



(Updated 12/2017)

## American Legion Non-Member Donors – Sweeps Donors

*These are extremely responsive donors who are active contributors to the sweepstakes program of the American Legion Non-Member Donors. They are not only uniquely responsive to sweepstakes offers, but they also give generously to patriotic, charitable, health and welfare issues, as well as Commercial, opportunity seeking appeals, and premium mailings.*

<b>Minimum Order:</b> 5,000	<b>Source:</b> 100% Direct Mail	<b>Average Donation:</b> \$7
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### Counts and Rates:

#### Fundraiser Rates:

0-12 Mo Donor 5,310 \$85/M

#### Commercial Rates:

0-12 Mo Donor 5,310 \$65/M

(File caps at \$99.99)

\*Sweeps No's are also available, but not included in these counts. Please inquire for counts and pricing.

### Usage Information:

(Partial Listing, L12 Months)

- Alzheimer's Disease Fnd- Sweeps
- Arthritis Trust/Amer Sweeps
- Heart Support/Amer Sweeps
- Help the Vets Sweepstakes Dnrs
- Hospice Support Fund - Sweeps
- Natl Diabetes Fnd Sweeps
- North Shore Animal League Sweeps
- TREA Senior Citizens League

### Selections:

\$5+ Donors	\$5/M
\$10+ Donors	\$10/M
Geography	\$6/M
Running Charges	\$10/M

### Addressing (flat fee):

FTP/Email \$50

### Details:

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

### Contact:

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