LISTS Commonwealth

because responsiveness is everything.

National Children's Cancer Society

$5+/0-6 month donors 124,123
$5+/0-12 month donors 210,100
$5+/0-24 month donors 354,581
$10+/0-12 month donors 174,577
$10+/0-24 month donors 299,865
Active Donors 481,285
Average Monthly HL 15,307

Base Rate $75/M

Updated Monthly
Counts are through 1/31/12

List Manager

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This 100% direct-mail generated list contains donors dedicated to helping children with cancer, especially those whose families lack the funds needed to get through the costly, lifesaving treatment. NCCS's mission is to improve the quality of life for children with cancer by providing financial assistance, advocacy and follow-up support, as well as public education and cancer prevention. They believe every child deserves access to medical care regardless of their family's ability to pay.

Special Note	Also available on exchange.	
Average Gift	$15.24	
Gender	52% Female, 36% Male	
Source	100% Direct Mail	
Restrictions	Sample Required	
Selects	Recency - $15/m for 1 mo, $10/m for 3 mo, $5/m for 6 mo	
	Non-Reciprocal	$10/m
	$10+ donors	$10/m
	State, SCF, Zip	$5/m
Addressing	E-mail	$50.00 or reciprocal
	3480 Cartridge	$25.00
Cancellation	All cancelled orders prior to mail date are subject to a $50 flat fee plus $5/M running charges, select fees, shipping and material fees. Orders cancelled after mail date require payment in full.	
Minimum	5,000	