

**AMNESTY INTERNATIONAL**

94,938	\$10+24	MONTH DONORS	\$85.00/M
62,755	\$10+12	MONTH DONORS	\$90.00/M
28,016	\$10+6	MONTH DONORS	\$95.00/M
15,781	\$10+3	MONTH DONORS	\$100.00/M

55,844	\$25+24	MONTH DONORS	+\$20.00/M
19,291	\$50+24	MONTH DONORS	+\$25.00/M

25,846      \$100+ DONORS--- EXCHANGE ONLY

\*\*\* ENHANCED SELECTS AVAILABLE \*\*\*

PET OWNERS= 21,781  
JEWISH DONORS= 8,505  
HISPANIC DONORS= 8,378  
CATHOLIC DONORS= 34,020

\*\*NON RECIP \$22/M- IF MLR DOES NOT RELEASE NAMES

\*\*NON RECIP \$20/M- IF MLR DOES NOT HAVE A FILE

**DESCRIPTION:**

AMNESTY INTERNATIONAL USA MEMBERS GIVE AN AVERAGE OF \$25.00 TO SUPPORT THEIR BELIEF IN INDIVIDUAL HUMAN DIGNITY AND THE RIGHT TO BE SAFE AND SECURE. THEY NOT ONLY CONTRIBUTE, THEY ACTIVELY PARTICIPATE TO ENSURE GLOBAL HUMAN RIGHTS. THESE DONORS ARE WORLDLY AND KNOWLEDGEABLE.

THESE ACTIVISTS ARE A MUST FOR ENVIRONMENTAL, POLITICAL, SOCIAL, AND HEALTH-RELATED FUNDRAISERS. TO REMAIN AWARE, THEY'RE AVID READERS, A PRIME AUDIENCE FOR NEWS-ORIENTED MAGAZINES AND CURRENT EVENTS, BOOKS, AND CATALOGS FILLED WITH GIFTS, APPAREL, AND MUSIC.

\*\*\*\* NO EMAIL APPENDS PRE OR POST MERGE ALLOWED \*\*\*\*

\*\*\*\* UPDATES MONTHLY \*\*\*\*

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**CAMNESTY**

----DATE----  
OCTOBER 2019

----AVG GIFT----  
\$25.00

----GENDER----  
FEMALE= 44,912  
MALE= 38,851

----SELECTIONS----  
STATE          \$8/M  
SCF            \$8/M  
ZIP             \$8/M  
GENDER        \$8/M  
\$25+          \$20/M  
\$50+          \$25/M  
NON RECIP    \$20/M\*\*  
NON RECIP    \$22/M\*\*  
PET OWNER    \$15/M  
ETHNICITY    \$20/M

----ADDRESSING----  
EMAIL          \$65/F  
FTP            \$65/F

----KEY CODING----  
INQUIRE

----MINIMUM ORDER----  
5,000

----NET NAME----  
INQUIRE

match-back of internet gifts, creation of various response and mailed models, and analysis of response trends.