

# The American Philanthropist

Total Universe: 218,355

Base Rate: \$95.00/M



visit us online at [amerilist.com](http://amerilist.com)

## 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.

## List ID

ALD797

## Market Type

B2C, U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled Lists, Multi Sourced, Direct Response , Warranty Card , Credit Cards

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5000

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

## Popular Selections (for additional selections please inquire)

Age	\$10.00/M	Amount Donated	\$15.00/M
Gender	\$5.00/M	3 Month Hotline	\$15.00/M

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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

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