



**It's time to enter your best performing direct mail package or email appeal in the DMFA Package of the Year Awards!**  
**The deadline is Friday, May 21st.**

**HERE'S HOW TO ENTER THE DMFA'S PACKAGE OF THE YEAR CONTEST 2010**

- One non-profit entry per member organization or agency is allowed in either donor acquisition, renewal or mid-level renewal.
- This year, in addition to your one entry outlined above, you may submit an entry in our email category.
- All entries must fall into the category of Acquisition (outside prospect-cold solicitation) or Renewal (housefile) Appeal.
- *This year there will be an entry fee of \$60 per entry.* Checks must be received with your entry form. Please make checks payable to the DMFA.
- Fundraising appeals only; It must contain an explicit request for donation. **(No special events.)**
- Packages must have been mailed between 4/1/09 and 3/31/10.
- Previous winning packages are not eligible for resubmission.
- Submit three (3) samples of each entered mail or email package with a completed entry form. If you are not a member you can join now but your membership application must be received by May 21st. You can download a copy of this form by visiting [www.dmfa.org](http://www.dmfa.org).

Send samples, checks and completed entry forms to this address ONLY!  
 Direct Media Millard · 200 Pemberwick Road · Greenwich, CT 06830 · (203) 532- 3760  
 Attn: Peg O'Keefe

***\*If you are not a DMFA member but want to submit an entry, join now. Include your check for membership (\$130 through June 2011) payable to DMFA with your entry form.***

**DIRECT MAIL ENTRY FORM FOR 2010 DMFA PACKAGE OF THE YEAR (please print)**

Mailer: \_\_\_\_\_

Category: Acquisition \_\_\_\_\_ Renewal/Appeal \_\_\_\_\_ Mid-Level Renewal/Appeal \_\_\_\_\_ Quantity Mailed \_\_\_\_\_

Package Name (for use in judging workbook) \_\_\_\_\_

Mail Date: \_\_\_\_\_ Total Income: \_\_\_\_\_ Response Rate: \_\_\_\_\_ Avg. Gift: \_\_\_\_\_

Cost to raise \$1 (total cost/gross income): \_\_\_\_\_ Cost per M in the Mail: \_\_\_\_\_ *(Make sure to include creative fees)*

Package Created/Submitted by: \_\_\_\_\_ Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number (for receipt confirmation) \_\_\_\_\_

**IMPORTANT:** Print or type why the entry qualifies as a successful package in 25 words or less. *(Note: The Package Of The Year Committee will edit descriptions that exceed the 25-word limit.*

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**EMAIL ENTRY FORM FOR 2010 DMFA PACKAGE OF THE YEAR (please print)**

**Email your appeal to: [Peg O'Keefe at peggy.okeefe@dmminfo.com](mailto:Peg O'Keefe at peggy.okeefe@dmminfo.com) with "Package of the Year Email Entry" in the subject line.**

Mailer: \_\_\_\_\_

Category: Acquisition \_\_\_\_\_ Renewal/Appeal \_\_\_\_\_ Mid-Level Renewal/Appeal \_\_\_\_\_ Quantity Emailed & Successfully Delivered \_\_\_\_\_

Email Appeal Name (for use in judging workbook) \_\_\_\_\_

Email Date: \_\_\_\_\_ Total Income: \_\_\_\_\_ Response Rate: \_\_\_\_\_ Avg. Gift: \_\_\_\_\_

Cost to raise \$1 (total cost/gross income): \_\_\_\_\_ Cost per solicitation sent: \_\_\_\_\_ *(Make sure to include creative fees)*

Package Created/Submitted by: \_\_\_\_\_ Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number (for receipt confirmation) \_\_\_\_\_

**IMPORTANT:** Print or type why the entry qualifies as a successful email appeal in 25 words or less. *(Note: The Package of the Year Committee will edit descriptions that exceed the 25-word limit.)*

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If my direct mail or my email entry wins, please make award check payable to:

\_\_\_\_\_ (Name of one charity to receive contribution)

**Note:** *The DMFA Package Of The Year Committee reserves the right to review category designations and package entries. The DMFA also reserves the right to use package submissions for future educational purposes.*

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