

Hearts for Paws Database



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Total Universe: 3,392,811

Base Rate: \$95.00/M

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..

Market Type
U.S. Consumer

List Channels
Postal, Email & Telemarketing

Source
Compiled, Self-Reported

Update Cycle
Monthly

Minimum Order
Quantity: 5,000
Price: \$475.00

Net Name
Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges
Please Inquire

Reuse
Please Inquire

Cancellation Charges
Please Inquire

Sample Mail Piece Required
Please Inquire

Commission
Standard 20%
broker/agency commission
is extended to all
trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
DOB

Household Income
Credit Score
Ethnicity
Presence of Children

Occupation
Giving Recency
Language Spoken
Homeowner Status

For additional information or list counts, contact Anisha Woods at anishaw@amerilist.com or 845-450-6503.

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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