



- A huge, reliable resource of generous direct-mail donors
- Enhanced, Updated
- All direct-mail donors
- Accurate, deliverable
- Select:
  - Telephones
  - Age, Gender
  - High income
  - Ethnicity:
    - Hispanic
    - Irish
    - Italian
  - Appeal:
    - Foreign Missions
    - American Missions
    - Charity Appeals
    - Devotional Appeals
- Responsive to traditional appeals, veterans' and humanitarian causes, and subscription offers
- An ideal audience for health, travel, insurance, catalog offers and more
- Try this constantly-changing list of donors who have contributed millions

*New Counts!*

## Charity Appeals Donors

550,367 \$65/M

Caring Catholics who have responded to direct-mail appeals from a variety of Catholic organizations. These are groups caring for children and the elderly, the homeless, and the poor.

Clean and current, this selection has worked well for missions for the homeless, children's homes, homes for the elderly, Catholic charities, and hospitals.

### Selections & Prices

Geographic: zip, SCF, state, zip tape	\$5/M	Telephones	\$30/M
Gender	\$5/M	E-Mail, Magnetic tape, tape cartridge	\$25 Flat
Ethnicity, Age, Income	\$10/M		

Minimum order: 5,000 / Sample required  
20% Commission to brokers

### State Counts

AK	204
AL	1,741
AR	1,249
AZ	5,174
CA	34,837
CO	5,052
CT	16,064
DC	1,076
DE	1,689
FL	23,697
GA	2,955
HI	1,436
IA	5,259
ID	693
IL	46,222
IN	9,949
KS	4,202
KY	4,890
LA	10,499
MA	29,520
MD	10,631
ME	2,859
MI	20,208
MN	12,570
MO	11,143
MS	1,385
MT	1,196
NC	3,625
ND	1,069
NE	3,256
NH	3,188
NJ	36,553
NM	2,772
NV	1,548
NY	84,807
OH	30,796
OK	1,474
OR	2,208
PA	56,024
PR	359
RI	4,696
SC	1,829
SD	1,005
TN	2,766
TX	16,235
UT	719
VA	5,872
VT	1,294
WA	4,281
WI	15,111
WV	1,946
WY	466

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