

Market Update 2011

ENVIRONMENTAL, OUTDOOR & ANIMAL WELFARE FUNDRAISING



According to the National Park Service's Donor Cultivation Pyramid, the ideal strategy to raise funds is by engaging first time donors at entry levels and cultivating them to make larger gifts over time. Individuals are by far the largest philanthropic resource giving over 85% of all donations.

A report titled "Evidence of Demand for Environmental Protection?" indicates that while age is not significantly related to environmental contributions, the size of charitable contributions increase with age over time. The same study reports that higher education and home ownership also have a positive impact on environmental giving.

Therefore, "green" fundraisers will do well to appeal to these proven donors pre-disposed to giving to environmental protection causes. Those who care about the environment also want to protect all of earth's creatures and outdoor spaces. They are educated homeowners with above average incomes and sophisticated interests. A quick look at the list names on this Market Update immediately identifies them as a core group of direct marketers and fundraisers that attract well-to-do, earth-friendly audiences.

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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Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
ASPCA	679,000	\$90/M	Chesapeake Bay Foundation, Natural Resources Defense Council, The Nature Conservancy	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Central Park Conservancy	11,000Exchange Only		Brooklyn Botanic Gardens, New York Restoration Project, Parks & Trails New York	Lori Magill-Cook – 609-580-2777 lori.magill-cook@alc.com
Civil War Preservation Trust	56,000	\$95/M	Gettysburg Foundation, National Trust for Historic Preservation, Rails-to-Trails Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Jane Goodall Institute	62,000	\$85/M	National Arbor Day Foundation, Natural Resources Defense Council, Wildlife Conservation International	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
North Shore Animal League America	1,855,000	\$90/M	ASPCA, Defenders of Wildlife, International Fund for Animal Welfare	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Active Interest Media				
• Backpacker Magazine	157,000	\$75/M	Appalachian Trail Conservancy, Conservation Coalition, The Nature Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Yoga Journal	205,000	\$75/M	Central Park Conservancy, Natural Resources Defense Council, Sierra Club	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Diabetes Association	1,524,000	\$80/M	ASPCA, Central Park Conservancy, Well-known Animal Welfare Fundraiser	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Archaeology Magazine (New Client – Effective September 15, 2011)	165,000	\$85/M	National Audubon Society, Natural Resources Defense Council, Sierra Club	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Audubon Workshop	34,000	\$75/M	American Bird Conservancy, Cornell Lab of Ornithology, National Audubon Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
CDS Xpress Moves	3,200,000	\$70/M	Well-known Animal Welfare Fundraiser, National Arbor Day Foundation, San Diego Zoo	Lori Magill-Cook – 609-580-2777 lori.magill-cook@alc.com
Democratic Congressional Campaign Committee	308,000	\$90/M	Environmental Defense Fund, Fresh Air Fund, League of Conservation Voters	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Direct Checks Masterfile	10,125,000	\$70/M	ASPCA, Ocean Conservancy, World Wildlife Fund	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Disney FamilyFun	1,555,000	\$75/M	Indianapolis Zoological Society, New England Aquarium, Zoo Consortium	Susan Packard – 609-580-2785 susan.packard@alc.com
Dow Jones • The Wall Street Journal	1,226,000	\$75/M	Monterey Bay Aquarium, Planet Rehab, Trustees of Reservations	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	569,000	\$110/M	Central Park Conservancy, Trustees of Reservations, Western PA. Conservancy	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Friends of the Smithsonian	55,000	\$80/M	California State Park Foundation, National Park Foundation, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Frontgate/grandinroad Masterfile	2,096,000	\$75/M	National Audubon Society, Trustees of Reservations, Well-known Animal Welfare Fundraiser	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Habitat for Humanity International	1,074,000	\$80/M	Appalachian Mountain Club, ASPCA, National Wildlife Federation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David	2,312,000	\$75/M	ASPCA, Chesapeake Bay Foundation, Well-known Animal Welfare Fundraiser	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Masterfile	10,547,000	\$70/M	National Arbor Day Foundation, 2 Well-known Animal Welfare Fundraisers	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Highlights for Children				
• Family Masterfile	1,455,000	\$75/M	Oregon Zoo Foundation, Phoenix Zoo, Woodland Park Zoo	Susan Packard – 609-580-2785 susan.packard@alc.com
• Magazine Subscribers	692,000	\$75/M	Indianapolis Zoo Society, San Diego Zoo, Zoo Consortium	Susan Packard – 609-580-2785 susan.packard@alc.com
Kalmbach Publishing • BirdWatching	20,000	\$75/M	American Bird Conservancy, Conservation Coalition, National Audubon Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KQED Bay Area Public Broadcasting	85,000	\$80/M	Bay Area Ridge Trail Council, Nature Conservancy, San Mateo Parks Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Mother Jones	124,000	\$85/M	Fresh Air Fund, Green America, Natural Resources Defense Council	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Ogden Publications • Mother Earth News	334,000	\$75/M	Appalachian Mountain Club, National Arbor Day Foundation, Sierra Club	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Outside	374,000	\$75/M	Central Park Conservancy, Rails-To-Trails Conservancy, Sierra Club	Lori Magill-Cook – 609-580-2777 lori.magill-cook@alc.com
Special Olympics International	1,000,000	\$80/M	ASPCA, National Wildlife Federation, Well-known Conservation Fundraiser	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Texas Parks & Wildlife	106,000	\$75/M	National Audubon Society, National Geographic Society, Sierra Club	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Territory Ahead	529,000	\$65/M	California State Park Foundation, Trustees of Reservations, Well-known Animal Welfare Fundraiser	Susan Packard – 609-580-2785 susan.packard@alc.com
U.S. Fund for UNICEF	219,000	\$85/M	National Park Foundation, Nature Conservancy, Sierra Club	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Wilson Quarterly	29,000	\$85/M	Heifer Project International, Nature Conservancy, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window™ - MajorGift Givers • Donors to Environmental Causes	596,000	\$85/M	Central Park Conservancy, Parkland Foundations, Texas League of Conservation	Emily Briody – 609-580-2971 emily.briody@alc.com
Yankee Magazine	283,000	\$75/M	Appalachian Mountain Club, Massachusetts ASPCA, National Geographic Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Additional Response Files Available with Market Specific Enhancements such as GreenAware and Environmental Selects (please inquire for pricing):

List	Count	Contact
AMO Corporate Megafire – GreenAware	675,000	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Barneys New York Enhanced – GreenAware	60,500	Lori Magill-Cook – 609-580-2777 lori.magill-cook@alc.com
Dow Jones Consumer Enhanced Masterfile – GreenAware	989,000	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
DRG Masterfile – GreenAware	1,467,000	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
MH2 Consumers + Credit – Green Consumers	1,141,000	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Northern Tool & Equipment – Consumer Buyers Enhanced – Donors to Environmental Causes	97,000	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Sempris Proven Programs Enhanced – GreenAware		Lori Magill-Cook – 609-580-2777 lori.magill-cook@alc.com
• Donors to Environmental Causes	1,703,000	
• Donors to Animal Causes	131,000	
Sportsman’s Guide Enhanced – GreenAware	922,000	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
TV Guide Enhanced – Environmental Issue Responders	610,000	Susan Packard – 609-580-2785 susan.packard@alc.com
Weight Watchers GreenAware	841,000	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

Let us provide your next **Environmental, Outdoor & Animal Welfare Fundraising** Market mailers with these proven lists.



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