

CREAM OF THE CROP JEWISH DONORS

THIS LIST IS WHERE IT'S AT FOR HIGH DOLLAR DIRECT MAIL JEWISH DONORS. THEY'RE RECEPTIVE, RESPONSIVE, GENEROUS AND SUPPORT MANY WIDELY KNOWN NATIONAL ORGANIZATIONS DEVOTED TO THE JEWISH FAITH. BECAUSE THESE CONCERNED INDIVIDUALS BELIEVE IN TZEDAKAH, THEY ALSO CONTRIBUTE TO NON-JEWISH CAUSES THAT HELP LIFE AND CULTURE. GIVING IS AN IMPORTANT DISCIPLINE TO THIS CARING SECTOR. BLIND, SOCIAL WELFARE, HEALTH, AND CULTURAL NON-SECTARIAN APPEALS ARE THEREFORE IDEAL FOR THIS AUDIENCE.

AVERAGE DONATION: \$58.00.

SAMPLE MAILING PIECE REQUIRED.

CREAM/CROP

159,644 '93-94
32,768 Multis
70,475 Hotline

\$75.00/M
\$85.00/M
\$95.00/M

10,000

DIRECT MAIL

QUARTERLY

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

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

DINY HURWITZ

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Milwaukee • Washington

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