEAL

Union of Concerned Scientists
John Mace

Agency: O'Brien Garrett
Account Director: Tammy Marinucci
Account Executive: Bridget Burklay
Account Manager: Melissa Moore
Copywriter: Corey O'Brien
Creative Director: Corey O'Brien
Production Manager: Ramona Patrick,
RWT Production



NONPROFIT SPECIAL APPEAL BRONZE

WOODLAND PARK ZOO 2019 GIFT MEMBERSHIP APPEAL

Woodland Park Zoo
Stephanie Wilkes

Agency: The Lukens Company
Account Director: Erin Aguiar
Account Executive: Blair Kaye-Wallach
Account Manager: Nicole Misita
Copywriter: Leigh Ann Rogerson
Creative Director: Rebekah Sasek
Production Manager: Ray Avalos
Lettershop: IMMEDIA
Printer: IMMEDIA



2021 MAXI AWARDS

DIRECT MAIL

POLITICAL ACQUISITION/PROSPECTING BRONZE

NATIONAL REPUBLICAN SENATORIAL COMMITTEE AREA ASSESSMENT ACQUISITION

National Republican Senatorial Committee

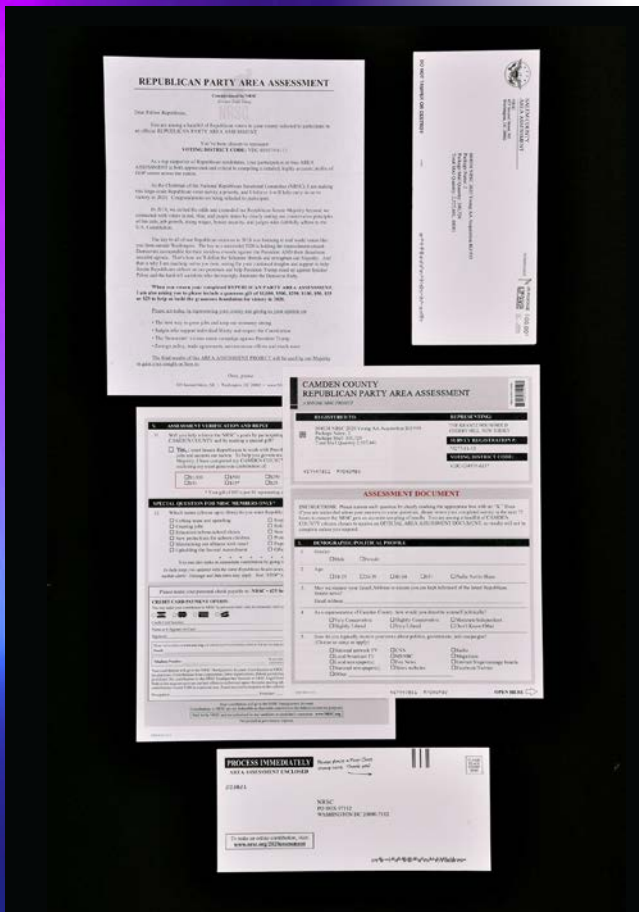
Agency: The Lukens Company

Account Director: Tiffany Delgado

Copywriter: James Knode

Creative Director: Hoon Choi

Executive Vice President: Seth Colton



POLITICAL SPECIAL APPEAL SILVER

DCCC KEY TAG APPEAL

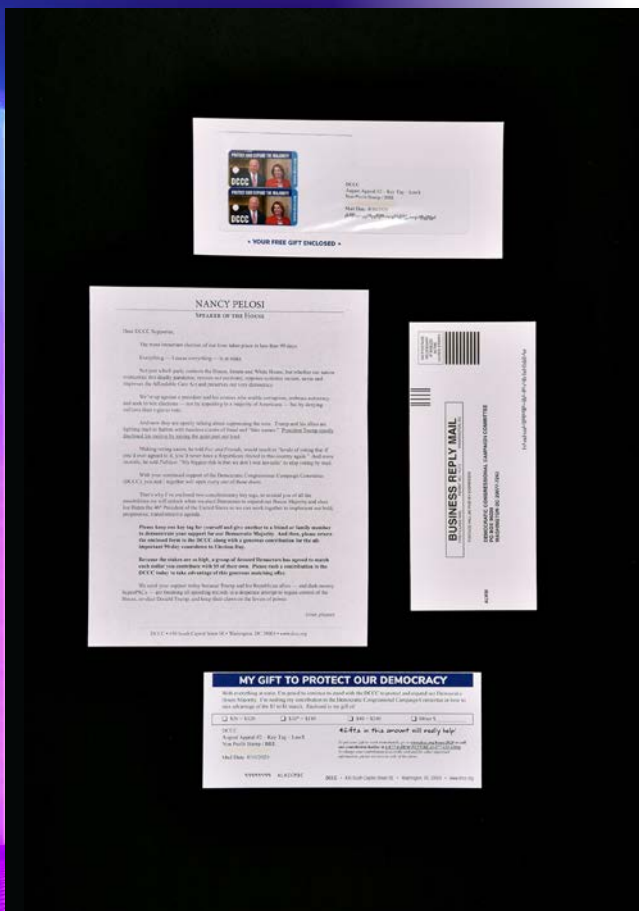
Democratic Congressional Campaign Committee
Nickie Titus

Agency: ABD Direct

Account Executive: Claire Recalde

Account Manager: Sam Bohn

Creative Director: Chuck Pruitt



2021 MAXI AWARDS

DIRECT MAIL

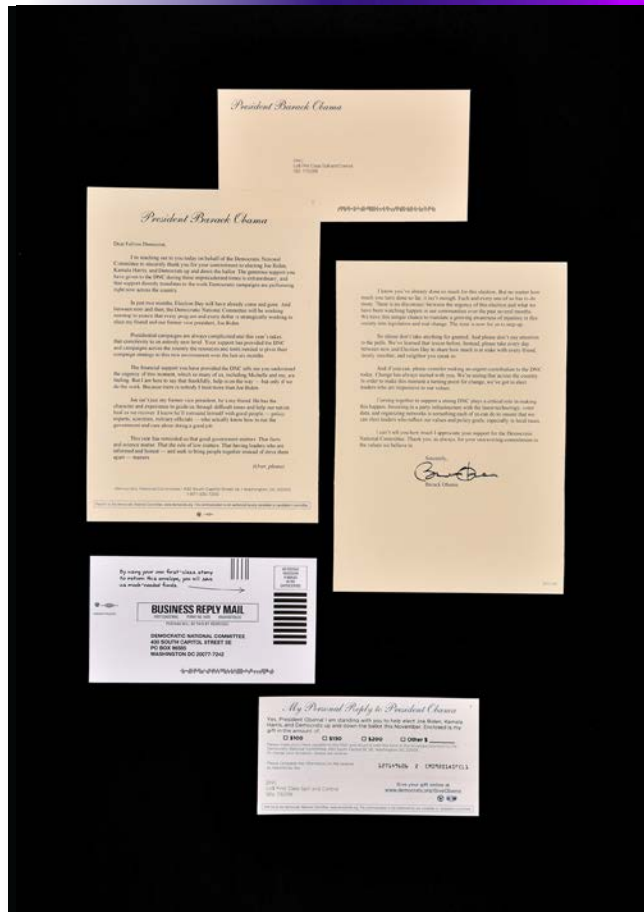
POLITICAL SPECIAL APPEAL

SILVER

DNC PRESIDENT OBAMA CULTIVATION

Democratic National Committee
 Lauren Williams

Agency: Mal Warwick Donordigital
 Account Director: Tiffany Reed
 Account Executive: Melanie Smith
 Account Manager: Mina Pulitzer
 Copywriter: Melanie Smith
 Creative Director: Tiffany Reed
 Production Manager: RWT Production



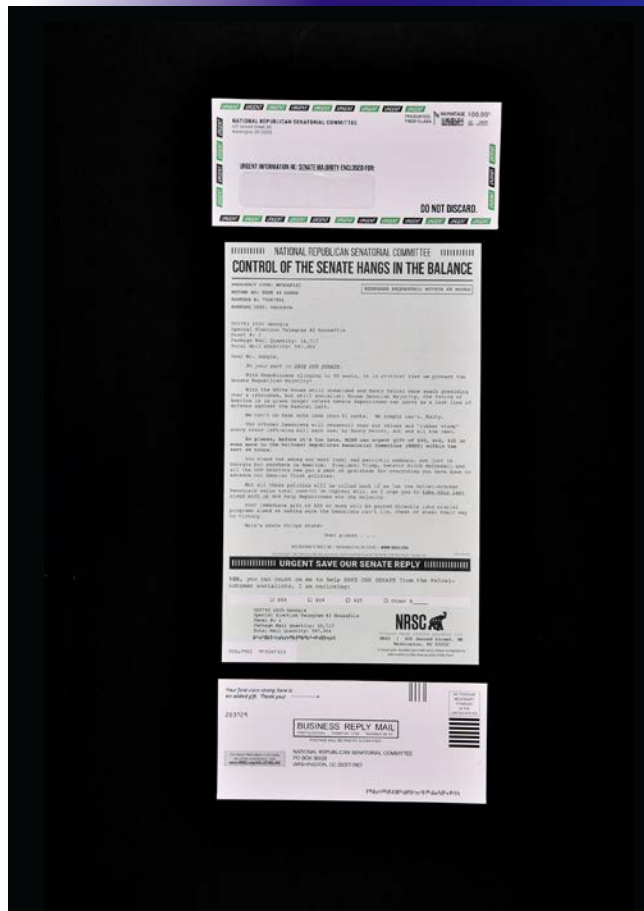
POLITICAL SPECIAL APPEAL

BRONZE

NATIONAL REPUBLICAN SENATORIAL COMMITTEE GEORGIA RUNOFF SPECIAL APPEAL

National Republican Senatorial Committee

Agency: The Lukens Company
 Account Director: Tiffany Delgado
 Copywriter: James Knode
 Creative Director: Hoon Choi
 Other: Executive Vice President: Seth Colton





CONTACT US

Ask us how we can complement your team!

Kelly Leech

Kelly@carolenters.com

Andrew Giffen

Andrew@carolenters.com

BEYOND LISTS

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

We're thrilled with our four Maxi Awards, but there's one honor we value more...

Winning awards is nice. It confirms that we create **smart, intriguing, innovative** work that inspires people to give.

But what's most important is the change that we create together.

When people give, children receive nutrition, immunizations, and the opportunity to survive. Cancer research is accelerated, clinical trials are funded, and patient outcomes improve. Hospitals gain funding. Children receive free cleft surgery that allows them to eat, breathe and speak. Military families thrive at home. Democracy is defended, voters are empowered. Environmental lawyers protect our air, water and endangered species...

And the world becomes a better place.



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

DRTV

NONPROFIT SUSTAINER
SILVER

NO KID HUNGRY DRTV PILOT CAMPAIGN FOR SUSTAINER ACQUISITION

No Kid Hungry
Erica Best

Agency: DDTV

Account Director: Janet Tonner

Creative Directors: Joe Jestus, TCM Creative,
Lois Ephraim, Moore

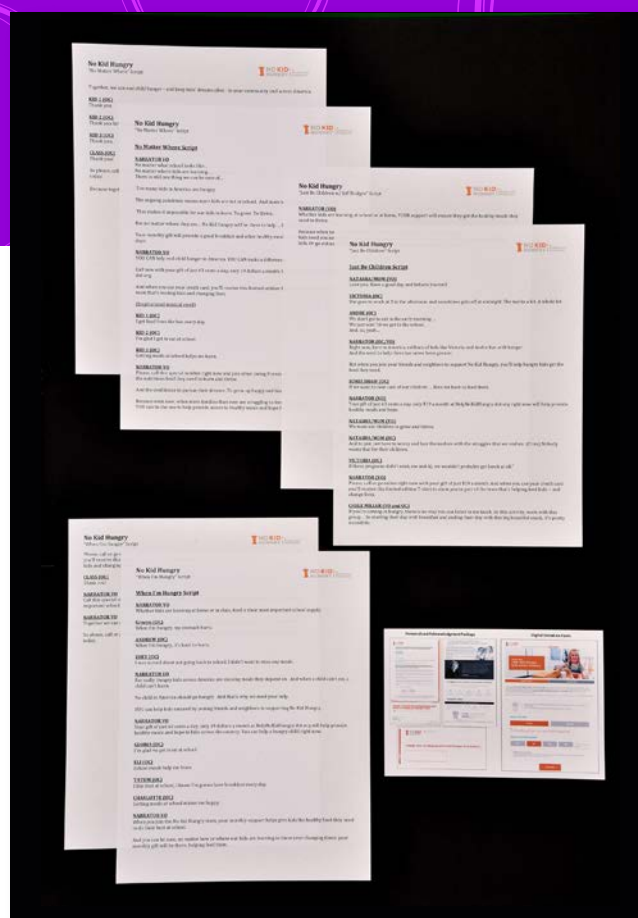
Production Manager: Lori Gunnell, TCM Creative

Online Consultant: Further

TM Firm: InfoCision Management Corporation:

Printer: Heartland Direct International

Senior Account Executive: Rebecca Backus





Congratulations to all the
2021 MAXI Award winners!
You make us all proud!



For more information contact: Andrew Olsen: aolsen@altusmktg.com

altusmktg.com



- We believe everyone has the capacity to create a better world.
- We nurture each other as people and professionals.
- We serve humanity by providing the tools and resources that teach, inspire, and motivate others to act.

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2021 MAXI AWARDS MULTI-CHANNEL

NONPROFIT SPECIAL APPEAL GOLD

UNICEF USA RENEWAL - MULTI-CHANNEL SUSTAINER INVITATION

UNICEF USA

Helene Vallone Raffaele

Agency: MarkeTeam

Account Director: Brian O'Keefe

Account Executive: Holly Davis

Account Manager: Christine McDonald

Copywriter: Jim Johnson

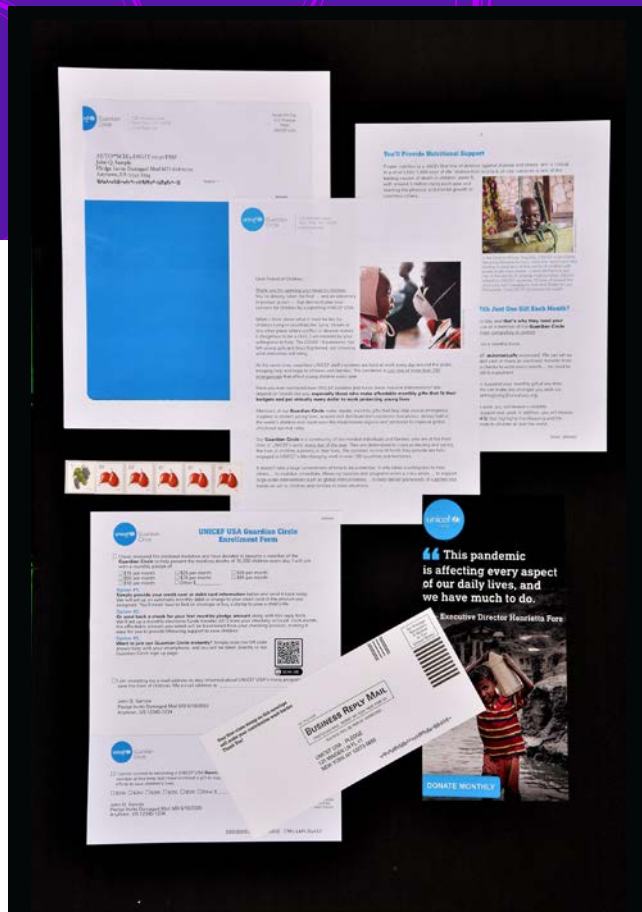
Creative Director: Ron Bell

Production Manager: Jon Cohen

Online Consultant: Emma Reincke, DELVE

Lettershop: Innovairre

Printer: Innovairre



NONPROFIT SPECIAL APPEAL GOLD

AMERICARES YEAR-END CAMPAIGN

Americares

Trista Murphy

Agency: The Harrington Agency

Account Director: Sarah Harris

Art Designer - Digital: Kenny Foord

Creative Director: Cheryl Keedy

Editor: Wendy Davis

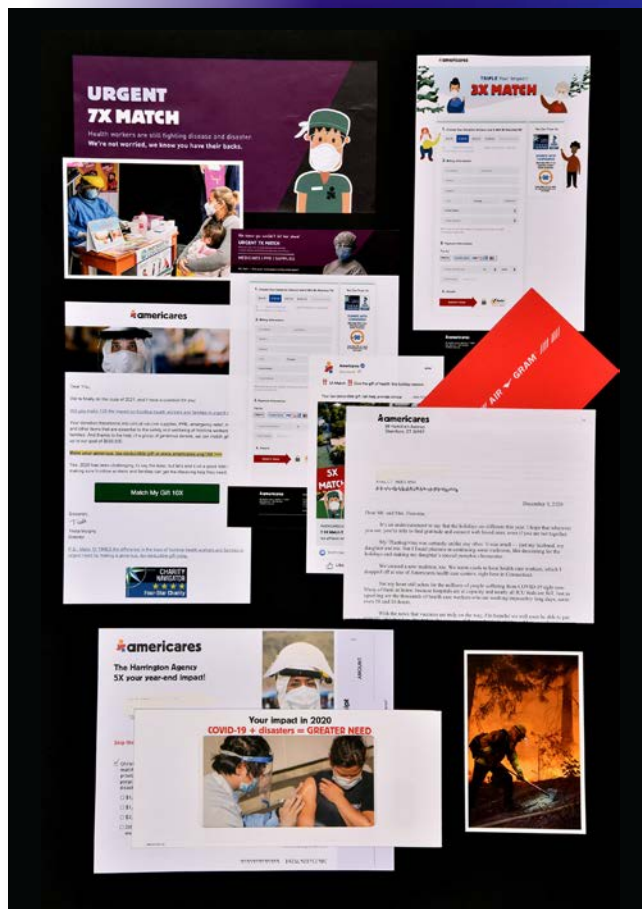
Digital Manager: Ryan McGuire

Production Manager: Rusty Varney

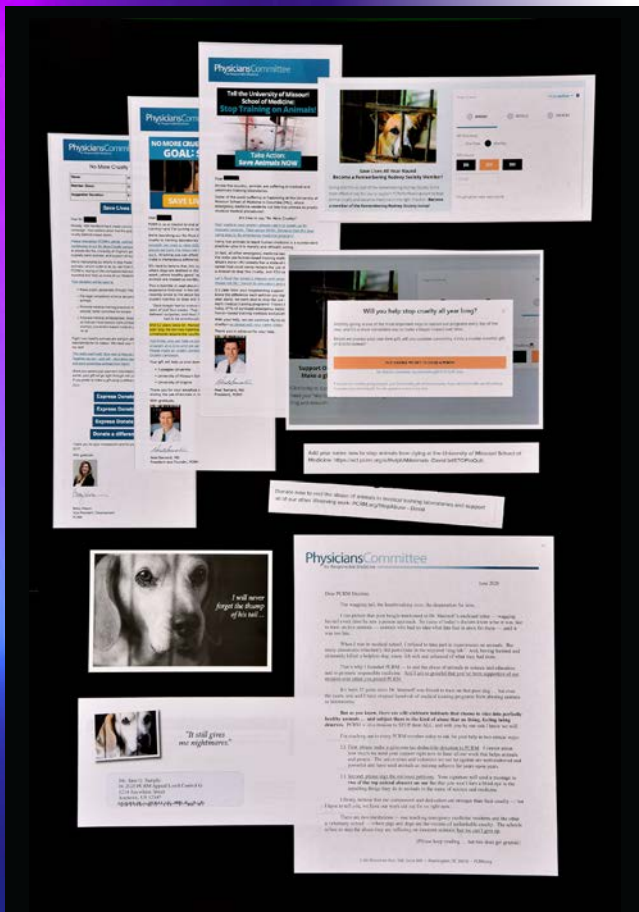
Senior Strategist: Jessica Harrington

Lettershop: RWT Production

Printer: RWT Production



2021 MAXI AWARDS MULTI-CHANNEL

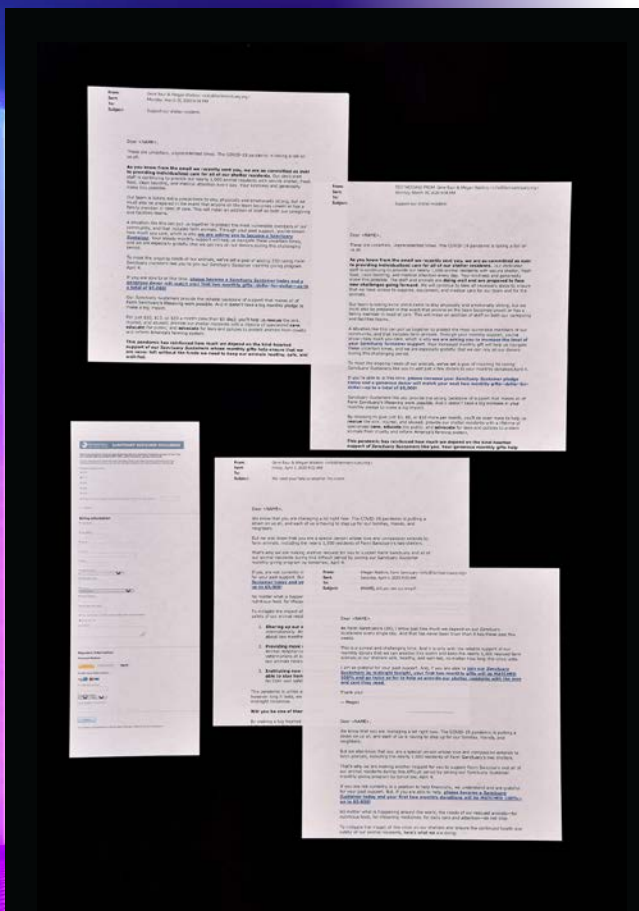


NONPROFIT SPECIAL APPEAL SILVER

PCRM: IT STILL GIVES ME NIGHTMARES CAMPAIGN

PCRM
Craig Ziskin

Agency: Lautman Masko Neill & Company
Account Director: Jordanna Sussman
Account Executive: Devon Bruzzone
Creative Director: Dana Kunkel
Digital Account Director: Rachel Kottler
Production Manager: Jamie Tissel
Senior Digital Account Executive: Jean Qiao



NONPROFIT SPECIAL APPEAL BRONZE

FARM SANCTUARY "MONTHLY AID FOR FARM ANIMALS DURING COVID" SUSTAINER SERIES

Farm Sanctuary
Lisa Fielding

Agency: Avalon Consulting Group, Inc.
Account Director: Margot O'Leary
Account Executive: Amy Vanpouille Padre
Account Manager: Grace Markarian
Copywriter: Jake Koenigsberg
Online Consultant: Avalon Consulting Group

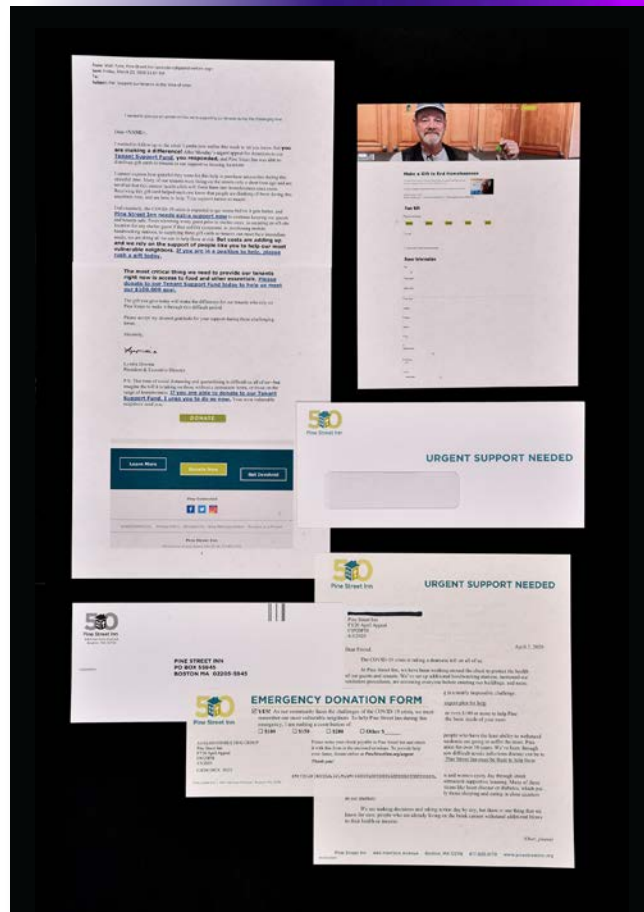
2021 MAXI AWARDS MULTI-CHANNEL

NONPROFIT SPECIAL APPEAL BRONZE

PINE STREET INN “NEARLY IMPOSSIBLE” EMERGENCY APPEAL

Pine Street Inn
Lisa Feeley

Agency: Avalon Consulting Group, Inc.
Account Executive: Dara Igersheim
Account Manager: Barbara Carey
Copywriter: Tara Pabellon
Production Manager: PMG
Online Consultant: Avalon Consulting Group

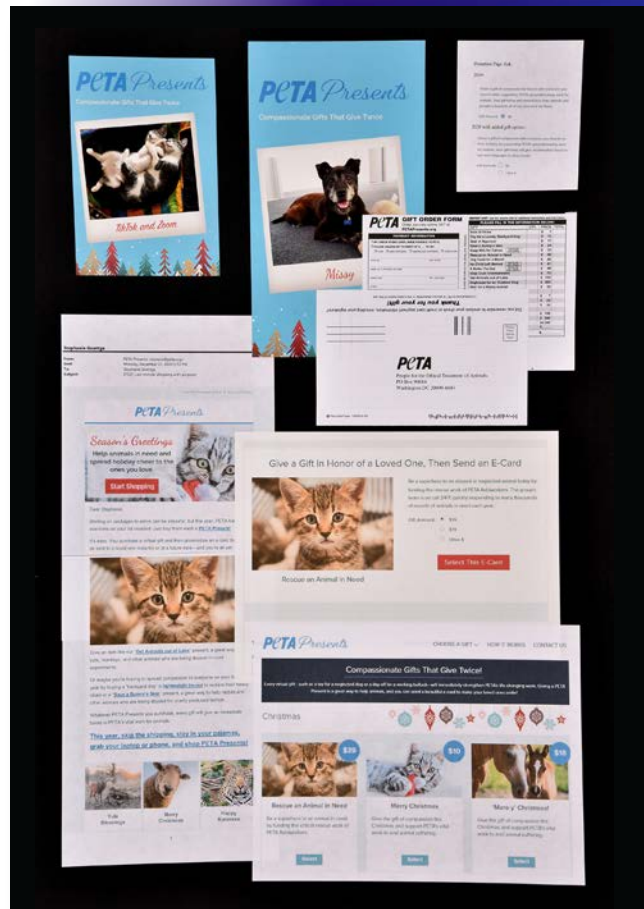


NONPROFIT SPECIAL APPEAL BRONZE

PETA PRESENTS CAMPAIGN

PETA Foundation
Jeff Zick & Jamie Wharton

Agency: Mal Warwick Donordigital
Account Director: Peter Schoewe
Account Executive: Leigh Corrigan-Owens
Account Manager: Eleni Goodman
Art Director: Brenda Chow
Copywriter: Tara Pabellon
Creative Director: Leigh Corrigan-Owens
Production Manager: Erik Eaves
Lettershop: RWT Production
Printer: RWT Production



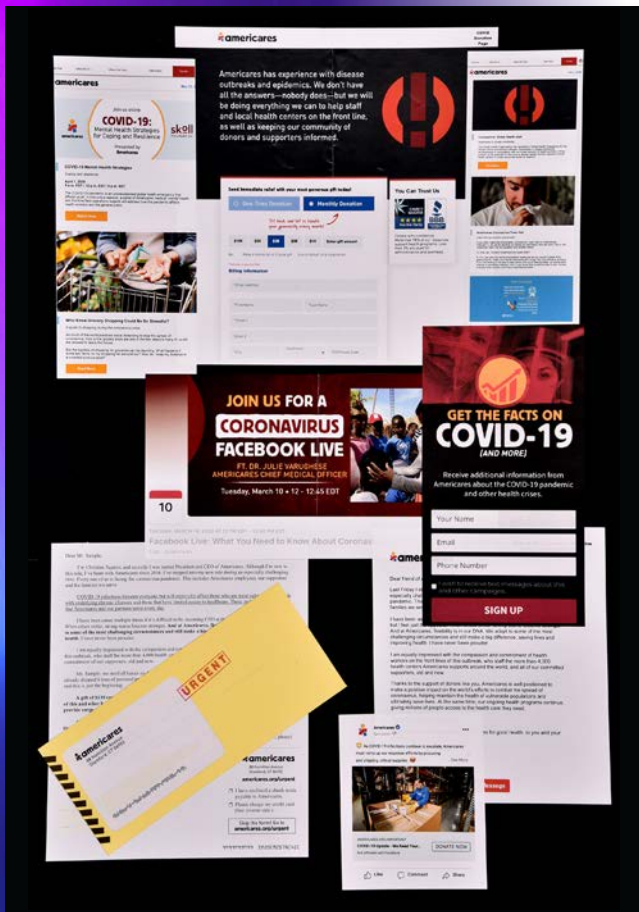
2021 MAXI AWARDS MULTI-CHANNEL

NONPROFIT SPECIAL APPEAL BRONZE

AMERICARE COVID-19 RAPID RESPONSE

Americares
Trista Murphy

Agency: The Harrington Agency
Account Director: Sarah Harris
Art Designer - Digital: Kenny Foord
Creative Director: Cheryl Keedy
Digital Manager: Ryan McGuire
Editor: Wendy Davis
Production Manager: Rusty Varney
Senior Strategist: Jessica Harrington
Lettershop: RWT Production
Printer: RWT Production



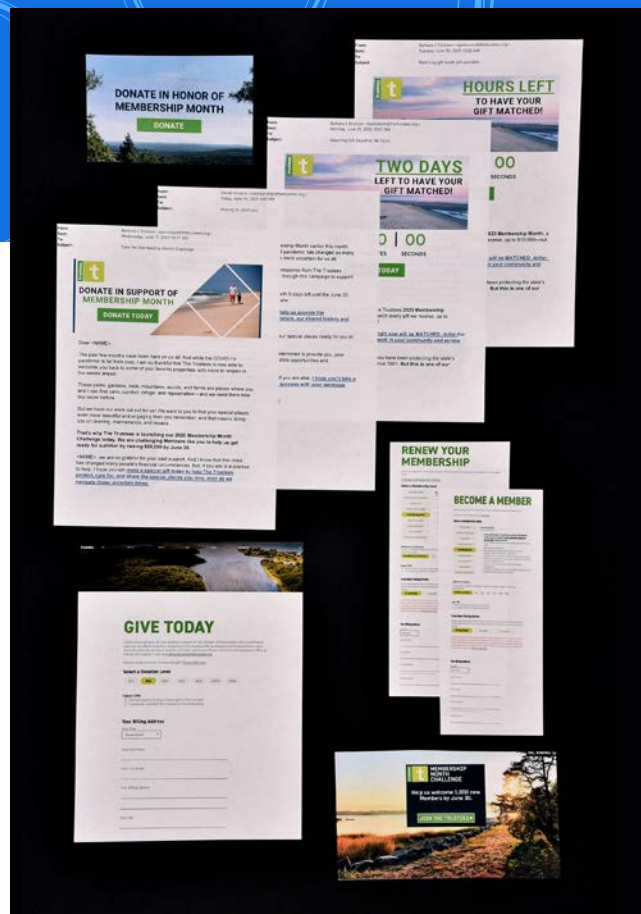
2021 MAXI AWARDS WORKHORSE

NONPROFIT SPECIAL APPEAL SILVER

HOW THE TRUSTEES SET UP THEIR PERENNIAL MEMBERSHIP MONTH CAMPAIGN FOR SUCCESS

The Trustees
Daniel Vincent

Agency: Avalon Consulting Group, Inc.
Account Director: Jackie Biancolli Libby
Account Executive: Peter Childs
Account Manager: Catherine Wallwork
Copywriter: Jake Koenigsberg
Online Consultant: Avalon Consulting Group



**Congratulations to our clients and all the
2021 MAXI winners!**

Farm Sanctuary
Maryland Food Bank
National Museum of African American History & Culture
Pine Street Inn
The Trustees

www.avalonconsulting.net

MISSION ACCOMPLISHED!

Congratulations to our clients
and colleagues on their 2021
MAXI Awards.



EdgeDirect.com  

2021 VIRTUAL MAXI AWARDS

**There is virtual-ly nothing that
will keep this year's
MAXI winners from standing out
in a socially distant crowd!**

Congratulations!



2021 MAXI AWARDS WINNERS LIST

BIG IDEA

Nonprofit Special Appeal BIG IDEA

The Lukens Company

American Leprosy Missions 'Leprosy Vaccine' Appeal

DIGITAL CAMPAIGN

Nonprofit Fundraising Appeal GOLD

Avalon Consulting Group, Inc.

NMAAHC Meeting the Moment: A Special Social Justice Outreach

K2D Strategies

Save the Redwoods League: Big Basin Emergency Email Appeal

Nonprofit Fundraising Appeal SILVER

CDR Fundraising Group

Christian Appalachian Project End of Year Search

CDR Fundraising Group

Mount Vernon Ladies Association #GivingTuesday Double Your Buck

CDR Fundraising Group

Toys for Tots #GivingTOYSday Campaign

Lautman Maska Neill & Company

PCRM Nutrition Renewal Campaign

The Harrington Agency

Central Park Conservancy September Budget Shortfall Email Appeal

Nonprofit Fundraising Appeal BRONZE

Faircom New York

Human Rights Watch Giving Tuesday 5X Match

Lautman Maska Neill & Company

Heifer Food Baskets Campaign

Lautman Maska Neill & Company

HRC Gives Back Mask Campaign

Lautman Maska Neill & Company

Human Rights Campaign Year-end Membership Challenge

DIRECT MAIL CAMPAIGN

Nonprofit Acquisition/Prospecting GOLD

Lautman Maska Neill & Company

MSF-USA Face Mask Acquisition

Nonprofit Acquisition/Prospecting SILVER

Edge Direct

PVA Memory Medallion

Lautman Maska Neill & Company

Human Rights Campaign: Love Conquers Hate Acquisition

Lautman Maska Neill & Company

Reading Is Fundamental November Sign and Return Acquisition

Nonprofit Acquisition/Prospecting BRONZE

Avalon Consulting Group, Inc.

Pine Street Inn "No Home to Go to" Acquisition

Edge Direct

Seas & Greetings!

Lautman Maska Neill & Company

PCRM: Calendar of Compassion Acquisition

MarkeTeam

Smile Train Acquisition Smile File

Nonprofit Major Donors GOLD

Impact Communications, Inc.

Howard University 2020 Year End High Dollar Package

Nonprofit Major Donors SILVER

O'Brien Garrett

Oxfam America April Mid Level Match Appeal

Nonprofit Reinstatement/Lapsed SILVER

Daniller + Company

Naples Botanical Garden - January 2020 Lapsed Recapture

Nonprofit Renewal SILVER

Edge Direct

iMuchas Gracias Amigos! SHC's Hispanic Match Challenge

MarkeTeam

Oblate Missions - St. Michael Healing Pendant

Newport One

White House Universal Renewal 1

Nonprofit Renewal BRONZE

CDR Fundraising Group

Lutheran World Relief Autumn Special Reports DM Newsletter

Mal Warwick Donordigital

SCA 2020 First Renewal

Nonprofit Special Appeal GOLD

ABD Direct

AIUSA Year-end Wave 1 Appeal

Lautman Maska Neill & Company

Meals on Wheels Coop April 2020 Appeal

2021 MAXI AWARDS WINNERS LIST

Lautman Maska Neill & Company
MSF-USA "Bounce Back" Cultivation

Lautman Maska Neill & Company
MSF-USA COVID-19 Emergency Appeal

Lautman Maska Neill & Company
MSF-USA "Table Topics" Cultivation

MarkeTeam
Beer, Sports, Fundraising - Inova Health Foundation
Give to the Givers

The Lukens Company
American Leprosy Missions 'Leprosy Vaccine' Appeal

Nonprofit Special Appeal SILVER

Altus Marketing
St. Labre Indian School Graduation Appeal

Avalon Consulting Group, Inc.
Maryland Food Bank "Come Together" Emergency
Appeal

Lautman Maska Neill & Company
Heifer Wagalog

O'Brien Garrett
October GES Leadership Report Appeal

Nonprofit Special Appeal BRONZE

CDR Fundraising Group
Mount Vernon Ladies Association Holiday Card Test

Edge Direct
This is Your Fight, Too!

K2D Strategies
Humane Society Naples November 2020 Matching Gift
Appeal

Mal Warwick Donordigital
Project HOPE Winter Newsletter

Newport One
Best Friends Ripple Appeal Campaign

O'Brien Garrett
UCS Henry Kendall Society Year-End Appeal

The Lukens Company
Woodland Park Zoo 2019 Gift Membership Appeal

Political Acquisition/Prospecting BRONZE

The Lukens Company
National Republican Senatorial Committee Area
Assessment Acquisition

Political Special Appeal SILVER

ABD Direct
DCCC Key Tag Appeal

Mal Warwick Donordigital
DNC President Obama Cultivation

Political Special Appeal BRONZE

The Lukens Company
National Republican Senatorial Committee Georgia
Runoff Special Appeal

DRTV-DR RADIO CAMPAIGN

Nonprofit Sustainer SILVER

DDTV
No Kid Hungry DRTV Pilot Campaign for Sustainer
Acquisition

MULTI-CHANNEL CAMPAIGN

Nonprofit Special Appeal GOLD

MarkeTeam
UNICEF USA Renewal - Multi-Channel Sustainer
Invitation

The Harrington Agency
Americares Year-End Campaign

Nonprofit Special Appeal SILVER

Lautman Maska Neill & Company
PCRM: It Still Gives Me Nightmares Campaign

Nonprofit Special Appeal BRONZE

Avalon Consulting Group, Inc.
Farm Sanctuary "Monthly Aid for Farm Animals During
Covid" Sustainer Series

Avalon Consulting Group, Inc.
Pine Street In "Nearly Impossible" Emergency Appeal

Mal Warwick Donordigital
PETA Presents Campaign

The Harrington Agency
Americare COVID-19 Rapid Response

WORKHORSE EMAIL CAMPAIGN

Nonprofit Special Appeal SILVER

Avalon Consulting Group, Inc.
How the Trustees Set Up Their Perennial Membership
Month Campaign for Success