

**Charity Donors - INDIA**

Two of the largest charitable organization in India operating nationwide with one mission in mind to offer respite and improve the quality of lives of the rejected and under-privileged individuals. The organizations has supported over 2,700 projects all over India at an approximate cost of US\$55 million, and made a difference to the lives of over 3 million children and elderly people. The donations are 100% tax exempt by the Government of India.

As part of their resource mobilization program, over 2.5 million mail pieces a year are mailed out. The organizations are totally supported by benevolent donors from all over the country, collecting higher amount each year. The donors have been enlisted through direct mail. Average donation amounts to US\$25 - US\$30

This list is responsive for direct marketers offering products and services such as book clubs, mail order, sweepstake/lottery, publications and financial services. All names are generated in the last 24 months. Around 5,000 to 7,000 new names are added to this file on a quarterly basis.

(The numbers of donors in 1st & 4th Qtr's are always high. 3<sup>rd</sup> Qtr. is slightly lower and 2<sup>nd</sup> Qtr. is lowest.)

Data Card Update: September 2015

<b>Data Count:</b>	<b>360,000</b>
<b>RENTAL COST:</b>	<b>US\$240 per 1,000</b>

**SELECTIONS AVAILABLE:** By Nth name at US\$5 per 1,000. By city, gender at US\$10 per 1,000. Multi-donors at US\$15 per 1,000. Flagging at US\$5 per 1,000. 0-6 month recency at US\$15 per 1,000.

<b>MINIMUM QUANTITY:</b>	<b>5,000</b>
<b>DELIVERY:</b>	<b>2 weeks</b>

**ADDRESSING:** Email at US\$20 Per List. Key coding at US\$5 per 1,000.

**LETTERS HOPPING:** Addresses supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

**By Frequency of Donation**

Multiple Donations	One-time Donation	Total
<b>109,500</b>	<b>250,500</b>	<b>360,000</b>

**By Gender**

Female	Male	Organizations
66,350	284,000	9,650

**By Recency: (Approx.)**

0-6 months	7-12 months
198,000	162,000

*Costs and counts are subject to change. without notice.*