

COMPASSIONATE CONTRIBUTORS

822,171	12 MONTH DONORS		\$80.00/M	UNIT OF SALE:
431,067	6 MONTH DONORS	ADD	\$10.00/M	\$30.00 AVERAGE
228,562	3 MONTH DONORS	ADD	\$15.00/M	
89,431	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 55% MALE CAN SELECT

THESE AMERICAN DONORS HAVE ACTIVELY SUPPORTED CAUSES FOR FIREFIGHTERS, LAW ENFORCEMENT AND THE WELFARE OF CHILDREN. THESE CHARITABLE INDIVIDUALS HAVE DONATED TO VARIOUS ORGANIZATIONS CONCERNING EMERGENCY FINANCIAL ASSISTANCE, FAMILY MEMBERS OF FIREFIGHTERS AND LAW ENFORCEMENT OFFICERS WHO HAVE LOST THEIR LIVES IN THE LINE OF DUTY, GRIEF COUNSELING, EDUCATIONAL SCHOLARSHIPS AND MISSING CHILDREN'S CHARITIES.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000
SAMPLE REQUIRED

THROUGH THEIR ONGOING SUPPORT, THESE DONORS ARE STRIVING TO SEEK SOLUTIONS AND HELP CAUSES NATION-WIDE. THESE CONTRIBUTORS ARE AN AVERAGE AGE OF 40 WITH AN AVERAGE INCOME OF \$60,000. THESE CARING DONORS BELIEVE STRONGLY IN SUPPORTING OUR NATIONS CHARITIES.

UPDATES MONTHLY

NEW DONOR SELECTIONS AVAILABLE AT \$15/M INCLUDE:
DONORS TO HEALTH ISSUES
DONORS TO ANIMAL WELFARE
DONORS TO VETERANS CAUSES
DONORS TO RELIGIOUS CAUSES

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 80% DIRECT MAIL 20% TELEPHONE APPEAL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
PHONES	\$30.00/M
AGE OR INCOME	\$15.00/M
GENDER	\$6.00/M
DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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