

Market Update 2010

HEALTH FUNDRAISING



With fundraising revenues set to rise in the foreseeable future, direct mail continues to lead the charge in generating donations. ALC recommends these high performance Health Fundraiser direct response lists for access to the mission-based donors proven to give again and again.

According to a 2010 study conducted by Target Analytics, the top new donor acquisition channel last year was mail at 79%. With preliminary results from the 1st quarter of 2010 looking much better than those of 2009, it's clear that now is the time to act by reaching out to increasingly generous health donors.

During the current economic recovery, responsive donors are prepared to give more (and more often) to health-focused charities, presenting the perfect opportunity to restore funding at pre-2008 revenue levels. The challenge is identifying the right donor prospects, which ALC meets with this 2010 Market Report.

The fundraising respondents included in ALC's health fundraiser lists are dedicated to causes and quickly respond to direct mail appeals for their support. These individuals represent many of the most generous and humanitarian donors in the country. Don't miss your chance to reach them and get back on track in 2010.

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

Health Fundraising

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Diabetes Association	1,560,000	\$80/M	ALS Association, Alzheimers Association, American Heart Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Red Cross of Greater New York	45,000	Exchange Only	Alzheimers Association, American Institute for Cancer Research, March of Dimes	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Arthritis Today	196,000	\$105/M	Alsac/St.Judes Childrens Hospital, Mayo Clinic, National Foundation for Cancer Research	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Childrens Cancer Research Fund	290,000	\$80/M	American Breast Cancer Foundation, American Diabetes Association, March of Dimes	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Diabetic Living	226,000	\$120/M	Alsac/St.Judes Childrens Hospital, American Diabetes Association, Juvenile Diabetes Research Foundation	Marc Patterson – 609-580-2747 marc.patterson@alc.com
Rodale				
• Men's Health	1,007,000	\$105/M	Alsac/St. Judes Childrens Hospital, Dana Farber Cancer Institute, Leukemia & Lymphoma Society	Susan Packard – 609-580-2785 susan.packard@alc.com
• Prevention Magazine	1,801,000	\$100/M	Dana Farber Cancer Institute, Mayo Clinic, National Breast Cancer Research Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
• Prevention Magazine Canadian	97,000	\$100/M +\$10/M	Leukemia & Lymphoma Society, Mayo Clinic, Multiple Sclerosis Society of Canada	Susan Packard – 609-580-2785 susan.packard@alc.com
• Women's Health	876,000	\$105/M	Alsac/St. Judes Childrens Hospital, Leukemia & Lymphoma Foundation, Susan G. Komen Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
Special Olympics	1,200,000	\$80/M	ALS Association, Alsac/St. Judes Childrens Hospital, American Cancer Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Weight Watchers Magazine	777,000	\$105/M	Alsac/St.Judes Childrens Hospital, American Diabetes Association, Leukemia and Lymphoma Foundation	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Heritage	134,000	\$100/M	Alzheimers Disease Research, Childrens National Medical Center, Disabled American Veterans	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
AMO Corporate Mega-Masterfile	1,568,000	\$105/M	American Heart Association, Mayo Clinic, Sloan-Kettering Cancer Institute	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
APHA Members	18,000	\$165/M	Alzheimers Association, American Academy of Pediatrics, Massachusetts Medical Society	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Artistic Direct Corporate Masterfile	6,300,000	\$90/M	American Heart Association, Cystic Fibrosis Foundation, National Foundation for Cancer Research	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
CDS Xpress Moves Masterfile – New Movers	3,200,000	\$80/M	Alzheimers Society of Canada, Canadian Cancer Society, Heart & Stroke Foundation	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com

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Checks Unlimited	6,426,000	\$90/M	Leukemia & Lymphoma Society, Paralyzed Veterans of America, Ronald McDonald House	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Collin Street Bakery	256,000	\$95/M	American Institute for Cancer Research, American Heart Association, Easter Seal Society	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Democratic Congressional Campaign Committee	293,000	\$90/M	Doctors Without Borders, Planned Parenthood, San Francisco Aids Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Direct Checks Enhanced Masterfile	8,797,000	\$90/M	Alsac/St Judes Childrens Hospital, Cystic Fibrosis, Leukemia & Lymphoma Society	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
DRG Enhanced Craft Masterfile	2,739,000	\$105/M	Disabled American Veterans, Sloan-Kettering Cancer Institute, Paralyzed Veterans of America	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	518,000	\$145/M	Alzheimers Association, Doctors Without Borders, Smile Train	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur Magazine	1,103,000	\$120/M	American Heart Association, Smile Train, Susan G. Komen Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Environmental Defense Fund	370,000	\$80/M	Doctors Without Borders, Planned Parenthood, Smile Train	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Forbes				
• Forbes Magazine	937,000	\$140/M	Lahey Fund, Smile Train, St. Johns Health Center	Susan Packard – 609-580-2785 susan.packard@alc.com
• Forbes Enhanced Masterfile	937,000	\$140/M	Arthritis Foundation, Leukemia & Lymphoma Society, Mayo Clinic	Susan Packard – 609-580-2785 susan.packard@alc.com
Friends of the Smithsonian	59,000	\$100/M	Alzheimers Disease Research, Capital Hospice, Smile Train	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Frontgate Catalog	1,174,000	\$120/M	Alzheimers Association, Dana Farber Cancer Institute, MD Anderson Cancer Research Center	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Golfsmith	943,000	\$105/M	American Lung Association, Susan G. Komen Foundation, Special Olympics	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Habitat for Humanity	1,045,000	\$80/M	American Cancer Society, American Heart Association, March of Dimes	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David	2,329,000	\$105/M	American Breast Cancer Foundation, American Lung Association, March of Dimes	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Publications				
• Food Network Magazine	926,000	\$105/M	American Breast Cancer Foundation, American Heart Association, Muscular Dystrophy Association	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Good Housekeeping	3,344,000	\$105/M	National Breast Cancer Research Foundation, National Foundation for Cancer Research, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Harpers Bazaar	437,000	\$110/M	Make-A-Wish Foundation, National Breast Cancer Research Foundation, Smile Train	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Hearst Publications (continued)				
• Hearst Masterfile	10,809,000	\$105/M	Alsac/St.Judes Childrens Hospital, National Foundation for Cancer Research, Shriners Hospital for Children	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• House Beautiful	629,000	\$110/M	Alsac/St Judes Childrens Hospital, American Heart Association, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Redbook	1,721,000	\$110/M	Alsac/St. Judes Childrens Hospital, National Breast Cancer Research Foundation, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Town & Country	319,000	\$110/M	Alsac/St. Judes Childrens Hospital, National Breast Cancer Research Foundation, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Veranda	250,000	\$110/M	National Breast Cancer Research Foundation, Susan G. Komen Foundation, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Here Media				
• Out Magazine	248,000	\$110/M	American Foundation for Aids Research, San Francisco Aids Foundation, Whitman Walker Clinic	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Out/Advocate Enhanced Masterfile	316,000	\$110/M	Leukemia & Lymphoma Society, National Aids Marathon, San Francisco Aids Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Horchow	234,000	\$115/M	Alzheimers Association, Los Angeles Childrens Hospital, Smile Train	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
KCET Public Television Los Angeles	95,000	Exchange Only	Alzheimers Disease Research, American Cancer Society, Macular Degeneration Research	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Kiplinger Washington Editors				
• The Kiplinger Letter	128,000	\$150/M	American Cancer Society, Dana Farber Cancer Institute, Smile Train	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Kiplinger's Retirement Report	80,000	\$140/M	Alzheimers Association, Dana Farber Cancer Institute, Prostate Cancer Research Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Kiplinger's Personal Finance	681,000	\$140/M	Alzheimers Association, American Red Cross, Dana Farber Cancer Institute	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KQED Bay Area Public Broadcasting	99,000	\$80/M	Alzheimers Disease Research, Doctors Without Borders, Macular Degeneration Research	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
KVIE Public TV for Central Valley	88,000	\$80/M	National Multiple Sclerosis Society, Planned Parenthood Federation of America, Susan G. Komen Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

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List	Count	Rate	Sample Continuations	Contact
Meredith				
• Better Homes and Gardens	6,409,000	\$105/M	Alsac/St.Judes Childrens Hospital, National Breast Cancer Research Foundation, Texas Childrens Hospital	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• Family Circle	2,555,000	\$105/M	American Heart Association, St. Judes Childrens Hospital, Texas Childrens Hospital	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• Ladies Home Journal	2,961,000	\$105/M	Alsac/St.Judes Childrens Hospital, National Breast Cancer Research Foundation, Smile Train	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• Meredith Database Masterfile	15,546,000	\$105/M	Alzheimers Association, American Diabetes Association, March of Dimes	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• Meredith PerfectMatch™ Modeling	45,000,000	\$105/M	Alsac/St. Judes Childrens Hospital, American Heart Association, Cystic Fibrosis Foundation	Marc Patterson – 609-580-2747 marc.patterson@alc.com
• More Magazine	876,000	\$105/M	Hospice of the Piedmont, National Breast Cancer Research Foundation, Susan G. Komen Foundation	Marc Patterson – 609-580-2747 marc.patterson@alc.com
Mother Jones Magazine	154,000	\$110/M	Doctors Without Borders, Life Extension Foundation, National Multiple Sclerosis Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
NARAL Pro-Choice America	195,000	\$75/M	International Planned Parenthood, National Multiple Sclerosis Foundation, Whitman Walker Clinic	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Nature Conservancy	530,000	\$80/M	Capital Hospice, Doctors Without Borders, Mayo Clinic	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Neiman Marcus	278,000	\$115/M	National Breast Cancer Research Foundation, Smile Train, Susan G. Komen Foundation	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
North Shore Animal League America				
• North Shore Animal League America Enhanced Masterfile	1,885,000	\$90/M	Calvary Hospital, Planned Parenthood, Operation Smile	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• North Shore Animal League America Non Sweeps Donors	246,000	\$90/M	American Cancer Society, National Breast Cancer Research Foundation, Susan G. Komen Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• North Shore Animal League America Sweeps Donors	505,000	\$90/M	Arthritis Trust of America, Children's Cancer Fund of America, National Multiple Sclerosis Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Reader's Digest				
• Every Day With Rachael Ray	1,133,000	\$105/M	Alsac/St.Judes Childrens Hospital, Dana Farber Cancer Institute, Leukemia & Lymphoma Society	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest Books & Home Entertainment Masterfile	1,600,000	\$100/M	Disabled American Veterans, Mayo Clinic, National Breast Cancer Research Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest Large Print	311,000	\$100/M	Alzheimers Association, Macular Degeneration Research, Paralyzed Veterans of America	Susan Packard – 609-580-2785 susan.packard@alc.com

Click List Names to View Datacards

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Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Reader's Digest (continued)				
• Reader's Digest Magazine	3,091,000	\$100/M	March of Dimes, M.D. Anderson Cancer Research Center, National Breast Cancer Research Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest PerfectMatch™ Modeling	16,500,000	\$105/M	Leukemia & Lymphoma Society, Mayo Clinic, Sloan-Kettering Cancer Institute	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale				
• Bicycling/Mountain Bike Magazine	138,000	\$100/M	Arthritis Foundation, Leukemia & Lymphoma Society, National Multiple Sclerosis Society	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale PerfectMatch™ Modeling	6,561,000	\$100/M	Juvenile Diabetes Research Foundation, Mayo Clinic, Sloan Kettering Cancer Institute	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Whole Life Canadian Masterfile	343,000	\$100/M +\$10/M	Canadian Breast Cancer Foundation, Heart & Stroke Foundation, Mayo Clinic	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Whole Life Enhanced US Enhanced Masterfile	6,529,000	\$100/M	American Diabetes Association, Disabled American Veterans, National Breast Cancer Research Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Spanish Book Buyers	103,000	\$100/M +\$6/M	Cystic Fibrosis Foundation, Leukemia & Lymphoma Society, Texas Childrens Hospital	Susan Packard – 609-580-2785 susan.packard@alc.com
• Runners World	399,000	\$100/M	Crohns & Colitis Foundation, Leukemia & Lymphoma Society, Susan G. Komen Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
THE SATURDAY EVENING POST	307,000	\$100/M	American Cancer Society, Cystic Fibrosis Foundation, Smile Train	Susan Packard – 609-580-2785 susan.packard@alc.com
SmartMoney	690,000	\$140/M	Dana Farber Cancer Institute, Leukemia & Lymphoma Society, Smile Train	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Time Life Entertainment Masterfile	2,848,000	\$105/M	Cystic Fibrosis Foundation, Disabled American Veterans, Paralyzed Veterans of America	Susan Packard – 609-580-2785 susan.packard@alc.com
TV Guide Magazine	2,009,000	\$105/M	American Heart Association, Sloan-Kettering Cancer Institute, Smile Tain	Susan Packard – 609-580-2785 susan.packard@alc.com
U.S. News & World Report	978,000	\$105/M	March of Dimes, Mayo Clinic, National Cancer Institute	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Wall Street Journal	1,229,000	\$170/M	Childrens Miracle Network, Dana Farber Cancer Institute, Leukemia & Lymphoma Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
WETA/TV/FM Washington DC Members	100,000	\$80/M	Alzheimers Disease Research, Childrens National Medical Center, National Multiple Sclerosis Society	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

** Fundraising pricing available on most lists. Please inquire.

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



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