



2018 NCDC LUMEN AWARD WINNERS

ACQUISITION CAMPAIGN

Direct Mail

Division A

First Place

2017 OLV Rosary Mailing
Our Lady of Victory Homes of
Charity
Lackawanna, NY

Second Place

November 2017 -
Acquisition Campaign
Edmundite Missions
Selma, AL
*Agency: Huntsinger and Jeffer
(Richmond, VA)*

MAJOR DONOR APPEAL

Direct Mail

Division A

First Place (tie)

2017-18 St. Charles Borromeo
Seminary Appeal Major Donor
Outreach #1
The Catholic Foundation of
Greater Philadelphia
Philadelphia, PA

CCA 2017 Major Donor
Outreach #1
The Catholic Foundation of
Greater Philadelphia
Philadelphia, PA

Second Place

Beatification of Fr. Solanus
Casey, OFM Cap.
Capuchin Province of St. Joseph
(Detroit, MI)
*Agency: RissSantoro Advertising
Design (Chicago, IL)*

OTHER DONOR RENEWAL

PROGRAM APPEAL

Direct Mail

Division A

First Place
Emergency Heating Appeal
St. Labre Indian School
Ashland, MT
*Agency: Fundraising That Works!
(Concord, NH)*

Second Place

2018 Calendar
Catholic Relief Services
Baltimore, MD
Agency: PMG (Columbia, MD)

Multichannel

Division A

First Place

CCA 2017 Donor Renewal
Program
Catholic Foundation of Greater
Philadelphia
Philadelphia, PA

Second Place

2017 Winter Blanket Campaign
St. Labre Indian School
Ashland, MT
*Agencies:
RKD Group (Richardson, TX)
Fundraising That Works! (Concord, NH)
ResourceOne (Tulsa, OK)*

Division B

First Place

2017 Christmas Appeal
Adrian Dominican Sisters
(Adrian, MI)
*Agency: RKG FundRaising
Services (Cold Spring, NY)*

SUSTAINER APPEAL/

AUTOMATIC GIVING

Direct Mail

Division A

First Place

July 2017 - Summer Crisis
Sustainer Upgrade Appeal
Edmundite Missions
Selma, AL
*Agency: Huntsinger and Jeffer
(Richmond, VA)*

DONOR RELATIONSHIP

ENHANCEMENT

Standalone publication (newsletter or other)

Division A

First Place

Major Impact Campaign
Maryknoll Fathers and Brothers
Ossining, NY
*Agency: RKG FundRaising
Services (Cold Spring, NY)*

Second Place

Fall-Winter 2017 Tower Topics
Conception Abbey
Conception, MO

Division B

First Place

February 2017 Newsletter - Your
Generosity, Our Service
Adrian Dominican Sisters
(Adrian, MI)

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DONOR RELATIONSHIP ENHANCEMENT

Accountability/Annual Report

Division A

First Place

Maryknoll Fathers and Brothers Impact Report 2017
Maryknoll Fathers and Brothers
Ossining, NY

Second Place

CFGP 2017 Annual Report
The Catholic Foundation of Greater Philadelphia
Philadelphia, PA

Division B

First Place

2017 Annual Report, "Counting our Blessings"
Adrian Dominican Sisters
Adrian, MI

Video

Division A

First Place

Catholic Charities Appeal Video Archdiocese of
Philadelphia
(Philadelphia, PA)

Division B

First Place

2017 Sister Water Project Video
Sisters of St. Francis of the Holy Family (Dubuque, IA)
Agency: Loras College Productions (Dubuque, IA)

Special Event

Division A

First Place

Catholic Charities Appeal: Giving Hope to All
Archdiocese of Philadelphia
Philadelphia, PA

Second Place

Benefactors Mass and Reception
Our Lady of Victory
Homes of Charity
Lackawanna, NY

FUNDRAISING IN THE DIGITAL AGE

Website

Division A

First Place

Marianist.com Redesign
Marianist Province of the US
St. Louis, MO
Agency: Tuva (St. Louis, MO)

Email Campaign

Division A

First Place

End of Year Giving Email
Society of the Little Flower
Darien, IL

Division B

First Place

2017 Giving Tuesday Student Sponsorship
Missionhurst – The Congregation of the Immaculate
Heart of Mary
Arlington, VA
Agency: Direct Development (Fairfax, VA)

Second Place

Catching the Spirit - 31 Days of Giving
Sisters of St. Francis
Sylvania, Ohio

SEO/SEM/Paid Digital Advertising (PPC)

Division A

First Place

Footsteps in Faith Sustainer Digital Campaign
Catholic Relief Service
Baltimore, MD
Agency: Key Acquisition Partners (Annapolis, MD)