

TECHNOSERVE

Founded in 1968 TechnoServe, formerly World Harvest Fund, trains citizens of developing nations to use their resources to beat hunger and poverty with new techniques for irrigation, crop rotation, basic bookkeeping to track what they earn, elementary marketing, and management skills for a productive future. TechnoServe has helped over 3 million people internationally - in Africa, Latin America and Central Europe - by assisting entrepreneurial men and women in poor rural areas of the developing world to build businesses that create income, opportunity, and economic growth for their families, communities, and countries.

TechnoServe provides poor individuals access to productivity enhancing tools and bring business solutions to rural poverty areas. Work revolves around helping people identify and capitalize on good business opportunities that help transform the lives of the rural poor by generating jobs and markets for their products and services.

TechnoServe - technology in the service of mankind - focuses on developing entrepreneurs, building businesses and industries, and improving the business environment.

TechnoServe is rated one of the world's top five non-governmental organizations for corporate partnerships, one of America's 100 Best Charities, and received the Presidential End Hunger Award.

Average Gift: \$42.48

Gender Breakdown:
Male = 37%
Female = 41%

Total File Count: 17,872

\$85/m base rate

Exchange allowed

5,000 record order minimum or flat base fee of \$425 plus selects and shipping

Data Source: Direct Mail

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

Last Updated: April 2010



Page 1 of 1

600 A B Data Drive
Milwaukee, WI 53217
Phone: 414-961-6400