



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

AGP
CBF Influencer Acquisition Campaign

Avalon Consulting
Smithsonian Women's Committee: Craft Show Paid Media Success

Lautman Maska Neil & Company
NPF Spring Renewals Digital Prospect AQ

Nonprofit Special Appeal

Fuse Fundraising
CHOA 2025 Giving Tuesday Email Series

Moore
San Diego Zoo Wildlife Alliance Holiday Symbolic Adoption Campaign

Schultz & Williams
Share Food Program - Rapid Response Campaign

DIRECT MAIL CAMPAIGN

Nonprofit Acquisition/Prospecting

Daniller + Company
The Frick Collection Grand Reopening Spring Prospecting

Daniller + Company
AMFON November 2023 Acquisition Direct Mail

Eberle Communications Group
Una's Letter

Lautman Maska Neill & Company
ACLU Get Past Us Acquisition

Lautman Maska Neill & Company
ACLU We're Not Moving to Canada Acquisition

Lautman Maska Neill & Company
NPF Direct Mail Acquisition - June 2025 Calendar Campaign

MWD Agency
Delivering HOPE: Shipping Label Control Campaign

Nonprofit Major Donor

Concord Direct

No Kid Hungry Mid-level Invite

Impact Communications

Jane's Peak Society Mini Proposal

Mal Warwick Donordigital

A Smarter Story, a Stronger Case, a Standout Year: UCS Henry Kendall Society November 3x Match Appeal

MissionWired

United States Holocaust Memorial Museum: December Year In Review

Newport ONE

Red Panda & Eastern Himalayas Appeal

Nonprofit Reinstatement/Lapsed

Concord Direct

No Kid Hungry October Lapsed Reactivation

Daniller + Company

Denver Zoo Spring 2025 Lapsed Recapture

Daniller + Company

The Brooklyn Museum Monet and Venice Fall Lapsed Recapture

Daniller + Company

Portland Art Museum Reopening Lapsed Recapture

Faircom New York and VeraData

TTT 2025 'Pre Lapsed' Lapsed Appeal

NNE Marketing

ASPCA's "Second Chance" Campaign Generates Skyrocketing Re-Engagement

Nonprofit Renewal

Blue State

Fountain House 2025 Renewal 1

Lautman Maska Neill & Company

RIF February 2025 Newsletter

Moore

Mount Vernon Ladies' Association Historic Appeal

Moore

Mount Vernon Ladies' Association September Token Appeal

Moore

More than Play: The Bubble Wand Campaign

Moore

University of Iowa Main Campus December Renewal

Mal Warwick Donordigital

What's Inside? The Power of a Plain Envelope

O'Brien Garrett

National Audubon Society Annualized Renewal #3

Nonprofit Special Appeal

Faircom New York and VeraData

TTT 2025 June 'Return Postage Enclosed' Special Appeal

Fuse Fundraising

Mercy Corps FY26 Nov Holiday & Follow Up Campaign

K2D Strategies

Appalachian Trail Conservancy Centennial Match Appeal

Mal Warwick Donordigital
PETA Presents Catalog Appeal

Mal Warwick Donordigital
Proof Over Promises: UCS Together For
Science Match Survey

Moore
Urgent Appeal – Restoring Sacred Statues

Moore
American Indian College Fund Summer
Impact Appeal

Newport ONE
Best Friends 2025 Holiday Catalog

Newport ONE
American Battlefield Trust - Antietam Final
Attack Appeal

Newport ONE
Best Friends 2025 Shelter Progress Appeal

The Harrington Agency
International Rescue Committee DAF Appeal

VeraData & Faircom New York
FOND - Mid-Level & 1163 Society Challenge
Match Campaign

MULTI-CHANNEL CAMPAIGN

Nonprofit Acquisition/Prospecting

Newport ONE
California State Parks Foundation Digital
Acquisition and Membership Campaign

Nonprofit Planned Giving

The Stelter Company
Cornell Lab Fall Newsletter + Email

The Stelter Company
World Wildlife Fund Fall Planned Giving
Campaign

The Stelter Company
World Wildlife Fund May 2025 Nurturing
Nature Campaign

Nonprofit Renewal

Marketeam
League of Women Voters - Rapid Response
Executive Order

Marketeam
League of Women Voters Democracy Under
Siege - Multichannel 2025

Nexus Direct
Return to Freedom Fall Appeal 2025

Nonprofit Special Appeal

Lautman Maska Neill & Company
Marine Corps Heritage Foundation Marine
Corps Birthday Campaign

MissionWired
San Francisco Marin Food Bank: Government
Shutdown Impacts SNAP

MKDM
Planned Parenthood Mar Monte DEFUNDED

Moore
Children's Hospital of Philadelphia Day of
Giving

Nonprofit Special Appeal (cont'd)

Moore

Children's Hospital of Philadelphia Wish List Campaign

Moore

Wounded Warrior Project End of Year Match

Moore

Mount Vernon Ladies' Association General's Challenge

Newport ONE

American Battlefield Trust - Pamplin Park Appeal + Reappeal

O'Brien Garrett

The Seeing Eye Blindness Awareness Month Sustainer Push

The Stelter Company

MD Anderson 2025 Legacy Challenge

TrueSense Marketing

Baylor's Day of Giving

VeraData

IRC - Lives on the Line – Funding Crisis Appeal