



TARGETING



DATA



DIRECT SALES

July 2009

World Villages for Children Donors

Quantity/Price

Actives	115,391	DM	/1.000
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Profile

World Villages for Children (WVFC) was founded in 1964 to provide food, shelter, clothing and education to more than 20,000 children helping them break free from a life of poverty. This list comprises of those who have made a donation to the charity. 100% recruited by direct mail, profiling shows these World Villages for Children donors are predominantly female, retired, aged 75 years old with average disposable income. They are regular mail-order buyers who lead a comfortable lifestyle.

This list has a reputation for being one of the most responsive charity lists on the market and is ideal for children's appeals or charities raising funds for the third world.

The list owner will consider swaps with partners such as charities or mail order catalogues for products aimed at a more mature market.

As with most charity lists, products aimed at a more mature market should work well. The list is recommended for charities, mail order, health and vitality products, collectibles and continuity products.

**SWAP ONLY FILE

Source:	Direct Mail
Gender:	62% female / 38% male
Age:	75+ , Retired

Selections

Delivery

Delivery time: 3-5 working days
 Minimum amount: 5,000

Invoicing

All prices in Pounds (£).

Conditions

List supplied for one off use. List is seeded to ensure detection of unauthorised use. Minimum order quantity 5,000 names. Prices are exclusive of VAT, delivery and selections. Mail date & mailing piece required before approval can be given on all mailings.

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