



## Winner's List by Campaign

### Digital Channel

#### Nonprofit Acquisition/Prospecting

##### BRONZE

Lautman Masko Neill & Company  
Orbis International: Social Influencer Campaign

#### Nonprofit Special Appeal

##### SILVER

Moore  
Dana-Farber Cancer Institute & Jimmy Fund  
October Email Campaign

#### Nonprofit Special Appeal

##### BRONZE

Moore  
San Diego Zoo Wildlife Alliance  
Giving Tuesday Campaign

### Direct Mail Campaign

#### Nonprofit Acquisition/Prospecting

##### GOLD

Allegiance Group + Pursuant  
City of Hope  
October 2024 Direct Mail Acquisition Campaign

Fuse Fundraising  
USA for UNFPA  
Dignity Kit Acquisition Test

**Nonprofit Acquisition/Prospecting****SILVER**

DaVinci Direct

AMFON

November 2023 Acquisition Direct Mail

Faircom

“Give Comfort & Help” Plush Bear Package

**Nonprofit Acquisition/Prospecting****BRONZE**

Daniller + Company

The Franklin Institute

February 2024 Member Acquisition

Lautman Maska Neill & Company

Reading Is Fundamental

Labels Package Acquisition

**Nonprofit Major Donor****SILVER**

Fuse Fundraising

CARE Holiday Card

Lautman Maska Neill & Company

MSF-USA

‘Refugee Crisis Match’ Campaign

**Nonprofit Major Donor****BRONZE**

DaVinci Direct

MSPCA

Nov 2024 Leaders Circle #4 Direct Mail

MarkeTeam, Inc.

UNICEF USA

\$25K Emergency with Special Offer

Moore

Lutheran World Relief

Fund the Match Campaign

Newport ONE

Northern Great Plains and Tribal Lifeways Appeal

The Harrington Agency

Central Park Conservancy

March President’s Circle Appeal

**Nonprofit Planned Giving****SILVER**

The Stelter Company

WWF

20 Year Anniversary Card Will Campaign

**Nonprofit Planned Giving****BRONZE**

The Stelter Company

WWF

Happy New Year Will Campaign

**Nonprofit Reinstatement/Lapsed****GOLD**

Daniller + Company

Brooklyn Museum

November 2023 Lapsed Recapture

**Nonprofit Reinstatement/Lapsed****SILVER**

Daniller + Company

Cleveland Museum of Art

September 2024 Lapsed Recapture

Daniller + Company

The Morgan Library & Museum

January 2024 Lapsed Recapture

**Nonprofit Reinstatement/Lapsed****BRONZE**

NNE Marketing

Autism Speaks Reinvigorates Donors with Bold New Look

**Nonprofit Renewal****GOLD**

Nexus Direct

Carpenter's Shelter

Let's Open Doors

**Nonprofit Renewal****SILVER**

Moore

Commemorative Air Force

Eighth Air Force B-17 Campaign

K2D Strategies

Air & Space Forces Association

Certificate of Appreciation

O'Brien Garrett  
People for the American Way  
Pre-Renewal

**Nonprofit Renewal**

**BRONZE**

Moore  
Red Tail Squadron Tuskegee Airmen  
Commemorative Coin Campaign

NNE Marketing  
Special Olympics International  
New Premium Offer: Lower Cost, Bigger Wins

The Harrington Agency  
Greenpeace  
January Renewal Series

**Nonprofit Special Appeal**

**GOLD**

ABD Direct  
Reproductive Freedom for All  
2024 November LC Post-Election Appeal

DaVinci Direct  
St. Francis House  
CYE Renewal and Founder's Direct Mail

Faircom  
IRC's "Recovery & Resilience  
Response Fund" Campaign

Fuse Fundraising  
World Food Program USA  
November Midlevel Appeal

Mal Warwick Donordigital  
PETA  
Stop Animal Testing Challenge - Largest Match of the Year

Newport ONE  
Best Friends  
Giving Tuesday Self Mailer

O'Brien Garrett  
National Audubon Society  
October GES Cultivation

The Harrington Agency  
International Rescue Committee  
Giving Tuesday Post Card Appeal

**Nonprofit Special Appeal**

**SILVER**

DaVinci Direct  
UPMC  
December HDLC Presby Tower Direct Mail

Fuse Fundraising  
The Children's Inn at NIH  
Superheroes Package

K2D Strategies  
Center for Reproductive Rights  
October Poster Appeal

MarkeTeam. Inc.  
Conservation International  
Africa Map Donor Appeal

Moore  
Community FoodBank of New Jersey  
2024 July Urgent Need

Newport ONE  
Hawaiian Humane  
February Reminder Mailing in Plain White Envelope

**Nonprofit Special Appeal**

**BRONZE**

Daniller + Company  
Desert Botanical Garden  
Fall 2024 Annual Fund

MarkeTeam, Inc.  
UNICEF USA  
\$25 Special Match Offer

Schultz & Williams  
Cincinnati Children's  
FY24 February Appeal

# Multi-Channel Campaigns

## **Nonprofit Acquisition/Prospecting**

### **BRONZE**

Schultz & Williams

The Planetary Society

Spring 2024 Eclipse Membership Drive

## **Nonprofit Reinstatement/Lapsed**

### **BRONZE**

K2D Strategies

Center for Reproductive Rights

Failed Sustainer Reactivation

## **Nonprofit Renewal**

### **GOLD**

Faircom

Little Brothers

Annual Christmas Appeal

K2D Strategies

JSSA

Giving Tuesday & 18 Days of Giving Campaign

Newport ONE

White House Historical Association

Multichannel Renewal Series

## **Nonprofit Renewal**

### **SILVER**

Moore

Operation Smile

Give a Smile Campaign

## **Nonprofit Renewal**

### **BRONZE**

Moore

San Diego Zoo Wildlife Alliance

Membership Renewal Campaign

## **Nonprofit Special Appeal**

### **GOLD**

Fuse Fundraising

Rady Children's Hospital

Giving Tuesday Digital

Moore  
Wounded Warrior Project  
Giving Tuesday Campaign

Nexus Direct  
Easterseals Hawaii  
Giving Tuesday

**Nonprofit Special Appeal  
SILVER**

ABD Direct  
Defenders of Wildlife  
2024 Wolf Awareness Week

Newport ONE  
American Battlefield Trust  
Antietam Campaign

**Nonprofit Special Appeal  
BRONZE**

Moore  
Leader Dog for the Blind  
September Puppy Poster Appeal

Moore  
Covenant House International  
Be an Angel Day Campaign

Moore  
Disabled American Veterans  
Giving Tuesday Campaign