

FOOD FOR THE POOR – DONORS

SEGMENTS

475,236	Total Universe/Base Rate	\$95.00/M
37,289	6 Month \$5-\$49.99 Donors	+\$12.00/M
33,040	6 Month \$10-\$49.99 Donors	+\$24.00/M
70,537	12 Month \$5-\$49.99 Donors	\$95.00/M
15,204	12 Month \$5-\$49.99 Catholic donors	+\$12.00/M
63,284	12 Month \$10-\$49.99 Donors	+\$12.00/M
13,684	12 Month \$10-\$49.99 Catholic donors	+\$24.00/M
13,325	12 Month \$50-\$99.99 Donors	+\$25.00/M
56,551	13-24 Month \$5-\$49.99 Donors	\$90.00/M
9,028	13-24 Month \$50-\$99.99 Donors	+\$25.00/M
77,892	25-36 Month \$5-\$49.99 Donors	\$90.00/M
159,638	37+ Month \$5-\$49.99 Donors	\$85.00/M
6,022	12 Month Spanish speaking Donors	+\$20.00/M
5,053	13-24 Month Spanish speaking Donors	+\$20.00/M

CATHOLIC DONORS ARE AVAILABLE! These are responders to premium Catholic appeals.

DESCRIPTION

Food For The Poor works to end the suffering of the destitute in the Caribbean and Latin America. Established in 1982 as a 501(c) (3) corporation, the organization strives to improve the health, economic, social and spiritual conditions of poverty-stricken families.

Food For The Poor raises funds and provides direct relief assistance to the poor, usually by acquiring specifically requested items and distributing them through churches and charity organizations already operating in the areas of need. In this manner, Food For The Poor serves the poor with dignity and ensures the most efficient and effective use of donor funds.

The ministry reflects God's unconditional love and brings renewed hope to poverty-stricken communities. Food For The Poor serves all people in need, regardless of race, status or creed.

This file will work for all Catholic and religious offers, fundraising appeals, general merchandise, books and other publishing offers, sellers of religious articles, vacation offers and more!

 **FOOD FOR THE POOR, INC.**

DATE

UPDATED QUARTERLY

MEDIA

Direct response

ADDRESSING

EMAIL \$65.00/F

ADDITIONAL CHARGES

Catholic	\$12.00/M
6 Month Recency	\$12.00/M
\$10+	\$12.00/M
\$50-\$99.99	\$25.00/M
\$100+	\$30.00/M
Non-recv fee	\$20.00/M
Gender	\$8.00/M
SCF	\$8.00/M
State	\$8.00/M
Zip	\$8.00/M

MINIMUM ORDER

10,000

LIST OWNER/MANAGER

-----WEBSITE-----

<http://www.trinitydirect.net>

--MANAGER'S EMAIL ADDRESS--

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