

## GOLD FILE

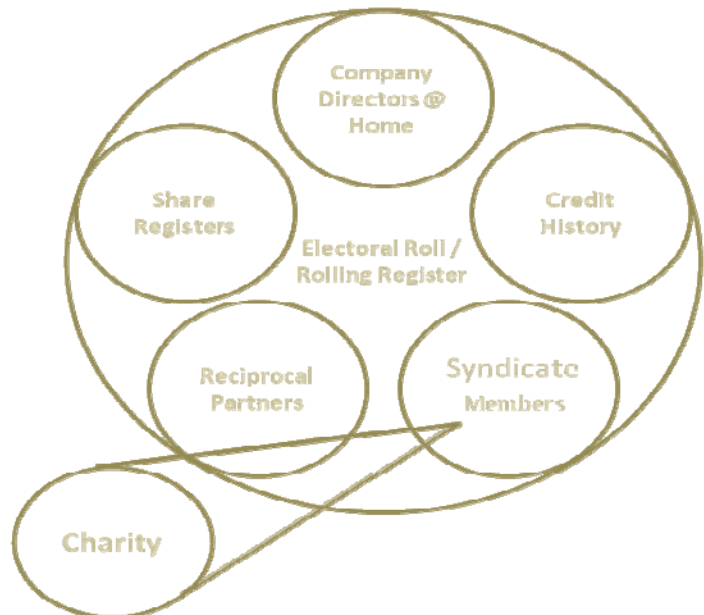
### Charity Connect – Regular Giving

Multi-sourced pool, designed to provide clients with a solution for every campaign.

38 million records, 24 million households, ideal for the large mailer.

Over 300 individual selections can be made ensuring even the most targeted of campaign can be catered for.

Over 80 current syndicate members



**Charity Connect File: 1,183,327 Regular Givers: 237,452**

The charity data held within the Gold File is based on actual / transactional data collected in conjunction with 20 charities. Charities have added their data to the pool in order to benefit from free data cleaning / bureau work and discounted data enhancement.

**Regular Giving** – It has been possible to identify known charity donors who have above average disposable wealth and have higher than average propensities to donate regularly. The data set has been developed by identifying individuals who own a property worth over 250K and have lived there for over 10 years or have incomes in excess of £50K+ or have share values of £20K+.

Data can be further enhanced by overlaying aged, gender or any of the other 300 selections available.

#### **Charity Selections Available:**

The data has been sub-divided into six key sectors as detailed below, however it is also possible to select on over 22 different charity causes.

It is possible to select the frequency of charity donation, charitable cause, as well as any of the 300 selection available through the Gold File.

## Detailed Charity Sectors:



## Broad Charity Sectors:

- Medical
- Environmental
- Aged
- Third World
- Animal
- Children

## Data Sources:

Currently there are 80 syndicate members who have contributed to the Gold File. In return for obtaining free data cleaning and bureau facilities ADM have exclusive rights to sell syndicate members data to third parties.

The Gold File is further enhanced using Directors @ Home and Shareholder registers. It is important to stress that all data contained in the file is factual and none of the lifestyle suppliers have contributed to the Gold File.

## Originality of syndicate members by sector:

- Mail Order
- Leisure
- Response
- Charity
- Retail
- Generated
- Financial

For more information on our syndicate members please contact us for details.

## What data is available?

- Postal
- Email
- Telephone

**Costs:** Prices range from £130-£200 / 000 based on the type of selection criteria required.