American Philanthropist



visit us online at amerilist.com

Total Universe: **218,355**

Base Rate: **$95.00/M**

Description Summary

Reach Affluent, Generous Consumers with a History of Charitable Giving!
The AmeriList American Philanthropist Mailing List and Charitable Donor Database provides nonprofit organizations, charitable foundations, and fundraising professionals with access to a highly targeted audience of affluent consumers and philanthropic donors with a demonstrated interest in supporting charitable causes. These individuals support a wide range of initiatives, including healthcare, education, humanitarian relief, animal welfare, environmental conservation, and community programs.
Ideal for nonprofit fundraising, donor acquisition, charitable appeals, direct mail marketing, and targeted email marketing campaigns, this database helps organizations identify prospective donors, expand their donor base, and maximize fundraising opportunities. With 218,355 available records and customizable demographic, geographic, and charitable giving selections, AmeriList offers targeted charitable donor mailing lists and email marketing solutions to help organizations connect with the right prospects and build more effective fundraising campaigns.

How Our Data is Compiled

The AmeriList American Philanthropist Database is compiled from multiple proprietary and established data sources, including charitable donor records, direct response databases, consumer surveys, magazine subscriptions, purchasing activity, public records, and consumer lifestyle information. These sources are combined with demographic and behavioral data to identify consumers with a history of charitable giving and philanthropic interests. To maintain accuracy and deliverability, our database undergoes regular data hygiene and verification, including monthly NCOA processing and CASS address certification, helping ensure reliable mailing lists for nonprofit fundraising, donor acquisition, and direct mail marketing campaigns.

Consider the Facts

- Charitable donors represent a valuable audience of generous, socially engaged consumers who actively support causes they believe in.
- Many contribute to multiple organizations, participate in fundraising events, and make recurring donations to causes ranging from
- healthcare and education to humanitarian relief and animal welfare.
- Past charitable giving activity is a valuable indicator of potential
- future donor interest, making this audience ideal for nonprofit fundraising, new donor acquisition, charitable appeals, and direct mail
- marketing campaigns
- By targeting consumers with demonstrated philanthropic interests, organizations can reach more relevant
- prospects, strengthen donor relationships, and improve their fundraising opportunities.

Recommended Usage

The American Philanthropist Database is an ideal prospecting resource for nonprofit organizations, charitable foundations, and
fundraising professionals seeking to reach consumers with a history of charitable giving. This targeted donor mailing list is well suited
for nonprofit fundraising, charitable appeals, donor acquisition, and direct mail marketing campaigns supporting healthcare and
medical research, educational institutions, scholarship programs, religious organizations, veterans' charities, animal welfare,
environmental conservation, humanitarian relief, and community outreach initiatives. It is also an excellent resource for promoting
fundraising events, charity galas, planned giving programs, museums, performing arts, and cultural organizations, as well as select
luxury travel and lifestyle offers targeting affluent, philanthropically minded consumers.

List ID
ALD797

Market Type
U.S. Consumers

List Channels
Postal, Email & Telemarketing

Source
Multisource, Direct Response

Output Options
Electronic, Printed

Update Cycle
Monthly

Minimum Order
Quantity: 5,000
Price: $475.00

Net Name
Floor: 85%
Minimum Quantity: Inquire
Run Charge: Flexible

Exchanges
Available

Reuse
Inquire

Cancellation Charges
All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges

Commission
A 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