

Affluent Donors Mailing List

Total Universe: **43,97,209**

Base Rate: **\$65.00/M**

Description Summary

The individuals included in this database are financially well-off, and are active participants in making donations to various causes. The AmeriList Donors Database is the most selectable, and economical file. Beyond being able to select specific causes, a wealth of demographic and psychographic selections are available to support targeted campaigns. All of our donors have contributed at least \$500.000 to further their cause, and can be reached with the most accurate and up-to-date data available on the market.

How Our Data is Compiled

Our Affluent Donors Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: 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. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ In 2016, Americans gave approximately \$390 billion to philanthropic causes
- ✓ Environmental and animal organizations experienced the largest giving increase in 2016, receiving 7.2% more than the previous year

Recommended Usage

The Affluent Donors Mailing List is recommended for a variety of offers, including travel, automobile, insurance, financial, retail, designer clothing and accessories, charity organizations, political candidates, and much more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Income
Net Worth
Occupation

Marital Status
Presence of Children
Charities Donated

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