

Datamatrix 2017



Good Shepherd- Donors to Regional Causes

Contributors to local/regional causes. 30% BROKER COMMISSION!



SEGMENTS

5,341,014	Total Universe / Universe Rate	\$75.00/M
3,175,080	Male Donors	+ \$5.00/M
2,882,843	Female Donors	+ \$5.00/M
1,468,875	High Income Donors (\$100,000+)	+ \$10.00/M
1,384,155	Animal Welfare Donors	+ \$15.00/M
129,476	Art/Culture Donors	+ \$15.00/M
1,585,514	Children's Cause Donors	+ \$15.00/M
1,358,823	Environmental Donors	+ \$15.00/M
2,433,269	Health Donors	+ \$15.00/M
341,862	Political Donors-Conservative	+ \$15.00/M
169,642	Political Donors-Liberal	+ \$15.00/M
1,109,205	Veteran Cause Donors	+ \$15.00/M

ID NUMBERS

Manager ID	
NextMark ID	357191
mIn ID	357191
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Multi Sourced, Masterfile enhanced, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/10/2012
New to Manager	
Counts Through	01/01/2018

DATA CARD MAINTENANCE

New To System	10/09/2012
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

Good Shepherd Donors are people who reach into their pockets to show they care about causes close to home. They have expressed this by showing interest in their community which may include soup kitchens, food banks, museums, schools, children's sports organizations, and more. These concerned contributors are also often volunteers in community events and local charities. They want to make their neighborhoods the best they can be for themselves, their children, and all who reside in that area. In addition to regional/local organizations, this file would also be a good fit for national nonprofits, local political campaigns, and regional publications. Selectable by charitable cause, age, income, gender, presence of child, and more, making this database a viable source of prospects for a wide array of offers.

www.datamatrixlists.com

SELECTS

GEO SELECT	\$5.00/M
AGE	\$10.00/M
Income	\$10.00/M
INTEREST/LIFESTYLE	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M
AGE OF CHILDREN	\$10.00/M
ETHNICITY	\$10.00/M
DONOR (type available)	\$15.00/M

AVERAGE INCOME

Value	\$50,000.00
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MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	30%
Agency	15%

MANAGER

Datamatrix Lists

<http://www.datamatrixlists.com>

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%

GENDER

Male

52%

Female

48%Minimum Quantity
Run Charges**25,000**
\$10.00/M

EXCHANGES**Exchange is not allowed**

REUSE**Reuse is allowed**Minimum Quantity
Run Charge**0**

CANCELLATION

Charges

KEY CODING**Key Coding is available**

Charges

\$3.00/M

ADDRESSING

EMAIL

\$50.00/F

FTP

\$75.00/F

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name

Role

Email

Phone

Fax

★ Joe Borelli
Datamatrix Lists

Dir of List Mgmt

sales@datamatrixlists.com

(732) 940-1500

★ = Primary contact