

New Leadership for America

The New Leadership for America Political Action Committee was founded in 2005 by Senator Tom Daschle. Reflecting the issues and goals important to Senator Daschle, New Leadership for America strives to further a progressive agenda that includes creating quality jobs for working people, protecting the promise of Social Security, promoting equal opportunity for all Americans, increasing access to quality affordable health care, and ensuring every child can have a quality public education. Reaching these goals requires electing great Democratic leaders to public office. New Leadership for America can foster these great candidates.

Average donation: \$70.55

Gender Breakdown:

Male: 47%

Female: 40%

DASHPAC

Universe: 37,488

Base: \$100/M

Minimum Order: 5,000

Data Source: Direct Mail

Updated: Quarterly

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|---------------|-----------|
| 4-UP CHESHIRE | N/C |
| 4-UP PSL | \$7.50/M |
| MAG TAPE | \$25.00/F |
| CD-ROM | \$50.00/F |
| EMAIL | \$60.00/F |

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|---------|-----------|
| SCF | \$6.00/M |
| ZIP | \$6.00/M |
| STATE | \$6.00/M |
| DOLLAR | \$5.00/M |
| RECENCY | \$5.00/M |
| KEYING | \$5.00/M |
| GENDER | \$10.00/M |

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