

FUNDRAISING RESPONDERS - INDIA

LIST DESCRIPTION:

Two of the largest charitable organization in India operating nationwide with one mission in mind to offer respite and improve the quality of lives of the rejected and under-privileged individuals. The organizations has supported over 2,700 projects all over India at an approximate cost of US\$55 million, and made a difference to the lives of over 3 million children and elderly people. The donations are 100% tax exempt by the Government of India.

As part of their resource mobilization program, over 2.5 million mail pieces a year are mailed out. The organizations are totally supported by benevolent donors from all over the country, collecting higher amount each year. The donors have been enlisted through direct mail. Average donation amounts to US\$25 - US\$30

This list is responsive for direct marketers offering products and services such as book clubs, mail order, sweepstake/lottery, publications and financial services. All names are generated in the last 24 months. Around 5,000 to 7,000 new names are added to this file on a quarterly basis.

<u>RENTAL COST:</u>	US\$240 per 1,000
<u>QUANTITY:</u>	177,606

SELECTIONS AVAILABLE: By Nth name at US\$5 per 1,000. By city, gender at US\$10 per 1,000. Multi-donors at US\$15 per 1,000. Flagging at US\$5 per 1,000. 0-6 months recency at US\$15 per 1,000.

<u>MINIMUM QUANTITY:</u>	5,000
<u>DELIVERY:</u>	2 weeks

ADDRESSING: Email at US\$20 Per List. Key coding at US\$5 per 1,000.

LETTERS HOPPING: Addresses supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

Costs and counts are subject to change.

By Frequency of Donation

Multiple Donations	One-time Donation	Total
45,385	132,221	177,606

By Gender

Female	Male	Organizations
12,835	157,344	7,427

By Recency: (Approx.)

0-6 months	7-12 months
90,333	87,273

The 2nd Qtr. is always low, 3rd Qtr. is slightly higher. 1st and 4th Qtr's are always high number of donors.