

Description Summary

The Hearts for Paws database by AmeriList is a unique and responsive marketing list featuring compassionate pet lovers who actively donate to animal welfare causes. This cooperative file includes individuals who have supported reputable organizations such as the Humane Society, ASPCA, PETA, local animal shelters, the Audubon Society, and the National Wildlife Federation. Sourced from both online activity and direct mail contributions, this list allows marketers to target by key demographics and reach donors through postal mail, email, and telemarketing. Most donors in this file are passionate advocates for animal rights and often support a variety of pet-related non-profits.

How Our Data is Compiled

Our Hearts for Paws Compassionate Animal Donors Database is derived from a multitude of public and proprietary feeds both online and offline including surveys, self-reported individuals, and previous giving history and or contributions to causes. Our compilation team processes and updates the entire database monthly. In addition to the multi-sourced compilation, the entire database is updated monthly. It is processed against the USPS National Change of Address (NCOA); this helps us keep up with all the changes of addresses that occur. In addition, the entire file is also Carrier Route & ZIP+4 Coded using the USPS Certified Coding Accuracy Support System (CASS). The mailing addresses are also scored for accuracy using USPS Delivery Sequence File (DSF). These steps enable us to deliver a quality database that generally falls into the 95% Accuracy & Deliverability range.

Consider the Facts

- ✓ 29% of U.S. households donate to animal-related causes each year (Source: Giving USA, 2023)
- ✓ 60%+ of animal welfare donations now occur online, with a significant percentage driven by social media and email campaigns.
- ✓ Many donors prefer monthly giving programs, often spurred by emotional connections to rescue stories or local shelter efforts.

Recommended Usage

Perfect for Nonprofits, Pet Supply Retailers, and Advocacy Campaigns: Whether you're fundraising, promoting a cause-related campaign, or offering pet-friendly products or services, our Animal Donors file helps you connect with those who are already emotionally and financially invested in protecting animals.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

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	DOB	Ethnicity	Giving Recency
Gender	Household Income	Presence of Children	Language Spoken
Geography	Credit Score	Occupation	Homeowner Status

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