



TARGETING



DATA



DIRECT SALES

March 2010

Harsonhill Charity Donor Database



Quantity/Price

Base	889,907	DM	110/1.000
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Profile

The Harsonhill Charity Donor Database consists of mature direct mail donors. A banker list for many UK charities, the data is proven to be responsive for direct mail charity appeals. Established 10 years ago, donors are continually recruited as a result of direct response campaigns.

Recently upgraded, the database now offers a wide range of demographic information secured from the addition of Acorn and Personix classifications. Combined with selects such as multi donors, type of cause supported, one off cash donors or committed, long term donors. Overlay household income and home value to target the donors you wish to reach.

Target donors who enjoy entering sweeps, raffle or prize draws along with making their donation, ideal for acquiring new donors. Income levels, length of residency, house value selects attract campaigns with higher donation appeals. New selection available: our catalogue buyer select for those who have purchased charity type items from catalogues. Fresh new Prospects for other catalogue mailers!

Gender:	52% female : 48% male
Home:	78% lived at same address for 7+ yrs
Pets:	60% own pets
Age:	68% aged 30-60 yrs
Hobbies:	Reading, gardening, current affairs

Selections

Recency:	10/000
Hotlines 0-3m:	15/000
MultiDonors:	20/000
Lottery/Sweeps/Raffle:	10/000
Gender:	10/000
Geography:	10/000
Donation Value:	10/000
Cause/ Concern	10/000
Phone numbers:	150/000
Run-on:	15/000

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 £15/1000 run-on (dedupe report must be received within 3 months of delivery date) All prices in Pounds (£).

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Conditions

List supplied for one off use. List is seeded to ensure detection of unauthorised use.
Minimum Order - 10,000 records.
Test order - 5,000 records (1 time only)
Cancellations subject to 50% processing fee.
Prices are exclusive of VAT, delivery and selections.
Mail date & mailing piece required before approval can be given on all mailings.
Competing charities must reciprocate otherwise a non reciprocal fee will be charged.

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