Political Donors Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **9,699,605**

Base Rate: **$95.00/M**

Description Summary

Politics can be a sticky topic if you bring it up at the dinner table. However, if you are a marketer who is looking to target the political donors, then the American Politics Donors Database is a must test for your next fundraising or political campaign. This proprietary database is sourced from Federal and State filings and contains political donors to both major parties and independent candidates. Reach some of the most sophisticated political consumers.

- There are 4,381,580 Republican Donors.
- There are 4,165,417 Democrat Donors.
- There are 1,152,608 Independent Donors.

The database uniquely includes:

- Frequency – # of times a person has donated
- Monetary – Total amount of money donated
- Recency – How recent the donation was made
- Multiple Donors
- 2012 & 2013 Contributors

How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Federal and state records, Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. 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

- 7.8 Million Individuals willingly support and donate to special-interest and political causes.
- 40% of all political donors are female; 60% are male
- 800,000 high-income individuals donated a minimum of $5,000 to candidates of the Republican Party.
- The average political donor owns their own home

Recommended Usage

The American Politics Donors database is an excellent source for fund-raising appeals, investments, financial products and services, insurance, subscriptions and much more.

Sample Mail Piece Required

Yes

List ID
ALD801

Market Type
B2C, U.S. Consumer

List Channels
Postal & Telemarketing

Source
Self-reported, mail order buyer data, transactional data

Output Options
Electronic, Printed

Update Cycle
Monthly

Minimum Order
Quantity: 5,000
Price: $475

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

Exchanges
Available

Reuse
Available 50%

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

Popular Selections (for additional selections please inquire)

Age	Marital Status	Gender	Length of Residency
HH Income	Ethnicity	Presence of Children	Telephone

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

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