

# Market Update 2008

## SOCIAL & CULTURAL FUNDRAISING



**ALC recommends high performance lists for the cultural and social non-profit sector based on proven mail order responsiveness. From feeding the hungry to keeping public broadcasting alive and well, donors on these lists are committed to the arts and humanity.**

Despite the economic recession, more than half of Americans polled say they plan to give to charity this holiday. A national survey conducted for online fundraising firm Convio shows 51% of the 175.6 million online adults age 18+ in the US, plan to donate to charities. Nearly 7 out of 10 plan to donate the same amount or more this holiday season than they donated last season. Among the top five charities of choice, human and social services is the second most likely recipient of donations.

The key is finding the “half” who will give and ALC has done much of the work for you. Our 2008 Social & Cultural Fundraising Market Update features dozens of primary and secondary market list sources that have proven successful for a wide variety of fundraisers.

The individuals on the following lists are among the most generous donors to social and cultural fundraisers. They have a proven track record of responding to multiple direct mail offers.

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.



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# Social & Cultural Fundraising

## Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Association of University Women	72,000	\$90/M	Girls Incorporated, Habitat for Humanity, UNICEF	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
American Red Cross Cleveland	7,000	Exchange Only	Cleveland Food Bank, Covenant House Habitat for Humanity	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
American Red Cross of Greater Chicago	23,000	Exchange Only	Christian Appalachian Project, Greater Chicago Food Deposit, Habitat for Humanity	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
American Red Cross of Greater New York	52,000	Exchange Only	City Harvest, Police Athletic League, Veterans of Foreign Wars	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Americans for the Arts Action Fund	17,000	\$85/M	International Rescue Mission, Metropolitan Opera Guild, National Organization for Women	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
Capital Hospice	24,000	\$80/M	Community Council for the Homeless, Mothers Against Drunk Driving, UNICEF	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
Democratic Congressional Campaign Committee	322,000	\$85/M	City Harvest, Food Banks, U.S. Fund for UNICEF	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Friends of the New York Public Library	28,000	Exchange Only	Brooklyn Museum, Children's Aid Society, Metropolitan Opera	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Gay & Lesbian Alliance Against Defamation	18,000	\$90/M	Food & Friends, Human Rights Campaign, Project Angel Food	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
Habitat for Humanity International	910,000	\$80/M	American Red Cross, Boys & Girls Club of America, City Meals on Wheels	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
KCET	86,000	\$80/M	Anti-Defamation League, Boys & Girls Club of America, Meals on Wheels	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
KQED	100,000	\$80/M	Meals on Wheels, San Francisco Food Bank, U.S. Fund for UNICEF	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
KVIE – Public TV for the Central Valley	94,000	\$80/M	Crocker Art Museum, Habitat for Humanity, Meals on Wheels	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
League of Women Voters	64,000	\$80/M	Americans for the Arts, Children's Defense Fund, Lincoln Center for the Performing Arts	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
March of Dimes	1,870,000	\$75/M	Americares, City Meals on Wheels, Kids in Crisis	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
NARAL Pro-Choice America	206,000	\$75/M	Americans for the Arts, Care, Inc., New York Public Library	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
National Gay & Lesbian Task Force	11,000	\$95/M	Gay & Lesbian Advocates, Human Rights Campaign, Project Open Hand	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
National Organization for Women	61,000	\$75/M	Americans for the Arts, Children's Defense Fund, City Meals on Wheels	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
People for the American Way	60,000	\$85/M	America Votes, Care, Inc., Project Angel Food	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com

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Rocky Mountain PBS	22,000	\$80/M	Care, Habitat for Humanity, U.S. Fund for UNICEF	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
Smithsonian Contributing Members	55,000	\$100/M	Kennedy Center Co-op, Museum of Modern Art, World Trade Center Memorial	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
Special Olympics	1,285,000	\$80/M	American Red Cross, Children's Aid Society, Habitat for Humanity International	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
WETA	51,000	\$80/M	Bread for the City, Food & Friends, House of Ruth	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com

## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Diabetes Association	1,452,000	\$80/M	American Indian Relief Council, Habitat for Humanity, Meals on Wheels	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
American Heritage	164,000	\$100/M	Cerritos Center for the Performing Arts, International Missions, Missouri Historical Society	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
American Legacy	109,000	\$100/M	Martin L. King Jr. National Memorial, Smithsonian Institute, U.S. National Slavery Museum	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
AMO Corporate Megafile	2,860,000	\$105/M	Paralyzed Veterans of America, Salvation Army, Union Rescue Missions	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
Appalachian Mountain Club	51,000	\$85/M	Boston Museum of Fine Art, Greater Boston Food Bank, St. Joseph's Indian School	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
Art In America	70,000	\$105/M	Americans for the Arts, MOMA, Whitney Art Museum	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
Artistic Direct	5,188,000	\$90/M	Covenant House, Custom Missions, Food Banks	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
ARTnews	44,000	\$105/M	Americans for the Arts, City Meals on Wheels, Metro Arts Co Op	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
Barneys New York	848,000	\$120/M	Institute of Contemporary Art, Museum of Modern Art, Smile Train	<b>Eric Friedman – 609-580-2708</b> eric.friedman@alc.com
Better Homes & Gardens	6,500,000	\$105/M	Cerritos Center for the Performing Arts, Rescue Mission, Salvation Army	<b>Coleen Rozzi – 609-580-2747</b> coleen.rozzi@alc.com
Broadway Ticket Buyers	553,000	\$95/M	Actors Fund of America, Kennedy Center Co Op, So Others Might Eat	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
Central Park Conservancy	13,000	\$85/M	City Meals on Wheels, Habitat for Humanity, Museum of Modern Art	<b>Rob Odri – 609-580-2974</b> rob.odri@alc.com
CDS Xpress Moves Masterfile	4,850,000	\$80/M	American Red Cross of Greater New York, Feed the Children, Mothers Against Drunk Driving	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com

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List	Count	Rate	Sample Continuations	Contact
<b>Charitable Contributors from Nederlander</b>	364,000	\$105/M	Broadway Cares, City Meals on Wheels, So Others Might Eat	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
<b>Charitable Contributors from Telecharge</b>	406,000	\$105/M	Philabundance, Smithsonian Contributing Members, So Others Might Eat	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
<b>Checks Unlimited</b>	5,900,000	\$90/M	Covenant House, Feed the Children, Union Rescue Mission	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Chefs Catalog</b>	664,000	\$110/M	City Meals on Wheels, House of Ruth, Regional Food Banks	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Christianity Today</b>	91,000	\$100/M	Feed the Children, Holocaust Memorial Museum, Prison Fellowship Ministries	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
<b>Collin Street Bakery</b>	311,000	\$95/M	Feed the Children, Food Banks, UNICEF	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
<b>Environmental Defense Fund</b>	313,000	\$80/M	Americans for the Arts, American Indian Relief Fund, City Meals on Wheels	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Every Day With Rachael Ray</b>	1,147,000	\$105/M	ASPCA, Center for Science for the Public, Public Broadcasting Service	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Family Circle</b>	2,382,000	\$105/M	Cerritos Center for the Performing Arts, Rescue Missions, Salvation Army	<b>Coleen Rozzi – 609-580-2747</b> coleen.rozzi@alc.com
<b>Family Fun Magazine</b>	1,216,000	\$105/M	American Conservatory Theatre, Flushing Town Hall, Natural History Museum of Los Angeles	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Fitness</b>	1,041,000	\$105/M	92nd Street Y, National Aids Marathon, Union Rescue Mission	<b>Coleen Rozzi – 609-580-2747</b> coleen.rozzi@alc.com
<b>Forbes</b>	957,000	\$140/M	Art Institute of Chicago, Boys and Girls Clubs of America, Lincoln Center	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Foreign Affairs</b>	84,000	\$135/M	Care, Inc., Human Rights Watch, Museum of Modern Art	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Frontgate</b>	1,200,000	\$120/M	Museum of Modern Art, Trustees of Reservations, USO World Headquarters	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Harry &amp; David</b>	2,631,000	\$105/M	Children's Aid Society, City Meals on Wheels, Habitat for Humanity	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
<b>Highlights for Children Magazine Subscribers</b>	758,000	\$100/M	American Ballet Theatre, Big Apple Circus, Performing Arts Center	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Horchow Collection</b>	326,000	\$115/M	Museum of Fine Art – Houston, Newport Creative Community, Smile Train	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Interview Magazine</b>	229,000	\$115/M	Museum of Modern Art, Project Angel Food, Whitney Museum of Art	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Jackson &amp; Perkins</b>	455,000	\$105/M	American Red Cross, Newport Creative Community, Whitney Museum of Art	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
<b>The Kiplinger Letter</b>	128,000	\$150/M	Covenant House, Museum of Modern Art, Salvation Army	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com

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## Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
<b>Kiplinger's Personal Finance</b>	706,000	\$140/M	Habitat for Humanity, Rescue Mission, Salvation Army	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Kiplinger's Retirement Report</b>	71,000	\$140/M	Care, Inc., National World War II Memorial, World Trade Center Memorial	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Ladies Home Journal</b>	2,954,000	\$105/M	Salvation Army, Smile Train, Trea Senior Citizens League	<b>Coleen Rozzi – 609-580-2747</b> coleen.rozzi@alc.com
<b>Maccabi/USA Sports/Israel</b>	12,000	\$75/M	Anti-Defamation League, Hebrew Immigrant Aid Society, Museum of Tolerance	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>The Magazine Antiques</b>	57,000	\$105/M	Art Batch Regional, National Liberty Museum, Washington National Cathedral	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Men's Health</b>	1,073,000	\$105/M	Children International, Food and Friends, Food Banks	<b>Eric Friedman – 609-580-2708</b> eric.friedman@alc.com
<b>Meredith Database</b>	15,600,000	\$105/M	AARP, Food Banks, Philabundance	<b>Coleen Rozzi – 609-580-2747</b> coleen.rozzi@alc.com
<b>More Magazine</b>	871,000	\$105/M	Covenant House, Meals on Wheels, Museum of Modern Art	<b>Coleen Rozzi – 609-580-2747</b> coleen.rozzi@alc.com
<b>Mother Jones</b>	144,000	\$110/M	Americans for Peace Now, Care, Inc., Doctors Without Borders	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>The Nature Conservancy</b>	597,000	\$80/M	City Harvest, Habitat for Humanity International, Meals on Wheels	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Neiman Marcus</b>	352,000	\$115/M	Care, Inc., Kennedy Center Co Op, Smile Train	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Out/Advocate Gay Masterfile</b>	736,000	\$105/M	Gay & Lesbian Advocates, Human Rights Campaign, Project Angel Food	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
<b>Prevention</b>	2,400,000	\$100/M	American Red Cross, Cerritos Center for the Performing Arts, Food Banks	<b>Eric Friedman – 609-580-2708</b> eric.friedman@alc.com
<b>Psychology Today</b>	140,000	\$105/M	KCET TV, Newport Creative Community, Share International	<b>Gary MacDougall – 914-524-5248</b> gary.macdougall@alc.com
<b>Reader's Digest BHE Masterfile</b>	2,100,000	\$100/M	Archaeological Society of America, Feed the Children, Smithsonian Institute	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Reader's Digest Magazine</b>	4,361,000	\$100/M	Children's Miracle Network, Feed the Children, Public Broadcasting Service	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Reader's Digest Selecciones</b>	183,000	\$120/M	American Red Cross, Children International, Covenant House	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Robb Report</b>	47,000	\$225/M	Coalition to Salute American Heroes, Museum of Modern Art, U.S.O.	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Rodale Whole Life Bookbuyers/DVD Masterfile Health Book Buyers</b>	2,881,000	\$100/M +\$6/M	Custom Missions, Food Banks, Mission Outreach	<b>Eric Friedman – 609-580-2708</b> eric.friedman@alc.com
<b>Rodale Whole Life Spanish Masterfile</b>	124,000	\$100/M +\$6/M	Children International, Covenant House, Trinity Missions	<b>Eric Friedman – 609-580-2708</b> eric.friedman@alc.com

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<b>Rodale Whole Life US Masterfile</b>	7,975,000	\$100/M	Feed the Children, Kennedy Center Co Op, Union Rescue Mission	<b>Eric Friedman – 609-580-2708</b> eric.friedman@alc.com
<b>The Saturday Evening Post</b>	343,000	\$100/M	American Red Cross, Custom Missions Feed The Children	<b>Billie Risser – 609-580-2843</b> billie.risser@alc.com
<b>Spirituality and Health</b>	48,000	\$100/M	Covenant House, Doctors Without Borders, International Campaign for Tibet	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
<b>Territory Ahead/Isabella Bird Enhanced Masterfile</b>	791,000	\$115/M	Custom Missions, House of Ruth, Mothers Against Drunk Driving	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Time Life Entertainment Masterfile</b>	3,009,000	\$105/M	Adopt a Platoon, Children International, Rescue Mission	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>U.S. News &amp; World Report</b>	1,375,000	\$105/M	Custom Missions, Food Banks, Salvation Army	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>The Wall Street Journal</b>	1,313,000	\$170/M	American Red Cross, Chicago Symphony Orchestra, Habitat for Humanity	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Wealth Window – Top Tier Donors</b>	730,000	\$82/M	Acts of Kindness, Rescue Mission, Salvation Army	<b>Emily Briody – 609-580-2971</b> emily.briody@alc.com
<b>The Wilson Quarterly</b>	54,000	\$110/M	Habitat for Humanity, Martin L. King Jr. National Memorial, Smile Train	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Wolferman's</b>	370,000	\$105/M	Custom Missions, Food Banks, Salvation Army	<b>Marissa Spinelli – 914-524-5229</b> marissa.spinelli@alc.com
<b>Worth</b>	70,000	\$150/M	Central Park Conservancy, Museum of Modern Art, U.S.O	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Yankee Magazine</b>	216,000	\$95/M	Public Broadcasting Service, Smithsonian Institute, U.S.O	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com

Click List Names to View Datacards

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



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