

# BRAILLE INSTITUTE OF AMERICA



15,942  
25,396

0 – 12, \$5+  
0 – 24, \$5+

Exchange Only  
Exchange Only

**LIST TYPE** Consumer  
**SOURCE** Direct Mail  
**GEOGRAPHY** 90% in SCF 900-935

**LIST MAINTENANCE**  
Last Update August 2011  
Update Frequency Monthly

**UNIT OF SALE INFORMATION**  
Average Donation \$16.44

**GENDER PROFILE**  
Female 68%  
Male 32%

**SELECTIONS:**  
Dollar Amount  
\$5+ N/A  
\$10+ N/A  
Recency  
0-12 N/A  
0-24 N/A

**ADDRESSING**  
Email/ CD/Diskette N/A

**CANCELLATION POLICY**  
Processed orders cancelled before the approved mail date incur a \$75 flat fee, \$10/M running charges, material and shipping costs. Orders cancelled after the approved mail date will incur cancellation charges and be posted to exchange ledger.

## AUDIENCE PROFILE

Now available for Limited Exchange — one of the nation's oldest and most respected blind organizations.

Braille Institute founded in 1912 provides an environment of hope and encouragement for people who are blind and visually impaired through integrated educational, social and recreational programs and services.

The Institute is operated and funded almost entirely through private individual and foundation sources. Generous donors and dedicated efforts by more than 5,200 volunteers enable staff to provide training, programs and services without charge.

## RECOMMENDED USAGE

This list is a MUST TEST for all fundraising offers as well as publishing and catalog offers.

**All samples and promotional offers must be cleared in advance. Other restrictions may apply, please inquire.**

## FOR MORE INFORMATION CONTACT

Tom Mays

1.866.822.0212 ext 415

Please send all inquiries including Clearance Requests and Purchase Orders to [Orders@ResponseWorld.com](mailto:Orders@ResponseWorld.com) or Fax 469.624.5615.



**RESPONSE WORLD**

855 East Collins Blvd. ♦ Richardson, Texas 75081  
1.866.822.0212 ♦ Fax 972.852.2439 ♦ Email [Info@ResponseWorld.com](mailto:Info@ResponseWorld.com)  
[www.ResponseWorld.com](http://www.ResponseWorld.com)