



The American Legion Non-Member Donors

(Updated 11/2020)

These donors have given their hard-earned dollars to support The American Legion but are not members. The American Legion is the nation’s largest Veterans service organization, committed to mentoring youth and the sponsorship of wholesome community programs, advocating patriotism and honor, promoting strong national security, and devotion and support to our nation’s service members and veterans. The American Legion promotes “Americanism,” which is more than just baseball & apple pie! It’s also citizenship, flag advocacy and etiquette, getting out to vote, supporting scouts and injured veterans, providing health care information and family support, and many more important programs and services.

| | | |
|--|------------------------------------|----------------------------------|
| Gender: 60% Males 40% Females | Source: 100% Direct Mail | Average Donation: \$17 |
|--|------------------------------------|----------------------------------|

Counts and Rates:

(File caps at \$99.99)

| | | |
|---------|---------------|---------|
| 125,799 | 0-6 Mo | \$95/M |
| 189,918 | 0-12 Mo | \$90/M |
| 180,435 | 0-12 Mo \$5+ | +\$5/M |
| 146,298 | 0-12 Mo \$10+ | +\$10/M |
| 247,169 | 0-18 Mo | \$85/M |
| 234,880 | 0-18 Mo \$5+ | +\$5/M |
| 187,751 | 0-18 Mo \$10+ | +\$10/M |
| 300,356 | 0-24 Mo | \$80/M |
| 406,402 | 0-36 Mo | \$75/M |

*0-6 month is available on exchange with limited rental. Reciprocal pricing will apply.

Usage Includes:

Partial Listing, 12- month Continuation

- Amer Federation /Police
- American Red Cross
- AMVETS National Service Fnd
- Coalition/Salute Amer Heroes
- Marine Corps Heritage Fnd
- Mayo Clinic Health Letter
- National Rifle Assn
- Senior Center
- Special Olympics Intl
- United American Patriots
- Vietnam Veterans Memorial Fund

Selections:

| | |
|-----------------|--------|
| \$5+ | \$5/M |
| \$10+ | \$10/M |
| State/Zip/SCF | \$6/M |
| Gender | \$6/M |
| Non-Reciprocal | \$20/M |
| Net Name (50M+) | @85/10 |

Addressing (flat fee):

| | |
|-----------|------|
| FTP/Email | \$55 |
|-----------|------|

Minimum Order: 5,000

Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

Contact:

Sue Wong, List Manager
Phone: (410) 721-5700 Ext. 2318
E-mail: swong@nflists.com

Please send list clearances & orders to:
orders@nflists.com

All processed orders cancelled before mail date will incur a \$50 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.