

MARKETING AWARDS FOR EXCELLENCE AND
INNOVATION
2024 MAXI AWARDEES

DIGITAL CHANNEL

Nonprofit

Acquisition/Prospecting

Further Digital

No Kid Hungry - Scaling CTV Nationally

Nonprofit Renewal

Allegiance Group + Pursuant

"Be the One" 2023 SMS Campaign

Faircom New York

Cardinal's Annual Stewardship Appeal
End of Year Campaign

Nonprofit Special Appeal

K2D Strategies

Center for Reproductive Rights
Thank-A-Plaintiff Form

The Harrington Agency

Central Park Conservancy Giving Day
Email Campaign

Concord Direct

International Guide Dog Day Campaign

DIRECT MAIL CAMPAIGN

Nonprofit

Acquisition/Prospecting

Eberle Communications Group

Derrick Evans Wife Letter

Lautman Maska Neill & Company

Heifer International - High Dollar
Acquisition

Newport One

Introducing the "Would You Drink This?"
Package for CARE: A Triumph
in Donor Acquisition

Daniller + Company

Missouri Botanical Garden April 2023
Member Acquisition

Lautman Maska Neill & Company

MSF-USA Winter Hat Acquisition
Test Package

Moore, CDR Division Direct Mail

Ukraine/Ripped From The Headlines

Nonprofit Major Donor

Impact Communications

A Little Bit of Money and a Lot of Love:
AARP Foundation



Direct Marketing Association of Washington
Lautman Maska Neill & Company
 ACLU Fund the Match Appeal

Fuse Fundraising

CARE FY23 November Matching
 Campaign

Newport One

WWF Amazon Go BIG Appeal

Newport One

WWF Nature Positive Future Leadership
 Partners Invitation

**Nonprofit
 Reinstatement/Lapsed**

Daniller + Company

Amazeum Summer 2023 Lapsed
 Recapture

Daniller + Company

High Museum of Art September 2023
 Lapsed Recapture

Daniller + Company

Kimbell May 23 Lapsed Recapture

Nonprofit Renewal

Moore, CDR Division

Dana-Farber Cancer Institute FYE
 Renewal

TrueSense Marketing

Meals on Wheels America Be the Match
 Campaign

The Harrington Agency

National LGBTQ Task Force Renewal 7



K2D Strategies

White Coat Waste Project July Kitten
 Petition

Moore, CDR Division

Wounded Warrior Project Suicide
 Awareness Appeal

Nonprofit Special Appeal

The Harrington Agency

International Rescue Committee
 November Year-End Appeal

Newport One

Best Friends Animal Society July
 "Shipley Dog Lodges" Appeal

Newport One

Best Friends Celebrity Kitten Appeal

The Harrington Agency

International Rescue Committee Donor
 Advised Fund Appeal

Schultz & Williams

Fox Chase Cancer Center July Appeal

The Harrington Agency

Greenpeace Jane Fonda Package Appeal

Fuse Fundraising

Helen Keller International Fall 2023
 Newsletter

Lautman Maska Neill & Company

National Park Foundation Thanksgiving
 Cultivation

Mal Warwick Donordigital

PETA's Annual Fund Appeal

New River Communications

Save the Sound "Fifty Years of Fighting"
Year End Campaign

New River Communications

Tunnel to Towers Season of Hope
Mid-Donor Campaign

MULTI-CHANNEL CAMPAIGN

Nonprofit

Acquisition/Prospecting

Icon Media Direct

AARP Membership 2023

Nonprofit Renewal

RKD Group

40 Million Meals Year-End Campaign

K2D Strategies

Appalachian Trail Conservancy
Giving TRAILSday

K2D Strategies

Appalachian Trail Conservancy Year-End
Giving Hike

Mal Warwick Donordigital

Earthjustice Multichannel Renewal
Campaign

Lautman Maska Neill & Company

HRC August Autorenewal Campaign

Nonprofit Special Appeal

Mal Warwick Donordigital

AFSC Refugee Response Fund
Digital Campaign

Newport One

American Battlefield Trust
Battle of Gettysburg
Willoughby's Run Campaign

Lautman Maska Neill & Company

JDC Israel Emergency Campaign

Moore, CDR Division

Lutheran World Relief Giving
Tuesday 2023

O'Brien Garrett

Norman Lear Legacy Campaign

Nexus Direct

Northern Nevada HOPES Give Out
Campaign

WORKHORSE CAMPAIGN

Nonprofit

Acquisition/Prospecting

Concord Direct

No Kid Hungry Annual Calendar
Campaign

K2D Strategies Workhorse Campaign

White Coat Waste Project Kitten
Petition Acquisition

Nonprofit Renewal

O'Brien Garrett

NAS Annualized Renewal #1