

These generous donors have contributed to health and environment appeals in response to Christmas Seal, Name Sticker, Sweepstakes and membership mailings. \$1 donors have been omitted from the file. \$5 and \$10 donors selects available for fundraisers.

5,332,039 36 Mth
1,951,294 12 Mth

MEDIAN FAMILY INCOME: \$50,000+
HOMEOWNER: 85%
USE BANK CARDS: 59%
MARRIED: 70%
AGE: 40% ARE 65+
40% ARE 45-64

\$60.00/M
\$70.00/M

10,000

DIRECT MAIL

1,951,294	LAST 12 MONTHS	\$70.00/M
3,809,928	LAST 24 MONTHS	\$85.00/M
5,332,039	LAST 36 MONTHS	\$60.00/M
500,000	LAST 36 MONTHS+	\$50.00/M

4-UP CHESHIRE N/C
4-UP PSL \$7.50/M
MAG TAPE \$25.00

SEX \$6.00/M
SCF \$6.00/M
STATE \$6.00/M
ZIP \$6.00/M
KEYING \$5.00/M

DINY HURWITZ

Last Updated: September 2005