



TARGETING



DATA



DIRECT SALES

July 2009

Action Ethiopia Donors



Quantity/Price

Active Donors	8,033	DM	120/1.000
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Profile

The list is comprised of people who have made a donation to the charity. The donors are generally 50+ and have donated via a mailshot, which makes them mail responsive. Action Ethiopia is mailing aggressively so the list is set to grow.

Action Ethiopia brings help and hope to some of the poorest people in the world. For over four years Action Ethiopia has helped give local people the means to defend themselves against hunger, starvation and disease. The Ethiopian people are proud and have a very strong sense of self-reliance. They want to fend for and feed themselves. With the help of Action Ethiopia they are shown methods of water harvesting and soil conservation. With this knowledge the land can withstand drought conditions for months at a time.

The donations to Action Ethiopia assist families and the most vulnerable, providing enough food and better health means a better future free from the threat of famine. This list works well for other charities and mail order companies and is also available on swap. Offers aimed at the grey market will also find this a great database.

Selections

Gender:	5/1000
Geography:	5/1000
Actives:	5/1000
Non-Reciprocal Fee:	30/1000

Delivery

E-mail:	50
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. Competing charities must reciprocate otherwise a non reciprocal fee will be charged.

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