

# COMPASSIONATE GIVERS

**0-12, \$5+**

**404,245**

**\$85/M**

**0-12, \$10+**

**233,345**

**LIST TYPE** Consumer  
**SOURCE** Direct Mail,  
Direct Response

## AUDIENCE PROFILE

**LIST MAINTENANCE**  
Last Update August 2011  
Update Frequency Quarterly  
NCOA March 2011

Compassionate Givers are conservative Americans who have shown their support for various humanitarian appeals and the political conservative agenda. They have very strong religious beliefs, family values and believe in helping those in need.

**UNIT OF SALE INFORMATION**  
Average Donation \$15

These donors give an above average gift of \$20.00 or more! Compassionate Givers are highly responsive donors who will prove to be receptive to many appeals.

**Selections:**  
**NEW** Donors to International Appeals  
count 30,115 +\$10/M  
Base \$85/M  
Dollar amount \$10/M  
State/SCF/Zip: \$7/M

## RECOMMENDED USAGE

This list is a **MUST TEST** for all Political, Charitable and Humanitarian mailers as well as Food, Apparel, Senior Issues and Health Related matters.

**Minimum Order:** 5,000 Names

**ADDRESSING**  
Email/CD/Diskette \$50/F

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

**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 be due in full at gross.

## FOR MORE INFORMATION CONTACT

Tom Mays

1.866.822.0212 ext 415

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



**RESPONSE WORLD**

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