

Article number

33581

List name

CharityBase Premium [D]

Number of items	Name	Price in EUR	Pricing unit
214,982	Premium donors	160.00	‰
8'169	- Of which environment/nature	170.00	‰
122'540	- Of which social/humanitarian	170.00	‰
33'967	- Of which animal projects	170.00	‰

Age group ranging from 35 to 70
 - Of which approximately 65 % male
 - Of which approximately 33 % 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

Most 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.

Long-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 collection of persons 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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