



CONGRATULATIONS, AWARDEES!

This year's MAXI Awards once again celebrate the best in data-driven marketing strategy, creative execution, and outstanding results. Below you'll find the list of winning campaigns – each recognized for delivering exceptional impact. While all winners are listed here, the level of each award – Gold, Silver, or Bronze – will be revealed during the MAXI Awards Ceremony. Join us as we honor the talent, innovation, and performance behind these remarkable campaigns!

DIGITAL CHANNEL

Nonprofit

Acquisition/Prospecting

Lautman Maska Neill & Company

Orbis International: Social Influencer Campaign

Nonprofit Special Appeal

Moore

Dana-Farber Cancer Institute October Email Campaign

Moore Digital

San Diego Zoo Wildlife Alliance Giving Tuesday Campaign

Daniller + Company

The Franklin Institute February 2024 Prospecting

DaVinci Direct

AMFON November 2023 Acquisition Direct Mail

Faircom

“Give Comfort & Help” Plush Bear Package

Fuse Fundraising

USA for UNFPA Dignity Kit Acquisition Test

Lautman Maska Neill & Company

Reading Is Fundamental — Labels Package Acquisition

Nonprofit Major Donor

DaVinci Direct

MSPCA Nov 2024 Leaders Circle #4 Direct Mail

Fuse Fundraising

CARE Holiday Card

Lautman Maska Neill & Company

MSF-USA 'Refugee Crisis Match' Campaign

DIRECT MAIL CAMPAIGN

Nonprofit

Acquisition/Prospecting

Allegiance Group + Pursuant

City of Hope's October 2024 Direct Mail Acquisition Campaign

MarkeTeam, Inc.

UNICEF USA \$25K Emergency with
Special Offer

Moore CDR

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 Major Donor
Membership Appeal

Nonprofit Planned Giving**The Stelter Company**

2024 Happy New Year Wills Campaign -
MAXI Direct Mail

The Stelter Company

2024's 20 Year Anniversary Card - MAXI
Direct Mail

Nonprofit Reinstatement/Lapsed**Daniller + Company**

Brooklyn Museum November 2023
Lapsed Recapture

Daniller + Company

Cleveland Museum of Art 2024 Lapsed
Recapture

Daniller + Company

The Morgan Library & Museum January
2024 Lapsed Recapture

NNE Marketing

Autism Speaks Reinvigorates Donors with
a Bold New Look

Nonprofit Renewal**Edge Direct, a Division of Moore**

Commemorative Air Force - Red Tail
Squadron 2024 Tuskegee Airmen
Commemorative Coin Campaign

Edge Direct, a Division of Moore

Commemorative Air Force- Eighth Air
Force B-17 Appeal Campaign

K2D Strategies

Air & Space Forces Association
Certificate of Appreciation

Nexus Direct

Carpenter's Shelter Let's Open Doors

NNE Marketing

Special Olympics International's New
Premium Offers All the Charm at a
Fraction of the Cost

O'Brien Garrett

People for the American Way Pre Renewal

The Harrington Agency

Greenpeace January Renewal Series

Nonprofit Special Appeal**ABD Direct**

Reproductive Freedom for All 2024 LC
November Post-Election Appeal

Daniller + Company

Desert Botanical Garden 2024 Annual
Fund

DaVinci Direct

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

DaVinci Direct

UPMC December HDLC Presby Tower
Direct Mail

Faircom

IRC's "Recovery & Resilience Response
Fund" Campaign

Fuse Fundraising

The Children's Inn at NIH Superheroes
Package

Fuse Fundraising

World Food Program USA November
Midlevel Appeal

K2D Strategies

Center for Reproductive Rights October
Poster Appeal

Mal Warwick Donordigital

PETA's Stop Animal Testing Challenge -
Largest Match of the Year

MarkeTeam, Inc.

Africa Map Donor Appeal

MarkeTeam, Inc.

UNICEF USA 25K Special Match offer

Moore, Amergent Division

Community FoodBank of New Jersey -
2024 July Urgent Need

Newport ONE

Best Friends Giving Tuesday Self Mailer

Newport ONE

Hawaiian Humane February Reminder
Mailing in Plain White Envelope

O'Brien Garrett

National Audubon Society October GES
Cultivation

Schultz & Williams

Cincinnati Children's FY24 February
Appeal

The Harrington Agency

International Rescue Committee Giving
Tuesday Post Card Appeal

MULTI-CHANNEL CAMPAIGN***Nonprofit Acquisition/Prospecting*****Schultz & Williams**

The Planetary Society – Spring 2024
Eclipse Membership Drive

Nonprofit Reinstatement/Lapsed**K2D Strategies**

Center for Reproductive Rights Failed
Sustainer Reactivation

Nonprofit Renewal**Faircom**

Little Brothers Annual Christmas Appeal

K2D Strategies

JSSA Giving Tuesday & 18 Days of Giving
Campaign

Moore

San Diego Zoo Wildlife Alliance
Membership Renewal Campaign

Moore, Edge Direct Division

Operation Smile - Give a Smile Campaign

Newport ONE

White House Historical Association 2024
Multichannel Renewal Series

Nonprofit Special Appeal**ABD Direct**

Wolf Awareness Week

Fuse Fundraising

Rady Children's Hospital Giving Tuesday
Digital

Moore

Leader Dog for the Blind - September
Puppy Poster Appeal

Moore Digital

Covenant House International Be an
Angel Day Campaign

Moore Digital

Wounded Warrior Project Giving Tuesday
Campaign

Moore, CDR

Disabled American Veterans - Giving
Tuesday Campaign

Newport ONE

American Battlefield Trust Battle of
Antietam Campaign

Nexus Direct

Easterseals Hawaii Giving Tuesday