

COMPASSIONATE GIVERS

0-12, \$5+

413,662

\$85/M

0-12, \$10+

326,503

LIST TYPE Consumer
SOURCE Direct Mail,
Direct Response

LIST MAINTENANCE
Last Update May 2010
Update Frequency Quarterly
NCOA May 2010

UNIT OF SALE INFORMATION
Average Donation \$20

Selections:
Donors to International Appeals 49,489 +\$10/M
Base \$85/M
Dollar amount \$10/M
State/SCF/Zip: \$7/M

Minimum Order: 5,000 Names

ADDRESSING
FTP/Email/CD/Diskette \$50/F

CANCELLATION POLICY
Processed orders cancelled before the approved mail date incur a \$75 flat fee, \$10/M running charges, material and shipping costs. Orders cancelled after the approved mail date will be due in full at gross.

AUDIENCE PROFILE

Compassionate Givers are conservative Americans who have shown their support for various humanitarian appeals and the political conservative agenda. They have very strong religious beliefs, family values and believe in helping those in need.

These donors give an above average gift of \$20.00 or more! Compassionate Givers are highly responsive donors who will prove to be receptive to many appeals.

RECOMMENDED USAGE

This list is a MUST TEST for all Political, Charitable and Humanitarian mailers as well as Food, Apparel, Senior Issues and Health Related matters.

All samples and promotional offers must be cleared in advance. Other restrictions may apply, please inquire.

FOR MORE INFORMATION CONTACT

Tom Mays

1.866.822.0212 ext 415

Please send all inquires including Clearance Requests and Purchase Orders to
Orders@ResponseWorld.com or Fax 469.624.5615.



RESPONSE WORLD

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