



MEMBER RECOGNITION AWARD DESCRIPTIONS

DEADLINE: FRIDAY August 15, 2025

Complete this Nomination form: [DMAW 2025 Member Recognition Award Form](#)

DMAW's success is directly linked to our members' personal and professional growth. It is our mission to help motivate, educate and inspire our members to excel. Our Membership Recognition Awards gives us the opportunity to:

- Express our true gratitude to individual members and their organizations for their contributions to DMAW
- Recognize excellence within our membership
- Honor our industry thought leaders and the high standards they have set
- Recognize young professionals moving up the ranks in the industry and encourage them to always excel

Ethical conduct and integrity are fundamental qualifications for all the DMAW Membership Awards. Each recipient is to uphold the highest ethical standards in their professional practices, serving as a role model for others in the industry.

Thank you for helping recognize these traits by nominating friends and colleagues who you know meet the criteria of the various awards.

Industry All Star: This award recognizes a professional as the "best in our industry!" It honors behavior that should be recognized and repeated throughout the industry – serving as a role model in the direct marketing industry. This award is jointly presented by the DMAW and the DMAW Educational Foundation.

A nominee must meet the following criteria:

- Be a DMAW member with more than ten (10) years experience
- Acts as an ambassador to the direct marketing or fundraising community
- Encourages the next generation
- Consistently achieves outstanding accomplishments
- Makes contributions to the industry on all levels - helping to shape the industry
- Displays professionalism, fairness, leadership, positive attitude, business acumen and integrity that is recognized and respected by industry peers.

To nominate an individual:

- Describe, in no more than 500 words, how the nominee meets the above criteria.
- Email one letter of recommendation from an individual not currently employed by the nominee's company to Donna Tschiffely, DMAW Executive Director - Donna@dmaw.org

The DMAW Rising Star Award – Shining a Spotlight on Promising Newcomers: The DMAW Rising Star Award will recognize the area’s most talented professional(s) with a minimum of three (3) years of experience, irrespective of age, who show uncommon potential and promise in the future of direct marketing and fundraising.

To be nominated, the candidates must meet the following criteria. The individual must:

- Be a member of DMAW
- Have a minimum of three (3) years of experience, irrespective of age
- May have a range of experience levels, and showing immense promise and potential
- Have demonstrated an affinity for leadership
- Show early achievements, potential for growth and have made an impact in a relatively short period of time.
- Have a reputation for “involvement” through direct marketing education.

In 2023 DMAW began presenting two Rising Star Awards identifying one professional working in a nonprofit and one professional working for a commercial agency or firm that provides services to nonprofits.

The DMAW Emerging Leader of the Year Award – Celebrating Accomplished Leaders who are already making a significant difference – recognizes an individual 40 years of age or younger who demonstrates excellence in the direct marketing or fundraising field.

While our Rising Star Award recognizes our newest professionals, and our Hall of Leaders Award honors are most seasoned stalwarts, the Emerging Leader Award is given to someone who falls somewhere in between the two but is still a tremendous force in our industry.

This individual might come from any corner of our industry but exhibits extraordinary leadership, creativity, and innovation, and gives back to the DMAW community in more ways than one.

To be nominated, the candidates must meet the following criteria. The individual must:

- Be a member of DMAW
- Have a minimum of five (5) years of experience
- Be 40 years old or younger
- Have demonstrated leadership abilities
- Have a track record of results
- Have a reputation for “involvement” through direct marketing education.
- Shows a flair for innovation and creativity
- Exhibits strong collaboration and networking skills
- Actively engages in the marketing and fundraising community

Again, DMAW will be **presenting two Emerging Leader Awards** identifying one professional working in a nonprofit and one professional working for a commercial agency or firm that provides services to nonprofits.

The Changemaker Award – Inaugurated in 2023, this award is designed to honor an outstanding individual who has made a significant impact in the fields of marketing and fundraising. This prestigious award aims to celebrate those who have exhibited exceptional leadership, innovation, and dedication to driving positive change within the marketing and fundraising community.

A nominee must meet the following criteria:

- Have more than ten (10) years' experience
- Can be either a fundraiser working for a nonprofit or a professional working for a firm that provides services to nonprofits.
- Impactful Change - individuals who have been change agents in their respective domains. Their efforts will have led to tangible and measurable positive outcomes, creating transformative change in the communities they serve or the causes they champion.
- Marketing or Fundraising Excellence - demonstrated excellence and innovation in the field of marketing or fundraising. Their visionary approach, strategic thinking, and ability to adapt to the ever-evolving marketing landscape have led to amazing results and successful campaigns.
- Collaboration & Mentorship - Show a willingness to collaborate with others and share their expertise and knowledge.
- Integrity, transparency and ethical practices are at the core of the Changemaker, setting an exemplary model for others to follow.
- Respected by industry peers.
- A DMAW member in good standing

Please submit:

- Describe, in no more than 500 words, how the nominee meets the above criteria.
- Email one letter of recommendation from an individual not currently employed by the nominee's company to Donna Tschiffely, DMAW Executive Director - Donna@dmaw.org

Partner of the Year: The DMAW Partner of the Year Award recognizes a company who has truly partnered with us in supporting the DMAW's mission in a variety of ways to include but not limited to: participates as a sponsor (via in-kind and financial donations); promotes the exchange of information among our members; promotes the use and understanding of direct marketing; and encourages and supports the teaching and study of direct marketing in an academic environment, as well as through the association itself. ***(Usually recommended by staff as they know the suppliers who support DMAW.)***

Criteria used to select the most qualified firm includes:

- Must be a DMAW Member
- A demonstrated interest in, and support, of the association through its available resources (financial & personnel)
- Practices supporting and encouraging individuals to become DMAW members
- Supports and encourages member education
- Recognizes the value of supporting members to volunteer for the organization

Volunteer of the Year: Recognizes an individual's dedication and voluntary efforts to support DMAW. *(Usually recommended by staff as they know the volunteers who support DMAW.)*

Criteria used to select the most qualified individual includes:

- Unwavering dedication and strong commitment to serving DMAW through volunteer efforts
- Length of service – has a history of serving DMAW
- Made notable and impactful contributions
- Has served as a leader and an effective collaborator
- Has brought fresh perspectives and ideas
- Has had a positive impact
- Promotes DMAW to colleagues
- Is an enthusiastic volunteer and engages others