

Mothers Against Drunk Driving – Telemarketing

(Updated 01/2012)

These donors started supporting MADD via telemarketing, but have since contributed through direct mail campaigns. MADD is one of the most widely supported and well-respected charities in the country dedicated to fighting drunk driving and supporting victims of this crime. If your client is using the MADD direct mail donor list, you should definitely test their TM built list.

Minimum Order:
5,000

Source:
100% Direct Mail

Average Donation:
\$16

Counts and Rates:

0-6 Mo Dnrs	42,563	\$75/M
0-12 Mo Dnrs	85,393	\$70/M
0-24 Mo Dnrs	143,335	\$65/M

Profile/Demographics:

- Age 50+
- Highly educated, affluent
- Married, homeowners
- Catalog shoppers, gardening, cultural arts, travelers and family minded

Usage Includes:

- Alzheimer’s Disease Fund (T)
- Children’s Miracle Network
- Custom Missions Program
- Food Banks Programs (local chapters)
- National Breast Cancer Research Center
- National Cancer Research Center (T)
- Salvation Army (local chapters)

Selections:

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

Addressing (flat fee):

FTP	\$50
E-mail	\$50

Cartridge and Tape available at request.

Details:

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

Contact:

Gaea Scott, List Manager
Tel. 410-721-5700 x2262
Fax 410-721-5795
E-mail: GScott@nflists.com
www.nflists.com

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