

# Market Update 2011

## SOCIAL & CULTURAL FUNDRAISING



The 2011 Cygnus Donor Survey shows that 79% of donors surveyed plan to give the same or more to charitable causes in 2011.

This bellwether spike in donations coincides with the success that dozens of social and cultural non-profits are having via direct mail appeals to over 80 ALC-managed lists. This comes as no surprise as Fundraising Success reports that “Direct Mail Still Rules the Day in Fundraising.”

### Key Findings in the Report Include:

- A majority of gifts still come in via direct mail for large direct-marketing organizations.
- Large proportions of online-acquired donors switch from online giving to offline giving — primarily direct mail. However, very few mail-acquired donors switch to online giving.
- Robust direct mail programs drive up retention and long-term value of online-acquired donors.

The key to tapping into this increased generosity is reaching those actively giving within each non-profit sector. You will find those who respond to mail and who support social and cultural causes in large numbers within this Market Update.

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](http://www.alcdata.com) to view all datacards.



THE REST OF THE STORY®  
[www.ALCdata.com](http://www.ALCdata.com)

# Social & Cultural Fundraising

## Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Americans for the Arts Action Fund	18,000	Exchange Only	Kennedy Center Co-op, Museum of Modern Art, Theatre Communications Group	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
Civil War Trust	56,000	\$95/M	Friends of Mt. Vernon, Marine Corps Heritage Foundation, National Trust for Historic Preservation	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
Council for Exceptional Children	46,000	\$115/M	Crisis Prevention Institute, National Institute for People with Disabilities, Special Olympics	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
Democratic Congressional Campaign Committee	287,000	\$90/M	City Harvest, Food Banks, Museum of Modern Art	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Friends of the Smithsonian	56,000	\$100/M	Kennedy Center Co-op, Museum of Modern Art, So Others Might Eat	<b>Kerry Fischette – 609-580-2875</b> 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	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
Guggenheim Museum	7,000	\$90/M	Lincoln Center for the Performing Arts, Museum of Modern Art, Whitney Museum of American Art	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
Habitat for Humanity International	1,029,000	\$80/M	Food Banks, Meals on Wheels, Museum of Fine Art-Houston	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
KCET Public Television Los Angeles	61,000	Exchange Only	Meals On Wheels, Museum of Contemporary Art, Museum of Tolerance	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
KQED/Bay Area Public Broadcasting	85,000	\$80/M	Care, Inc., Meals On Wheels, Save the Children	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
MENC – The National Association for Music Education	123,000	\$105/M	The Boston Conservatory, Music Contact International, Seattle Youth Symphony Orchestra	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
Musical Heritage Society	44,000	\$95/M	Folio Society, Metropolitan Opera Guild, Smithsonian Institute	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
NARAL Pro Choice America	179,000	\$75/M	American Association of University Women, Food Banks, Southern Poverty Law Center	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
People for the American Way	36,000	\$85/M	Common Cause, Human Rights Campaign, Southern Poverty Law Center	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Special Olympics International	1,148,000	\$80/M	American Red Cross, Boys & Girls Clubs of America, Food Banks	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
U.S. Fund for UNICEF	231,000	\$85/M	New to ALC	<b>Marc Patterson – 609-580-2747</b> marc.patterson@alc.com

## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Craft	20,000	\$100/M	Art Batch Regional, Fine Arts Museum of San Francisco, National Museum of Women in the Arts	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
American Diabetes Association	1,555,000	\$80/M	American Red Cross, Good Will, Meals on Wheels	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com

# Social & Cultural Fundraising

## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
<b>American Health Assistance Foundation</b>				
• Alzheimer's Disease Research	498,000	\$75/M	Council of Indian Nations, Meals on Wheels, Special Olympics	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Macular Degeneration Research	158,000	\$75/M	American Red Cross, Meals On Wheels, Public Broadcasting Service	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• National Glaucoma Research	35,000	\$75/M	Guide Dogs for the Blind, Lighthouse International, Special Olympics	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>American Heritage</b>	121,000	\$100/M	Abraham Lincoln Presidential Library, Public Broadcasting Service, Salvation Army	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>American Legacy</b>	112,000	\$100/M	Hosea Feed the Hungry, Martin L. King Jr. National Memorial, Schomburg Center for Research	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>American Prospect</b>	43,000	\$100/M	Care, Inc., Feeding America, UNICEF	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Artistic Direct Corporate Masterfile</b>	6,681,000	\$95/M	Custom Missions, Food Banks, Salvation Army	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Art In America</b>	36,000	\$110/M	Denver Art Museum, Museum of Modern Art, Whitney Museum of Contemporary Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>ARTnews</b>	53,000	\$105/M	Americans for the Arts, City Meals on Wheels, Institute of Contemporary Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>ASPCA</b>	669,000	\$80/M	Amnesty International, Rescue Missions, Salvation Army	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Barneys New York</b>	1,250,000	\$120/M	Habitat for Humanity International, Museum of Modern Art, Seattle Art Museum	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Chefs Catalog</b>	944,000	\$110/M	City Meals on Wheels, Food Banks, Metropolitan Museum of Art	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Children's Cancer Research Fund</b>	254,000	\$80/M	Care, Inc., Custom Missions, Food Banks	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>The Christian Science Monitor</b>	75,000	\$105/M	Carter Center, Heifer Project International, Salvation Army	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Collin Street Bakery</b>	228,000	\$95/M	Food Banks, Rescue Mission All Chapters, Salvation Army	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Cowboys &amp; Indians</b>	76,000	\$120/M	American Indian College Fund, Cal Farley's Boys Ranch, National Museum of the American Indian	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Direct Checks Masterfile</b>	9,919,000	\$90/M	Meals On Wheels, Mercy House for Boys & Girls, Rescue Mission	<b>Danielle LaSala – 914-524-5235</b> danielle.lasala@alc.com
<b>Disney FamilyFun Magazine</b>	1,555,000	\$105/M	Carnegie Museum of Pittsburgh, Cincinnati Art Museum, Denver Museum of Nature	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com

# Social & Cultural Fundraising

## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
<b>Dow Jones</b>				
• SmartMoney	724,000	\$140/M	Food Banks, Museum of Fine Art Houston, Salvation Army	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• The Wall Street Journal	1,247,000	\$140/M	American Red Cross, Art Institute of Chicago, Habitat for Humanity International	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>The Economist</b>	575,000	\$145/M	City Meals on Wheels, Doctors Without Borders, Museum of Modern Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Entrepreneur Magazine</b>	1,444,000	\$120/M	Cambridge Who's Who, L.A. World Affairs Council, Texas Children's Hospital	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Forbes Magazine</b>	944,000	\$140/M	Food Banks, Mercy Home for Boys & Girls, Museum of Modern Art	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Foreign Affairs</b>	54,000	\$135/M	Doctors Without Borders, Museum of Modern Art, Public Broadcasting Service	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Frontgate</b>	1,220,000	\$120/M	City Harvest, Inc., Food Banks, UNICEF	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Golfsmith</b>	468,000	\$105/M	Rescue Missions, Special Olympics, U.S. Olympic Committee	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>grandinroad</b>	1,027,000	\$115/M	Food Banks, Museum of Modern Art, National Audubon Society	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Harry &amp; David</b>	2,041,000	\$105/M	City Meals on Wheels, Philabundance, Public Broadcasting Service	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Hearst Publications</b>				
• Esquire	472,000	\$110/M	Commonwealth Club of California, Museum of Modern Art, Sunflower Children	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Good Housekeeping	3,153,000	\$110/M	Child & Adult Safety Education, Food Banks, Salvation Army	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Harpers Bazaar	413,000	\$110/M	High Museum of Art, Museum of Modern Art, Seattle Art Museum	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• House Beautiful	575,000	\$110/M	Custom Missions, Food Banks, Virginia Museum of Fine Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Town & Country	289,000	\$110/M	Art Institute of Chicago, Museum of Modern Art, Seattle Art Museum	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Veranda	272,000	\$110/M	City Meals On Wheels, Museum of Modern Art, Virginia Museum of Fine Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Highlights for Children Magazine Subscribers</b>	634,000	\$100/M	The Henry Ford Foundation, Denver Museum of Nature, Zoo Consortium	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Horchow Collection</b>	236,000	\$115/M	Art Institute of Chicago, Museum of Fine Art – Houston, Virginia Museum of Fine Art	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Jackson &amp; Perkins Catalog Buyers Masterfile</b>	904,000	\$105/M	American Red Cross, Care, Inc., Rescue Missions	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Kiplinger Washington Editors</b>				
• The Kiplinger Letter	126,000	\$150/M	Doctors Without Borders, Mission Outreach, Pine Street Inn	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Kiplinger's Personal Finance	602,000	\$140/M	Mercy Home for Boys and Girls, Rescue Mission, Salvation Army	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com

# Social & Cultural Fundraising

## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
<b>Kiplinger Washington Editors</b>				
• Kiplinger's Retirement Report	80,000	\$140/M	American Red Cross, Public Broadcasting Service, Salvation Army	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Kiplinger Tax Letter	96,000	\$150/M	Family Education Network, U.S.O., Wounded Warrior Project	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>The Magazine Antiques</b>	28,000	\$110/M	Alsac/St.Jude's Childrens Hospital, Art Batch Regional, Greenville Country Museum of Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Mother Jones</b>	148,000	\$110/M	Children's Rights Inc., Feeding America, Public Broadcasting Service	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>The Nederlander Organization</b>	1,979,000	\$95/M	American Ballet Theatre, Between the Lines, Walnut Street Theatre	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Neiman Marcus</b>	260,000	\$115/M	Art Batch Regional, Kennedy Center Co-op, Salvation Army	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>North Shore Animal League America Masterfile</b>	1,858,000	\$90/M	Custom Missions, Food Banks, Natural Resources Defense Council	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Ogden Publications</b>				
• GreenCore Masterfile	425,000	\$105/M	City Harvest, Inc., Greater Pittsburgh Community, Public Broadcasting	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Utne	25,000	\$105/M	Afar Media, Museum of Modern Art, Planned Parenthood Federation of America	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Out/Advocate Gay Masterfile</b>	206,000	\$110/M	Empire State Pride Agenda, Project Open Hand, Time Out New York	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Reader's Digest</b>				
• Reader's Digest Magazine	2,666,000	\$100/M	American Red Cross, Food Banks, Union Rescue Mission	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Reader's Digest Books & Home Entertainment Masterfile	1,198,000	\$100/M	Feed the Children, National Veterans Foundation, Rescue Mission	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Rodale</b>				
• Men's Health	1,083,000	\$105/M	AARP, Time Out New York, US Olympic Committee	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Prevention	2,023,000	\$100/M	Kansas City Symphony, Rescue Missions, Second Harvest of Tennessee	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Rodale Whole Life US Masterfile	6,163,000	\$100/M	AARP, Oblate Missions, Rescue Mission	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>The Saturday Evening Post</b>	317,000	\$100/M	Boys Town, Salvation Army, Young America's Foundation	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Sportsman's Guide</b>	1,855,000	\$100/M	AARP, Healing Heroes Network, Veterans of Foreign Wars	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Telecharge Ticket Buyers</b>	3,245,000	\$90/M	City Meals on Wheels, Kennedy Center Co-op, McCarter Theatre	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Time Life Entertainment Masterfile</b>	2,558,000	\$105/M	Care, Inc., Children International, Rescue Mission	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com

# Social & Cultural Fundraising

## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
TV Guide Magazine	1,759,000	\$105/M	AARP, Disabled American Veterans, Union Rescue Mission	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
The Wilson Quarterly	34,000	\$110/M	Afar Media, Finca International, Folio Society	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Wealth Window™ – Top Tier Donors</b>				
• Donors to Poverty & Social Related Causes	730,000	\$82/M	American Indian Relief Council, Carnegie Museum, Custom Mission	<b>Emily Briody – 609-580-2971</b> emily.briody@alc.com
Wolfertman's	407,000	\$100/M	City Meals on Wheels, Food Banks, Mission Outreach	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Yankee Magazine	282,000	\$100/M	Food Banks, Public Broadcasting Service, Smithsonian Institute	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com

**Fundraising prices available on most files. Please inquire.**

Let us provide your next **Social & Cultural Fundraising** mailers with these proven lists.



THE REST OF THE STORY®