

# Hotline Donors by Cause

1,408,345  
112,079

TOTAL UNIVERSE / BASE RATE \$85.00/M  
Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

The responders on the Hotline Donors by Cause file are donors generated from large fundraising marketers. These donors have responded to a direct mail offer and made a charitable contribution. 30 Day donors are selectable by dollar amount and type of charity - including animal, children's, environmental - as well as other demographic and lifestyle info. These generous donors want to make the world a better place and help those who are less fortunate by actively giving to various political, charitable and social causes. They are also likely to make multiple donations and volunteer to support these organizations.

## Some Interesting Stats:

- 90% of high net worth households give to charity.
- The majority of charitable dollars goes to religion - 29%.
- Online giving grew by 12.1% over the past year.

## SELECTS

Age	\$6.00/M
Donors by Type	\$7.50/M
Education	\$5.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Grandparents	\$10.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Internet Users	\$10.00/M
MOB by Category	\$10.00/M
Pet Owners	\$7.50/M
Presence of Children	\$5.00/M
Readers by Category	\$7.50/M
Religion	\$5.00/M
State, Zip, SCF	\$5.00/M

## Donors by Type: +\$7.50/M each

Animal	Health
Children's	Humanitarian
Christian	Political
Civic (Fire/Police)	Veterans
Environmental	Wildlife

## Source:

Direct Mail

Please inquire for additional selects.

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



## Focus USA

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## MINIMUM ORDER

Postal: 10,000

Email: 20,000

## DEMOGRAPHICS

47% Female  
53% Male  
Median Age: 40  
Median Household Income: \$45,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M