



TARGETING



DATA



DIRECT SALES

July 2009

International Children's Care Donors



Quantity/Price

Actives	26,183	DM	110/1.000
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Profile

This donor file provides an excellent opportunity to reach a responsive donor-base who has actively demonstrated their willingness to support deserving causes. All names have been recruited by direct mail and have given an average donation of £15.

International Children's Care (ICC) is a Christian organization that aims to relieve children's distress around the world through providing love and care for orphans and abandoned children in some of the world's poorest countries. All children are cared for, taught to look after themselves and lead sustainable lives so that they can care for themselves and their families.

Profiling and data analysis shows that these are very caring individuals who support a number of causes often supporting many charities at the same time. Donors' hobbies include knitting, gardening, puzzles / crosswords and reading

This file will work well for all charity appeals in addition to a range of mail order offers such as health, vitamins, crafts and gardening amongst others.

For further information visit [www.iccuk.org.uk](http://www.iccuk.org.uk)

Gender:	66% female, 33% male
Age:	Predominantly aged 60+
Religion:	Predominantly Christians
Retired:	60%

Selections

Actives:	10/1000
Gender:	5/1000
Geography:	5/1000
Non-reciprocal Fee	30/1000

Delivery

Email: 50  
 Delivery Time: 3-5 working days  
 Minimum amount: 5,000

Invoicing

Net name agreement: Min order qty 20,000 names: 85% netts £10/1000 run-on (deduce report must be received within 3 months of delivery date) All prices in Pounds (£).

Conditions

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

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