

# Animal Welfare Donors

**Total Universe: 19,041,175**  
**Base Rate: \$85.00/M**

## Description Summary

Our Animal Welfare Donor mailing list consists of consumers who have made contributions to animal shelters, zoos, and various other programs to improve animal treatment. These animal lovers are a unique breed, contributing funds and time to improve the treatment of sick or endangered animals rescued throughout the nation and support the fair, humane, and ethical treatment of animals. Our data is updated every month to ensure accuracy and deliverability.

## How Our Data Is Compiled

Our Animal Welfare Donors 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 2018, animal welfare donations amounted to about \$11.8 billion in the U.S.
- Animal organizations experienced the largest giving increase in 2016, receiving 7.2% more than the previous year

## Recommended Usage

This database is recommended for a variety of offers and promotions, such as animal welfare organizations like ASPCA, PETA, etc., animal shelters and rescues, pet stores, pet supply and accessories stores, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Hobbies & Interests  
Pet Owner

Occupation  
Marital Status  
Presence of Children  
Buying Habits

## 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

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