

BYRUM FLEMING

Mailing List Brokerage and Management

35600B Series

www.byrumfleming.com

CHILDREN'S ISSUES DONORS

The Children's Issues Donors file consists of responsive individuals who are prime candidates for both fundraisers and non-profit organizations wishing to receive maximum results from their fundraising campaigns. The individuals in the Children's Issues Donors file are compassionate, highly responsive individuals who have shown support to a variety of children's causes within the last 12 months through monetary donations. These individuals have the financial wherewithal to make significant contributions to organizations they support. These individuals are an excellent audience for humanitarian and environmental causes, as well as philanthropic, women's, family, senior and animal causes. This file is selectable by credit card users, presence of children, homeowners, magazine subscribers, new movers and more. Suggested other users of this file are humanitarian causes, historical preservation, veterans causes, political, philanthropic and women's causes. Sourced 100% Direct Mail.

Total Database - 1,877,357

Monthly Hotline 150,987

3 Month Recency	469,221
6 Month Recency	895,361
Donors - Mail Order Buyers	1,051,319
Donors - Presence of Children	1,314,149
Donors - Jewish	469,339
Donors - Christian	1,295,678
Donors - Islamic	93,867

Average Donation Amount \$75

Terms and Pricing

List Rental	\$90/M	Recency (1 mo)	\$25/M	Gender Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Geographic Select	\$8/M
E-Mail	\$50	Recency (6 Mos)	\$15/M	Key Code	\$5/M
Telephone Numbers	\$35/M	Recency (12 Mos)	\$10/M	Run Charges	\$15/M

Please inquire for email counts and pricing

Brokers Welcome

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