The Catholic Co-op

SEGMENTS

4,419,053 Total Universe/Base Rate $75.00/M

DESCRIPTION

The Catholic Co-Op is the first-ever Catholic-only, cooperative database designed specifically to help Catholic nonprofit organizations meet today's toughest marketing challenges by connecting you—at scale—with the best prospects.

Comprised exclusively of Catholic organizations contributing donor, buyer, and subscriber information, our mission is to help Co-Op members identify qualified, responsive prospects and reactivate lapsed donors via direct mail and digital campaigns.

The Catholic Co-op already has over 40 participants and 600 points of information used to build the models in addition to transactional data specific to Catholic organizations. It operates similar to other co-ops, but is exclusive to the Catholic market.

This means if you're a Catholic marketer, every name in **The Catholic Co-Op** is your best source for acquisition in Direct Mail, Facebook, or Instagram!

It's easy. It's powerful. It's multi-channel. It's a must for every Catholic marketer.

Is your client participating in the Catholic Co-op? For information how to become a participating member, contact Sean Kehoe:

SeanK@catholiccoop.com

THE CATHOLIC CO-OP
THE ART AND SCIENCE OF CATHOLIC FUNDRAISING

Full payment required if cancelled after the mail date. All cancelled orders will be charged a $50.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.

DATE

UPDATES QUARTERLY

ADDRESSING

EMAIL, FTP

KEY MODEL COMPONENTS

Premium/Non-premium donor
Gender
Diocese Code
State Congressional District
Online Purchase Activity
Donor Cause
Buyer Category: Catalog or Subscriber
Product Category Buyer
Presence of Children
Income
Dwelling Type
Ethnicity
Marital Status
Occupation
Political Affiliation
Language
Age

Modeling

Good Customer & Mail Regression – Please inquire

Multi-Channel

Facebook Onboarding & Email Address

Please inquire for additional enhanced selection criteria.

LIST OWNER/MANAGER

----------WEBSITE----------
http://www.thecatholiccoop.com/

--MANAGER'S EMAIL ADDRESS---

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