

Market Update 2009

HEALTH FUNDRAISING



ALC recommends high performance lists for Health Fundraisers based on successful continuation usage. With the concern over declining grants and major gifts, it is critical to target via mail from sources proven to deliver high value donors.

According to a Philanthropy Study at Indiana University regarding which fundraising techniques are most successful, direct mail is at the highest level of success. With the exception of Internet, email, and direct mail fundraising, fundraisers report that success with most other techniques (major gifts, planned giving, special events, foundations, telephone, major grants, and corporate gifts) is at or near its lowest levels since the study began. While major decreases are being reported in other areas, nearly two-thirds are still reporting success with direct mail, perhaps because it may bring more immediate returns than other fundraising techniques

To capitalize on this trend, health organizations will benefit from focusing donor acquisition efforts on gaining quality supporters from blue chip mail order response lists including these ALC managed properties. The individuals on the following lists are among the most generous and humanitarian donors in the country. They have a proven track record of responding to direct mail appeals across the healthcare issue spectrum.

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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Health Fundraising

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Diabetes Association	1,624,000	\$80/M	Alzheimer's Association, American Breast Cancer Association, American Heart Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Public Health Associates	17,000	\$165/M	Alzheimer's Association, American Institute for Cancer Research, Robert Wood Johnson Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Red Cross of Greater New York	53,000	Exchange Only	Alzheimer's Association, American Institute for Cancer Research, March of Dimes	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Arthritis Today	199,000	\$105/M	March of Dimes, Mayo Clinic, National Foundation for Cancer Research	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Capital Hospice	18,000	\$80/M	Alzheimer's Association, American Cancer Society, American Lung Association	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Children's Cancer Research Fund	321,000	\$80/M	Alzheimer's Association, American Diabetes Association, American Heart Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Diabetic Cooking	212,000	\$110/M	American Kidney Foundation, Diabetes Research Wellness Foundation, St. Jude Children's Research Hospital	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Diabetic Living	226,000	\$120/M	Juvenile Diabetes Research Foundation, Mayo Clinic, St. Jude Children's Research Hospital	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Meredith – Heart Healthy Living	154,000	\$120/M	Alzheimer's Association, American Heart Association, St. Jude Children's Research Hospital	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Men's Health	1,119,000	\$105/M	Leukemia & Lymphoma Society, National Aids Marathon Training, St. Jude Children's Research Hospital	Eric Friedman – 609-580-2708 eric.friedman@alc.com
NARAL Pro-Choice America	197,000	\$75/M	Doctors Without Borders, Planned Parenthood, Susan G. Komen Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Nurses at Home Address Nurses by License Type & Specialty	5,323,000	\$72/M	American Diabetes Association, American Heart Association, Chancellor Health	Brandon Zink – 609-580-2754 brandon.zink@alc.com
Physicians by Specialty- Business Address	905,000	\$82/M	American Diabetes Association, American Heart Association, Cleveland Clinic	Brandon Zink – 609-580-2754 brandon.zink@alc.com
Prevention Magazine	1,806,000	\$100/M	American Breast Cancer Foundation, American Heart Association, Leukemia & Lymphoma Society	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life US Masterfile	6,809,000	\$100/M	American Heart Association, Arthritis Foundation, Leukemia & Lymphoma Society	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Runner's World	379,000	\$100/M	American Heart Association, Leukemia & Lymphoma Society, Susan G. Komen Foundation	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Special Olympics	1,259,000	\$80/M	Alzheimer's Association, American Cancer Society, March of Dimes	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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Weight Watchers Magazine	811,000	\$105/M	American Breast Cancer Foundation, American Heart Association, St. Jude Children's Research Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Women's Health	873,000	\$105/M	American Heart Association, Leukemia & Lymphoma Foundation, St. Jude Children's Research Hospital	Eric Friedman – 609-580-2708 eric.friedman@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
ALC Milestones New Movers Direct	16,000,000	\$85/M	Dana Farber Cancer Institute, Leukemia & Lymphoma Society, Memorial Sloan-Kettering Cancer Hospital	Emily Briody – 609-580-2971 emily.briody@alc.com
American Association of University Women	69,000	\$90/M	American Red Cross, Nutrition Action Healthletter, Susan G. Komen Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Baby	1,608,000	\$110/M	Blood Registry, March of Dimes, St. Jude Children's Research Hospital	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
American Heritage	134,000	\$100/M	Dana Farber Cancer Institute, Harvard Men's Health Watch, St. Jude Children's Research Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
AMO Masterfile	2,127,000	\$105/M	American Institute for Cancer Research, Mayo Clinic, Memorial Sloan-Kettering Cancer Hospital	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Appalachian Mountain Club	57,000	\$85/M	Alzheimer's Association, Children's Hospital of Boston, Dana Farber Cancer Institute	Sara Jones – 609-580-2539 sara.jones@alc.com
Artistic Direct Corporate Masterfile	5,829,000	\$90/M	American Heart Association, Children's Cancer Research Foundation, National Foundation for Cancer Research	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Better Homes and Gardens	6,748,000	\$105/M	American Lung Association, Leukemia & Lymphoma Society, March of Dimes	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Bicycling/Mountain Bike Magazine	145,000	\$100/M	American Cancer Society, Arthritis Foundation, Leukemia & Lymphoma Society	Eric Friedman – 609-580-2708 eric.friedman@alc.com
CDS Xpress Moves Masterfile	3,181,000	\$80/M	Canadian Cancer Society, Heart and Stroke Foundation, Leukemia & Lymphoma Society	Sara Jones – 609-580-2539 sara.jones@alc.com
Weekly New Moves	54,000	\$80/M +\$25/M		
Canadian New Moves	56,000	\$80/M +\$16/M		
Collin Street Bakery	290,000	\$95/M	American Heart Association, American Institute for Cancer Research, Help Hospitalized Veterans	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Country Home	1,006,000	\$105/M	Leukemia & Lymphoma Society, Smile Train, St. Jude Children's Research Hospital	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
DCCC	279,000	\$90/M	Doctors Without Borders, Memorial Sloan-Kettering Cancer Hospital, San Francisco AIDS Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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List	Count	Rate	Sample Continuations	Contact
Direct Checks Enhanced Masterfile	7,610,000	\$90/M	Cystic Fibrosis, Leukemia & Lymphoma Society, March of Dimes	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
DRG Nostalgia Subscribers	278,000	\$105/M	American Parkinson's Disease Foundation, Disabled American Veterans, Memorial Sloan-Kettering Cancer Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Environmental Defense	370,000	\$80/M	American Lung Association, Doctors Without Borders, National Multiple Sclerosis Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Every Day With Rachael Ray	1,171,000	\$105/M	American Heart Association, Leukemia & Lymphoma Society, St. Jude Children's Research Hospital	Susan Packard – 609-580-2785 susan.packard@alc.com
Family Circle	2,610,000	\$105/M	American Heart Association, Leukemia & Lymphoma Society, St. Jude Children's Research Hospital	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Forbes	941,000	\$140/M	Alzheimer's Association, American Heart Association, National Multiple Sclerosis Society	Susan Packard – 609-580-2785 susan.packard@alc.com
Frontgate	1,163,000	\$120/M	Alzheimer's Association, March of Dimes, National Cancer Research Center	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Golfsmith	560,000	\$105/M	American Lung Association, Susan G. Komen Foundation, Special Olympics	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Good Housekeeping	3,255,000	\$105/M	American Lung Association, Easter Seals, National Breast Cancer Research	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Habitat for Humanity	1,073,000	\$80/M	American Cancer Society, American Foundation for the Blind, American Heart Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David	2,491,000	\$105/M	Alzheimer's Association, American Breast Cancer Foundation, American Lung Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Masterfile	10,193,000	\$105/M	Leukemia & Lymphoma Society, March of Dimes, National Breast Cancer Research	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Highlights for Children Magazine Gift Givers	538,000	\$100/M	March of Dimes, National Easter Seal Society, Special Olympics	Susan Packard – 609-580-2785 susan.packard@alc.com
Horchow	268,000	\$115/M	American Cancer Society, Los Angeles Children's Hospital, Smile Train	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
KCET Public Television Los Angeles	99,000	Exchange Only	American Cancer Society, American Heart Association, Arthritis Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Kiplinger's Personal Finance	703,000	\$140/M	Alzheimer's Association, American Cancer Society, American Heart Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger's Retirement Report	74,000	\$140/M	Alzheimer's Association, Dana Farber Cancer Research Foundation, Prostate Cancer Research Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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Kiplinger Tax Letter	87,000	\$150/M	Alzheimer's Association, American Cancer Society, American Institute for Cancer Research	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KQED	98,000	\$80/M	Alzheimer's Disease Research, American Heart Association, March of Dimes	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
KVIE	90,000	\$80/M	American Cancer Society, Community Hospice, Susan G. Komen Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Ladies' Home Journal	3,013,000	\$105/M	Breast Cancer Research Foundation, Leukemia & Lymphoma Society, March of Dimes	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Latina Magazine	486,000	\$105/M	Alzheimer's Disease Research, American Breast Cancer Foundation, Leukemia & Lymphoma Society	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Marie Claire	597,000	\$105/M	American Heart Association, Leukemia & Lymphoma Society, National Aids Marathon	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Meredith Database Masterfile	15,546,000	\$105/M	Alzheimer's Association, American Diabetes Foundation, Fox Chase Cancer Center	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
More Magazine	918,000	\$105/M	American Breast Cancer Foundation, American Heart Association, Leukemia & Lymphoma Society	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Neiman Marcus	313,000	\$115/M	American Cancer Society, Cancer Research Center, Smile Train	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
NOW – National Organization for Women	55,000	\$80/M	National Breast Cancer Coalition, Planned Parenthood, Whitman Walker Clinic	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Out/Advocate Gay Masterfile	357,000	\$110/M	Aids Project of Los Angeles, National Mental Health Center, San Francisco AIDS Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
People for the American Way	42,000	\$85/M	National Multiple Sclerosis Society, Planned Parenthood, Susan G Komen Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Reader's Digest Magazine	3,712,000	\$100/M	Center for the Blind, Cystic Fibrosis, Easter Seal Society	Susan Packard – 609-580-2785 susan.packard@alc.com
Reader's Digest Books & Home Entertainment Masterfile	1,758,000	\$100/M	Easter Seal Society, Disabled American Veterans, Mayo Clinic	Susan Packard – 609-580-2785 susan.packard@alc.com
Reader's Digest Large Print	317,000	\$100/M	American Institute for Cancer Research, National Multiple Sclerosis Society, Susan G. Komen Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
Redbook	1,768,000	\$105,000	American Heart Association, Easter Seal Society, Leukemia & Lymphoma Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
SmartMoney	662,000	\$140/M	Alzheimer's Association, American Cancer Society, Dana Farber Cancer Institute	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

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Smithsonian Contributing Members	59,000	\$100/M	Alzheimer's Disease Research, Children's National Medical Center, National Multiple Sclerosis Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Economist	514,000	\$145/M	American Heart Association, American Kidney Fund, Doctors Without Borders	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Kiplinger Letter	130,000	\$150/M	American Cancer Society, Dana Farber Cancer Institute, Mayo Clinic	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Nature Conservancy	550,000	\$80/M	American Parkinson Disease Association, Mayo Clinic, Smile Train	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Saturday Evening Post	347,000	\$100/M	American Heart Association, American Red Cross, National Foundation for Cancer Research	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Wall Street Journal	1,279,000	\$170/M	Alzheimer's Association, American Red Cross, Leukemia & Lymphoma Association	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Time Life Entertainment Masterfile	3,053,000	\$105/M	Cystic Fibrosis, Disabled American Veterans, Paralyzed Veteran's of America	Susan Packard – 609-580-2785 susan.packard@alc.com
Town & Country	308,000	\$105/M	National Breast Cancer Research, St. Jude Children's Research Hospital, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
TV Guide	2,671,000	\$105/M	American Cancer Society, American Diabetes Association, Cystic Fibrosis	Susan Packard – 609-580-2785 susan.packard@alc.com
U.S. News & World Report	1,095,000	\$105/M	Alzheimer's Association, American Heart Association, March of Dimes	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Veranda	255,000	\$105/M	American Diabetes Association, National Breast Cancer Research, St. Jude Children's Research Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window Major Gift Givers	2,925,000	\$82/M	Disabled American Veterans, Planned Parenthood, Smile Train	Emily Briody – 609-580-2971 emily.briody@alc.com
WETA	51,000	\$80/M	Alzheimer's Disease Research Foundation, American Cancer Society, Children's National Medical Center	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Wilson Quarterly	44,000	\$110/M	Harvard Health Letter, Mayo Clinic Health Letter, Smile Train	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Yankee Magazine	304,000	\$95/M	Dana Farber Cancer Institute, Help Hospitalized Veterans, Paralyzed Veterans of America	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Health Fundraising

Enhanced Files

List	Count	Rate	Contact
Charitable Contributors From Nederlander	360,000	\$105/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Charitable Contributors From Telecharge	406,000	\$105/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
DRG Enhanced Craft Masterfile Donors	648,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Eckler's Auto Enthusiasts Enhanced Masterfile Donors	46,000	\$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Frontgate Z-24 Enhanced Donors Interest	185,000	\$120/M+\$25/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Frontgate & grandinroad Enhanced Masterfile Donors to Charitable Causes	164,000	\$120/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Hearst Masterfile Contributors	92,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hearst Ailment Enhanced Masterfile	2,289,000	\$105/M	
Highlights for Children Masterfile	475,000	\$100/M+\$16.50/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Enhanced Selections Contributors to Charities			
Kalmbach Hobby Enthusiasts Masterfile Donors	166,000	\$90/M+\$21/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
MH2 Consumers + Credit Ailment Masterfile	20,292,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MH2 Consumers + Credit Health & Wellbeing	23,896,000	\$85/M	
Neiman Marcus/Horchow Enhanced Database Donors	133,000	\$115/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Northern Tool & Equipment Consumer Buyers Enhanced Donors	191,000	\$110/M+\$17/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Out/Advocate Enhanced Masterfile Charitable Donors	65,000	\$110/M+\$11/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Rodale Whole Life US Masterfile Enhanced			Eric Friedman – 609-580-2708 eric.friedman@alc.com
Last 3 Month Donors	941,000	\$100/M+\$11/M+\$16/M	
Last 6 Month Donors	1,671,000	\$100/M+\$6/M+\$16/M	
The Territory Ahead/Isabella Bird Enhanced Masterfile	263,000	\$115/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com

* Special fundraising pricing available on most files.

Let us provide your next Health Fundraising mailers with these proven lists.



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