Charity Focus

100,000 Charity survey responders

Description
This charity specific survey is a brand new opportunity to target potential charity donors. Data is being collected via call centres, where survey includes only questions relating to individual’s charity donation habits and the types of charities they support. Questions are specific to charity; non charity overlays and demographic questioning are also available for additional targeting.

During the survey individuals are questioned on how they would prefer to be contacted by charities in the future, with 68% choosing direct mail and 32% telemarketing. You can also select by donation method between, direct debit, cash or SMS.

This file should be tested for any charity postal and/or telemarketing offer as these customers have indicated their willingness to donate. Telephone data will be TPS screened on supply.

Profile

<table>
<thead>
<tr>
<th>Charity Sectors Available</th>
<th>Other Charity Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>Donor Method – DD/Cash/SMS</td>
</tr>
<tr>
<td>Animal Welfare</td>
<td>Contact Method – Post/Telemarketing</td>
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<tr>
<td>Third World Development</td>
<td>Donate OR Consider donating to.....</td>
</tr>
<tr>
<td>Disabled Handicapped</td>
<td>Additional lifestyle variables upon request</td>
</tr>
<tr>
<td>Children’s (UK)</td>
<td></td>
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<tr>
<td>Children’s (Third World)</td>
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<tr>
<td>Child Sponsorship</td>
<td></td>
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<tr>
<td>Health/Medical</td>
<td></td>
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<tr>
<td>Servicemen</td>
<td></td>
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</tbody>
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List Rental Rates
£120 / 1000 Telemarketing
£105 / 1000 Postal
15% Agency Commission

Selection Criteria                  Production Costs
GEOGRAPHIC                           £5/1000               RUN-ON CHARGE £10/1000
GENDER                                £5/1000               DELIVERY £50/Flat
RECENCY                               £5/1000
INCOME BANDS                          £5/1000
PRESENCE OF CHILDREN                  £5/1000
PET OWNERS                            £5/1000
DATE OF BIRTH                         £5/1000
DONATION METHOD                       £5/1000

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