



MEMBER RECOGNITION AWARD DESCRIPTIONS

DEADLINE: Monday July 20, 2026

Nomination form: [DMAW 2026 Member Recognition Award Form](#)

Thank you for helping recognize the best in our industry by nominating friends and colleagues who you know meet the criteria of the various awards.

INDUSTRY ALL STAR AWARD

This award recognizes an individual as one of the “best in our industry.” The goal of the award is to honor behavior that should be highlighted and emulated, serving as a role model in the direct marketing industry.

To be nominated, the candidate must:

- Be a DMAW member with more than ten (10) years’ experience
- Act as an ambassador to the direct marketing community
- Encourage the next generation
- Consistently achieve outstanding accomplishments
- Make contributions to the industry on all levels - helping to shape the industry
- Display professionalism, fairness, leadership, positive attitude, business acumen and integrity that is recognized and respected by industry peers.

RISING STAR AWARD

This award shines a spotlight on promising newcomers by recognizing the industry'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 candidate must:

- Be a member of DMAW
- Have a minimum of three (3) years of experience, irrespective of age
- 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.

EMERGING LEADER AWARD

This award celebrates accomplished leaders who are already making a significant difference in the industry. The award is meant to recognize an individual 40 years of age or younger who demonstrates excellence in the direct marketing or fundraising field.

While our Rising Star Award is given to our newest professionals and our Hall of Leaders Award honors our 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 candidate 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.
- Show a flair for innovation and creativity
- Exhibit strong collaboration and networking skills
- Actively engage in the marketing and fundraising community

CHANGEMAKER AWARD

This award is designed to honor an outstanding individual who has made a significant impact in the fields of marketing, and fundraising. This prestigious honor celebrates those who have exhibited exceptional leadership, innovation, and dedication to driving positive change within the marketing and fundraising community.

While our Rising Star Award is given to our newest professionals and our Hall of Leaders Award honors our 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 candidate must:

- Have more than ten (10) years’ experience
- Be either a fundraiser working for a nonprofit or a professional working for a firm that provides services to nonprofits.
- Demonstrate marketing or fundraising excellence: their visionary approach, strategic thinking, and ability to adapt to the ever-evolving marketing landscape have led to amazing results and successful campaigns.
- Demonstrate collaboration & mentorship: they show a willingness to collaborate with others and share their expertise and knowledge.
- Hold integrity, transparency and ethical practices at the core of their work, setting an exemplary model for others to follow.
- Be respected by industry peers.
- Have been a DMAW member in good standing for at least 10 consecutive years