



TARGETING



DATA



DIRECT SALES

July 2009

Guideposts Trust Donors



Quantity/Price

Active Donors	20,966	DM	120/1.000
Active Responders	20,514	DM	110/1.000

Profile

Guideposts Trust (GPT) is a direct mail responsive charity. The individuals on the file have donated or responded to a survey. All names have been recruited through an ongoing monthly Direct Mail program meaning that the file is always refreshed and new names are added.

Guideposts Trust focus on helping people within the UK who suffer from dementia and other age related mental health problems, and those with learning disabilities, including teenagers and children.

Profiling shows that these donors are very caring and donate to a wide range of causes often supporting numerous charities at once. Individual's hobbies include knitting, gardening, puzzles, reading and stamp and coin collecting. Test and roll-out campaigns have confirmed that these names work exceptionally well for all charity mailings in addition to mail order, mobility offers, health & vitamins, gardening, publishing, financial services, crafts and offers generally aimed at an older age range.

**Available for swap and rental.

**For further information:- www.guidepoststrust.org.uk

Source:	Direct Mail
Gender:	60% female / 40% male
Age:	Predominantly 60+
Retired:	54%

Selections

Gender:	5/1000
Geography:	5/1000
Actives:	10/1000

Delivery

E-mail: 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 (dedupe 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 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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