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DAVINCI
DIRECT

DAVINCI WINS 25 AWARDS IN PRESTIGIOUS AWARDS COMPETITIONS

BOSTON, MA - DaVinci Direct has won several top awards for creative excellence and outstanding results at recent national and regional awards competitions.

Last evening at the New England Direct Marketing Association's 2011 NEDMA Awards for Creative Excellence, DaVinci took home a total of 10 Awards, including two Gold Awards in the Print Ad categories - one for client Team Hole in the Wall and the other for Agency Self-Promotion. DaVinci earned 6 Silver Awards in the following categories: Best Direct Mail Copywriting (Disabled American Veterans), Best Art Direction (Muscular Dystrophy Association), Interactive (DaVinci e-blast), Poster (MSPCA), Budget Under \$10,000 (Perkins School for the Blind - Lapsed Recapture Package) and Budget Under \$5,000 (Dartmouth's Norris Cotton Cancer Center - Member Drive Package). DaVinci also earned Bronze Awards in the Integrated Media Campaign category for Riley Hospital for Children and in the Fundraising Direct Mail category for Rhode Island Community Food Bank.

"The NEDMA Awards Show is the oldest, one of the largest - and most highly respected - regional shows of its kind in the country," says Steve Maggio, DaVinci's president and chief creative officer, "and we're up against some of the biggest and best non-profit agencies in this competition." At last year's show DaVinci won 12 NEDMA awards, including a Gold, Silver and Bronze for the Muscular Dystrophy Association (MDA) mid-level donor club, Research Leaders - and a Silver Award in the "Best in Decade" category.

CAMPAIGN OF THE YEAR

The NEDMA Awards is just one of several recent competitions in which DaVinci Direct has received accolades. In the "Gold Awards for Fundraising Excellence" competition, published in the September 2010 issue of Fundraising Success magazine, DaVinci Direct earned a "Best in Show" for the MDA Research Leaders program, which won both "Campaign of the Year" and a Gold Award in the Direct Mail Renewal (fewer than 50,000 mailed) category.

The same piece won “Package of the Year” in the Direct Mail Fundraisers Association (DMFA) competition in the Mid-Level Donor Program category. “The results of this MDA Research Leaders campaign, with a 36% response rate and \$227 average gift, underscores how important the mid-level donor group – the folks at \$100 to \$999 - is today,” according to Steve Maggio. “In these trying economic times, when new donor acquisition is a challenge, it’s more important than ever to realize the full potential of the donors you have on board now. The mid-level donor clubs we create for our clients fill an important need by helping non-profits cultivate and upgrade their most valuable donors.”

“Winning 25 awards in the past year is impressive, but it’s not the awards themselves that matter,” Maggio continued, “it’s the fact that each award represents a significant source of revenue for our clients, which is especially important in today’s fundraising climate. We look forward to earning more awards in the coming year, and more importantly, increasing revenue for the clients we are proud to serve.”

DaVinci Direct is a Plymouth, MA based full-service direct response agency specializing in integrated media fundraising and marketing. For more information about DaVinci Direct, please contact Steve Maggio at (508) 746-2555, extension 11, or via e-mail at steve@davinci-direct.com.

[Check out the DaVinci Gallery](#)

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