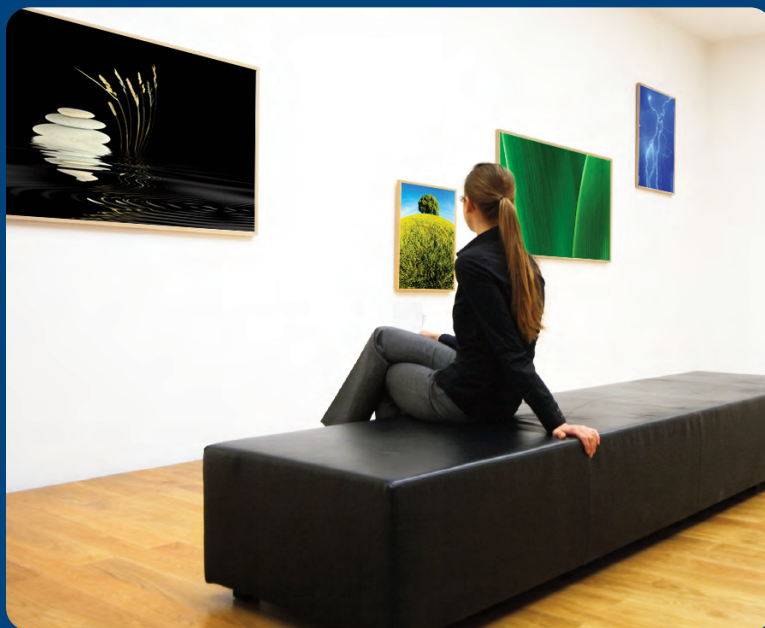


Market Update 2010

ARTS & HUMANITARIAN FUNDRAISING



ALC recommends many high performance lists for the social, cultural, and humanitarian non-profit fundraisers based on their recent proven mail order responsiveness. From supporting the arts to helping the homeless, donors on these lists are committed to helping all aspects of humanity.

According to Commonfund Institute, a company that manages the investments of universities, foundations, and non-profits, foundation and charity endowments grew by an average of 21% in 2009 over 2008. More than 170 grant makers in one survey saw their investments increase by an average of 20.9%, compared with a 26% drop in 2008. In a separate study, 66 cultural, religious, and social-service groups recorded similar returns in their funding.

Fundraising Success notes that direct mail is very much alive and well and that the core formula has not changed: 40% data; 40% offer/ask; 20% creative, timing, etc. The proper offer and/or ask mailed to the right person at the right time produces a very effective ROI.

That's where the ALC 2010 Arts & Humanitarian Market Report is invaluable. The donors included on these ALC managed lists are dedicated to causes and quickly respond to direct mail appeals for their support. These individuals represent many of the most generous arts and humanitarian donors in the country. Now is the time to make your appeal while the non-profit sector experiences an uptick in gifts.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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www.ALCdata.com

Arts & Humanitarian Fundraising

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Americans for the Arts Action Fund	18,000	\$85/M	National Museum of Women Arts, Philadelphia Museum of Art, Theatre Communications Group	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
American Red Cross of Greater New York	45,000	Exchange Only	City Harvest, Police Athletic League, Veterans of Foreign Wars	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Civil War Preservation Trust	82,000	\$95/M	Ford's Theatre, Marine Corps Heritage Foundation, National Trust for Historic Preservation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Council for Exceptional Children	52,000	\$115/M	Association for Education & Rehabilitation, Crisis Prevention Institute, Special Olympics	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Democratic Congressional Campaign Committee	293,000	\$90/M	City Harvest, Food Banks, Museum of Modern Art	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Friends of the Smithsonian	59,000	\$100/M	Lincoln Center for the Performing Arts, New York Public Library, So Others Might Eat	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Gay & Lesbian Alliance Against Defamation (GLAAD)	14,000	\$90/M	Empire State Pride Agenda, Broadway Cares, National Gay & Lesbian Task Force	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Guggenheim Museum	7,000	\$90/M	Carnegie Hall, Jewish Museum, Museum of Modern Art	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Habitat for Humanity International	1,045,000	\$80/M	American Indian College Fund, Boys & Girls Club of America, Health Care for the Homeless	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KQED/Bay Area Public Broadcasting	99,000	\$80/M	American Conservatory Theatre, Contemporary Jewish Museum, Feeding America	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
KVIE – Public TV for the Central Valley	88,000	\$80/M	Crocker Art Museum, Habitat for Humanity International, US Fund for UNICEF	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MENC – The National Association for Music Education	102,000	\$105/M	American Boy Choir School, The Boston Conservatory, Jazz at Lincoln Center	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Musical Heritage Society	67,000	\$95/M	Metropolitan Opera Guild, Museum of Modern Art, Smithsonian Institute	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
NARAL Pro Choice America	179,000	\$75/M	American Association of University Women, City Meals on Wheels, Libraries Consortium	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
National Gay & Lesbian Task Force	9,000	\$95/M	Human Rights Campaign, In The Life, The Trevor Project	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
People for the American Way	32,000	\$85/M	American Humanist Association, National Museum of African Art, Public Broadcasting Service	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Special Olympics	1,183,000	\$80/M	Americans for the Arts, Boys & Girls Clubs of America, Habitat for Humanity International	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Arts & Humanitarian Fundraising

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Diabetes Association	1,600,000	\$80/M	American Indian Relief Council, Habitat for Humanity International, Meals on Wheels	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Heritage	134,000	\$100/M	Abraham Lincoln Presidential Library, Public Broadcasting Service, Salvation Army	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
American Legacy	118,000	\$100/M	Martin L. King Jr. National Memorial, Smithsonian Institute, U.S. National Slavery Museum	Susan Packard – 609-580-2785 susan.packard@alc.com
AMO Corporate Mega-Masterfile	1,543,000	\$105/M	AARP, Paralyzed Veterans of America, Union Rescue Mission	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Artistic Direct	6,296,000	\$90/M	Custom Missions, Food Banks, Salvation Army	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Art In America	39,000	\$110/M	Denver Art Museum, Museum of Modern Art, Whitney Museum of Art	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
ARTnews	53,000	\$105/M	Americans for the Arts, City Meals on Wheels, Institute of Contemporary Art	Lori Sloves – 914-524-5253 lori.sloves@alc.com
Barneys New York	1,430,000	\$120/M	Food Banks, Museum of Fine Arts - Boston, Seattle Art Museum	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Bike New York	181,000	\$85/M	City Harvest, Food Banks, Transportation Alternatives	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Broadway Ticket Buyers	433,000	\$95/M	Actors Fund of America, Kennedy Center Co op, So Others Might Eat	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Central Park Conservancy	11,000	Exchange Only	Museum of Modern Art, New York City Ballet, New York Philharmonic	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Chefs Catalog	543,000	\$110/M	Food Banks, City Meals on Wheels, Public TV	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
The Christian Science Monitor	77,000	\$105/M	Heifer Project International, Public Broadcasting, Salvation Army	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Collin Street Bakery	253,000	\$95/M	Feed the Children, Missions Outreach, Salvation Army	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Direct Checks Masterfile	8,797,000	\$90/M	Marine Corp. Heritage Foundation, Mercy Home for Boys & Girls, Rescue Mission	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Disney FamilyFun Magazine	1,555,000	\$105/M	Bishop Museum, Carnegie Museum of Pittsburgh, Field Museum of Natural History	Susan Packard – 609-580-2785 susan.packard@alc.com
Dow Jones				
• Dow Jones Consumer Enhanced Masterfile	1,609,000	\$140/M	Heritage Foundation, NAACP, Union Rescue Mission	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• SmartMoney	722,000	\$140/M	Food Banks, Rescue Missions, Salvation Army	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• The Wall Street Journal	1,304,000	\$140/M	American Red Cross, Art Institute of Chicago, Habitat for Humanity International	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	523,000	\$145/M	Anti-Defamation League, Care, Inc., Habitat for Humanity International	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur Magazine	1,103,000	\$120/M	AARP, FINCA International, Smile Train	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Arts & Humanitarian Fundraising

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Environmental Defense Fund	370,000	\$80/M	Feeding America, Food Banks, Salvation Army	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Forbes				
• Forbes Enhanced Masterfile	925,000	\$140/M	KCET – TV, Museum of Modern Art, Salvation Army	Susan Packard – 609-580-2785 susan.packard@alc.com
• Forbes Magazine	925,000	\$140/M	92nd Street Y, Mercy Home for Boys & Girls, Salvation Army	Susan Packard – 609-580-2785 susan.packard@alc.com
Foreign Affairs	68,000	\$135/M	Care, Inc., Museum of Modern Art, Public Broadcasting Service	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Frontgate	1,174,000	\$120/M	Museum of Modern Art, Trustees of Reservations, USO World Headquarters	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Harry & David	2,321,000	\$105/M	Children's Aid Society, City Meals on Wheels, Habitat for Humanity International	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Publications				
• Hearst Masterfile	10,774,000	\$105/M	AARP, Children International, Rescue Missions	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Esquire	490,000	\$110/M	High Museum of Art, Museum of Modern Art, Sunflower Children	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Good Housekeeping	3,367,000	\$105/M	Cerritos Center for the Performing Arts, Food Banks, Salvation Army	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Harpers Bazaar	450,000	\$110/M	American Ballet Theatre, Fashion Institute of Technology, Seattle Art Museum	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• House Beautiful	616,000	\$110/M	Custom Missions, Food Banks, Museum of Modern Art	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Popular Mechanics	919,000	\$105/M	Food Banks, National Sheriff's Association, U.S.O.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Town & Country	319,000	\$110/M	Art Institute of Chicago, Kennedy Center Co-op, Project Open Hand	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Veranda	258,000	\$110/M	Art Batch Regional, Dallas Museum of Art, Museum of Modern Art	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Highlights for Children Magazine Subscribers	739,000	\$100/M	The Henry Ford Foundation, Institute for Children's Literature, Utah Symphony	Susan Packard – 609-580-2785 susan.packard@alc.com
Horchow Collection	234,000	\$115/M	Art Institute of Chicago, Museum of Fine Art – Houston, Museum of Modern Art	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Jackson & Perkins	831,000	\$105/M	American Red Cross, Care, Inc., Rescue Missions	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Kiplinger Washington Editors				
• Kiplinger Enhanced Masterfile	799,000	\$140/M	Emergency Food Shelf Network, Habitat for Humanity International, Rescue Missions	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• The Kiplinger Letter	128,000	\$150/M	Covenant House, Mission Outreach, Salvation Army	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Kiplinger's Personal Finance	681,000	\$140/M	Habitat for Humanity International, Rescue Mission, Salvation Army	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Arts & Humanitarian Fundraising

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Kiplinger Washington Editors				
• Kiplinger's Retirement Report	80,000	\$140/M	National World War 2 Memorial, Public Broadcasting Service, Salvation Army	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Kiplinger Tax Letter	88,000	\$150/M	Heritage Foundation, U.S.O., Wounded Warrior Project	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Magazine Antiques	35,000	\$110/M	Alsac/St. Judes Childrens Hospital, Art Batch Regional, Greenville County Museum of Art	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Mental Floss	58,000	\$110/M	Afar Media, Heifer Project International, Museum of Modern Art	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Meredith				
• Better Homes & Gardens	6,409,000	\$105/M	Habitat for Humanity International, Kansas City Symphony, Rescue Mission	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• Ladies Home Journal	2,961,000	\$105/M	National Geographic Society, Smile Train, TREA Senior Citizens League	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• Meredith Database	15,546,000	\$105/M	Disabled American Veterans, Food Banks, Rescue Mission – All Chapters	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• More Magazine	876,000	\$105/M	City Meals On Wheels, Covenant House, Ronald McDonald House	Marc Patterson – 609-580-2747 marc.patterson@alc.com
Mother Jones	154,000	\$110/M	Abraham Lincoln Presidential Library, Custom Missions, Public Broadcasting Service	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Nature Conservancy	532,000	\$80/M	City Harvest, Habitat for Humanity International, Meals on Wheels	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Nederlander Organization	1,252,000	\$95/M	American Ballet Theatre, Broadway Across America, City Meals on Wheels	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Neiman Marcus	275,000	\$115/M	Art Batch Regional, Museum of Modern Art, Salvation Army	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
North Shore Animal League America Masterfile	1,924,000	\$90/M	Custom Missions, Food Banks, National Relief Charities	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Out/Advocate Gay Masterfile	735,000	\$110/M	Human Rights Campaign, Lambda Legal Defense Education, Los Angeles Gay & Lesbian Center	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Ogden Publications				
• GreenCore Masterfile	422,000	\$105/M	AARP, Habitat for Humanity International, Public Broadcasting	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Utne	30,000	\$105/M	Care, Inc., Denver Art Museum, Planned Parenthood Federation of America	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Reader's Digest				
• Reader's Digest Magazine	2,999,000	\$100/M	American Red Cross, Feeding America, Trea Senior Citizens League	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest BHE Masterfile	1,500,000	\$100/M	Feed the Children, National Veterans Foundation, Smithsonian Institute	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest Megafile	6,367,000	\$100/M	Public Broadcasting, Salvation Army, Veterans of Foreign Wars	Susan Packard – 609-580-2785 susan.packard@alc.com

Arts & Humanitarian Fundraising

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Robb Report	47,000	\$225/M	Loreto Bay, Museum of Modern Art, U.S.O.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Rodale				
• Prevention	1,801,000	\$100/M	Good Shepherd Rehabilitation, Kansas City Symphony, Rescue Missions – All Chapters	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Whole Life US Masterfile	6,561,000	\$100/M	Feeding America, Rescue Mission – All Chapters, Union Rescue Mission	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Whole Life Canadian Masterfile	343,000	\$100/M +\$10/M	Canadian Custom Missions, Canadian Institute for the Blind, Mouth & Foot Painting Artists	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Whole Life Spanish Language Book Buyers	103,000	\$100/M +\$6/M	Children International, Covenant House, St. Jude's League	Susan Packard – 609-580-2785 susan.packard@alc.com
• Runner's World	399,000	\$100/M	Food Banks, The Hole In the Wall Gang, National Aids Marathon	Susan Packard – 609-580-2785 susan.packard@alc.com
Sportsman's Guide	1,821,000	\$100/M	AARP, Healing Heroes Network, Veterans of Foreign Wars	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
The Saturday Evening Post	308,000	\$100/M	Boys Town, Public Broadcasting, Smithsonian Institute	Susan Packard – 609-580-2785 susan.packard@alc.com
Telecharge Ticket Buyers	2,935,000	\$90/M	92nd Street Y, American Ballet Theatre, McCarter Theatre	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Time Life Entertainment Masterfile	2,848,000	\$105/M	Care, Inc., Children International, Veterans of Foreign Wars	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
TV Guide Magazine	2,009,000	\$105/M	Actor's Fund of America, Disabled America Veterans, Union Rescue Mission	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
U.S. News & World Report	978,000	\$105/M	Heritage House, Food Banks, Rescue Missions – All Chapters	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Wilson Quarterly	39,000	\$110/M	Feeding America, Heifer Project International, New York Public Library	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window – Top Tier Donors – Donors to Poverty & Social Related Causes	730,000	\$82/M	Acts of Kindness, Rescue Mission, Salvation Army	Emily Briody – 609-580-2971 emily.briody@alc.com
Wolferman's	464,000	\$100/M	City Meals on Wheels, Custom Missions, Food Banks	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Yankee Magazine	294,000	\$100/M	Custom Missions, Food Banks, Public Broadcasting Service	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

*** Most lists offer special fundraising prices. Please inquire.

Let us provide your next Arts & Humanitarian Fundraising mailers with these proven lists.



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