

Article number

43102

List name

Charity Base - Premium [A]

Number of items	Name	Price in EUR	Pricing unit
72,045	Total inventory	200.00	‰
	– According to donation type	220.00	‰

Age group ranging from 50 to 99
- Of which approximately 41 % male
- Of which approximately 59 % female

Minimum invoice: Net, at least 60 % of the supplied volume, at least 5,000 addresses
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

Social involvement and willingness to help weak population groups are characteristics that are unfortunately becoming more and more difficult to find. Fortunately there are still people who get involved in aid projects or provide financial support. The projects people choose to get involved in or donate to are as different as the people themselves. But all donors have one thing in common and that differentiates them from the rest of the population - their "social conscience" is well pronounced. Of course, they set priorities. Sometimes they get involved in the old project and turn to new tasks.

Successful fundraising demands a high level of knowledge of human nature, specialist competence and methodology.

Many years of experience and competence as partners of full-service service providers for charity organisations enables us to select precisely the target group suitable address segments for the acquisition of new support potential.

On the basis of tried and tested analysis methods for address selection, of test mailings and the individual analysis of response values, we are in a position to select the optimum potential donor address. This reduces distribution losses and unnecessary mailing costs to a minimum and maximises the generated donations.

The result is a group of people who have actively responded to the calls for donations within the last few years or who have identified themselves in various media as donors for social projects.

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