Philanthropists Mailing List

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

Total Universe: **2,18,355**

Base Rate: **$95.00/M**

Description Summary

As a society we are known for our generosity both domestically and internationally. As a matter of fact philanthropy was one of the most distinctive features of American life in the twentieth century. These charitable donors are among the most affluent and distinctive group of do-gooders in our society. They are knowledgeable, educated, activists, policy makers, and humanitarians. They have many causes near and dear to their hearts and are always looking for a good cause to support.

How Our Data is Compiled

Our data is compiled using actual donor ship information disclosed by a number of published proprietary sources. Additionally the file is overlaid with data from a consumer database compiler and crossed with sources including: 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. We verify our data to ensure 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

- 88% of households give to a charity.
- Average annual household contribution is $2213
- Americans have donated up to $135 billion top donors spend 8% of their annual earnings on entertainment
- There are approximately 1.1 MM charitable organization in the U.S.

Recommended Usage

This File is excellent for vacation offers, nonprofit, live entertainment, theater, political, and a wide range of other luxury offers.

Sample Mail Piece Required

Inquire

Market Type
Business 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 canceld 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 $10.00/M	Gender $5.00/M	Amount Donated $15.00/M	3 Month Hotline $15.00/M

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