



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 23rd.

HERE'S HOW TO ENTER THE DMFA'S PACKAGE OF THE YEAR CONTEST 2008

- Entries are limited to DMFA members ONLY.
- Submit your best direct mail package - One non-profit entry per member organization – or one email appeal – or BOTH.
- The entry is free for one direct mail pkg and one email entry.
- All entries must fall into the category of Acquisition (outside prospect-cold solicitation) or Renewal (housefile) Appeal.
- Fundraising appeals only; It must contain an explicit request for donation. (No special events.)
- Packages must have been mailed between 4/1/07 and 3/31/08.
- 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 23rd. You can download a copy of this form by visiting www.dmfa.org.
- You will be notified by fax that your entry has been received.

Send samples and completed entry forms to this address ONLY!
 Direct Media, Inc. · 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 2009) payable to DMFA with your entry form.**

DIRECT MAIL ENTRY FORM FOR 2008 DMFA PACKAGE OF THE YEAR (please print)

Mailer: _____

Category: Acquisition _____ 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.)

EMAIL ENTRY FORM FOR 2008 DMFA PACKAGE OF THE YEAR (please print)

And Email your appeal to: Stephanie.Ceruolo@tdmc.com with "package of the Year Email Entry" in the subject line.

Mailer: _____

Category: Acquisition _____ 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.)*

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.*

Please do not write below this line

Yes, we received your package on _____. Thank you for your entry and good luck!

Signed: _____