

Article number

42883

List name

CharityBase Premium [CH]

Number of items	Name	Price in EUR	Pricing unit
142,024	General donors database Switzerland	200.00	‰
116,607	– Of which German-speaking Swiss	200.00	‰
18,528	– Of which French-speaking Swiss	200.00	‰
6,882	– Of which Italian-speaking Swiss	200.00	‰
	According to donation segment	215.00	‰

Age group ranging from 45 to 99

- Of which approximately 61 % male

- Of which approximately 39 % female

Minimum invoice: Net, at least 50 % 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 a willingness to help vulnerable members of the population 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 varied 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 will move on from a previous project and turn to new tasks.

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

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

Based on 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 best donor address possible. This reduces distribution losses and keeps unnecessary mailing costs to a minimum and as well as maximising on the generated donations.

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

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