



Premium Incentive Donors



data card

0-12 Month Postal = 75,000

ADM (UK) Ltd. are pleased to announce the exclusive list management of the Premium Incentive Donors database to the market.

About Premium Incentive Donors

This database is made up from 13 different charities that have pooled their donor bases together. Individuals on this file have donated to charity after receiving a premium incentive charity mailing. These mailings include gifts such as a card pack, blankets, T-shirts, Tote bags or pillow cases. These charities have found that by including these gifts the response rates increase dramatically, perhaps because they feel more obliged given they have received a gift.

All donors have responded in the last 12 month and the average donation is just around £10.

Selection Available:

Key Selections:	Animal 26,625	Children's 2,931
	Overseas 23,454	Medical 21,988

Additional Information

At present the file is set to grow in the region of 2,000 records a month. All names are mutually exclusive of Donor Connection one of our other charity files.

Recommendations

This file is recommended for any charity mailings including cash asks, regular giving or lotteries. We also recommend the list for companies looking to target the grey market, especially mail order organisations because these are highly responsive DM responders.

Data Cleanliness

This database is cleaned on a monthly basis against DMA approved suppressions.

Please visit our website for further information: alchemydirectmedia.com

Profile

- 31% Male, 69% Female
- ABC1 Demographic
- Aged 60-89 (selectable by age)
- Home Owners - 31% semi detached 32% detached and 23% Terrace.
- 79% own their own home
- Prime credit 88%
- Interests include: Holidays, Betting, Lotteries, Home Furnishing, Slimming, Vitamins, Voluntary Work, Sewing, Plates, Classical and Blues/Jazz Music, Reading Regional Newspapers.

Costs

- Postal - £150 / 000
- Selections - £10 / 000
- Delivery - £50 flat
- Agency Commission -15%

Age Breakdown



Other Managed Charities

- Donor Connection
- Prize Donors
- Prize Responders
- Action on Hearing Loss
- Charity Responders
- WRVS
- Animal Care Donor
- Charity Connect
- Brain Tumour uk
- Age Related Disease Trust
- BUAV
- Go Cruelty Free
- Dedicated Donors

**Call your account manager today:
01634 226490**

