

ACLU-AMERICAN CIVIL LIBERTIES UNION

321,052	TOTAL UNIVERSE	\$75/M
266,114	\$ 5+24 MONTH DONORS	\$80/M
259,038	\$10+24 MONTH DONORS	+\$ 8/M
230,434	\$ 5+12 MONTH DONORS	\$85/M
224,746	\$10+12 MONTH DONORS	+\$ 8/M
81,037	\$ 5+ 6 MONTH DONORS	\$90/M
78,919	\$10+ 6 MONTH DONORS	+ \$ 8/M
37,950	\$ 5+ 3 MONTH DONORS	\$95/M
36,951	\$10+ 3 MONTH DONORS	+ \$ 8/M

***** EXCHANGES AVAILABLE *****

DESCRIPTION:

MEMBERS OF THE ACLU PLACE GREAT VALUE ON THE RIGHTS OF ALL INDIVIDUALS TO EXPRESS THEIR BELIEFS, TO BE GUARANTEED EQUAL RIGHTS AND TO BE TREATED FAIRLY. WITH THE CURRENT POLITICAL CLIMATE, THESE CHARITABLE INDIVIDUALS ARE MORE AWARE THAN EVER THAT PERSONAL FREEDOM IS A RARE COMMODITY, AND THEY DONATE ON AVERAGE \$46.60 TO PRESERVE IT.

EXTREMELY AWARE AND SOCIALLY SAVVY, THIS AUDIENCE IS INTERESTED IN MORE THAN JUST FUNDRAISING OFFERS. THESE DONORS ARE PROVEN BUYERS OF INNOVATIVE PRODCUTS AND LIKE TO RECEIVE INFORMATION THAT APPEALS TO THEIR STRONG SENSE OF CULTURAL INTEREST.

ACLU IS AN OBVIOUS CHOICE FOR ENVIRONMENTAL, SOCIAL, AND HEALTH-ORIENTED FUNDRAISING OFFERS. THEY ALSO PRESENT A HIGHLY INTELLECTUAL AUDIENCE FOR A VARIETY OF MAGAZINE AND BOOK OFFERS.

SOURCE: DIRECT MAIL

**NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

**UPDATES CONTINUOUSLY

TELEMARKETING NOT PERMITTED*

CACLU

-----DATE-----
NOVEMBER 2017

---AVG GIFT---
\$35.00

-----GENDER-----
40% FEMALE
48% MALE

----SELECTIONS----
STATE \$8/M
SCF \$8/M
ZIP \$8/M
GENDER \$8/M
NON RECIP \$20/M
\$25+ \$15/M
\$50+ \$20/M

----ADDRESSING----
EMAIL \$60/F
FTP \$60/F

----KEY CODING----
\$1.50/M

--MINIMUM ORDER---
5,000

----NET NAME-----
INQUIRE.



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