

B'NAI B'RITH MASTERFILE

B'nai B'rith is America's largest Jewish membership organization. Since 1843, this organization has been a powerful voice and force for Jewish unity, security and continuity. B'nai B'rith has encouraged and assisted Jewish people worldwide to connect with their heritage and expand upon the richness of their culture.

B'nai B'rith fights anti-Semitism & intolerance around the world and is the most widely known Jewish humanitarian aid, human rights & advocacy organization for the Jewish population worldwide. B'nai B'rith brings a Jewish voice to international and domestic policy.

B'nai B'rith advocates on such issues as anti-Semitism, humanitarian aid, inter-communal affairs, defense of Israel, tolerance & diversity, human rights and UN Affairs.

B'nai B'rith is a membership and donor file. Average member/donor is a higher income (\$75K+), credit card holder who is male; responsive to investment offers, sales offers and philanthropic solicitation.

Average Gift: \$39.95

Gender Breakdown:

Male = 50%

Female = 31%

Total File Count: 138,431

\$95/m base rate

\$165/m base rate with phones

5,000 record order minimum or flat base fee of \$475 plus email and select fees (no phones)

Data Source: Direct Mail Membership

File is updated quarterly

Shipping and Select Pricing:

Email Shipping Fee: \$60/flat

FTP Post Fee: \$60/flat

SCF/Zip/State Select: \$6/m

Key Code Data Select: \$5/m

Dollar Select: \$5/m

Recency Select: \$5/m

Gender Select: \$10/m

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