

Fundraising Mailing List



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Total Universe: 16,443,008

Base Rate: \$75.00/M

Description Summary

This mailing list is comprised of the most accurate data on the market. The consumers included in this database willingly and generously support causes they believe in. These good-hearted individuals and families are active supporters of health, religious, environmental, political and other causes. Beyond being able to select specific causes, a wealth of demographic and psychographic selections are available to support targeted campaigns. Don't miss out on this comprehensive database of generous Americans who donate to various causes.

How Our Data Is Compiled

Our Fundraising Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2016, the total amount donated to charitable organizations was about \$390 billion
- Religion and Education are the top causes people donate to annually

Recommended Usage

The consumers included in this mailing list would be great candidates for a variety of offers, including, but not limited to, travel, entertainment, technology, real estate, and more.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Income
Net Worth
Charities Donated To

Occupation
Marital Status
Presence of Children
Buying Habits

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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