

NATURAL RESOURCES DEFENSE COUNCIL ( NRDC )

CNRDC

-----DATE-----

NOVEMBER 2017

--AVG UNIT SALE---

\$21.00

-----GENDER-----

FEMALE 69%

MALE 31%

----SELECTIONS----

STATE \$8/M

SCF \$8/M

ZIP \$8/M

GENDER \$8/M

\$15+ \$10/M

\$25+ \$20/M

\$50+ \$25/M

NON RECIP \$20/M

ETHNICITY \$20/M

ENHANCED SELECTS \$15/M

----ADDRESSING----

EMAIL \$60/F

FTP \$60/F

----KEY CODING----

\$5.00/M

--MINIMUM ORDER---

5,000

----NET NAME-----

INQUIRE.

226,834	\$10+36	MONTH DONORS	\$80.00/M
171,228	\$10+24	MONTH DONORS	\$85.00/M
112,870	\$10+12	MONTH DONORS	\$90.00/M
47,293	\$10+6	MONTH DONORS	\$95.00/M
19,739	\$10+3	MONTH DONORS	\$100.00/M

\*\*\* EXCHANGES AVAILABLE \*\*\*

!!! ENHANCED SELECTS NOW AVAILABLE !!!

- \*\* AFRICAN AMERICAN
- \*\* HISPANIC
- \*\* JEWISH
- \*\* AGE
- \*\* PRESENCE OF CHILDREN
- \*\* PET OWNER
- \*\* RELIGION
- \*\* DEMOCRATIC CONTRIBUTORS
- \*\* ESTIMATED INCOME
- \*\* COOKING
- \*\* GARDENING
- \*\* DO IT YOURSELF
- \*\* HOME DECORATING
- \*\* HEALTH & FITNESS

DESCRIPTION:

NRDC IS THE NATION'S MOST EFFECTIVE ENVIRONMENTAL ACTION ORGANIZATION. WE USE LAW, SCIENCE AND THE SUPPORT OF MORE THAN 650,000 MEMBERS TO PROTECT THE PLANET'S WILDLIFE AND WILD PLACES AND TO ENSURE A SAFE AND HEALTHY ENVIRONMENT FOR ALL LIVING THINGS.

FOUNDED IN 1970, OUR PROGRAMS ADDRESS LAND USE, COASTAL PROTECTION, NUCLEAR SAFETY AND ENERGY PRODUCTION, TRANSPORTATION, ENVIRONMENTAL CARCINOGENS AND PROTECTION OF WILDERNESS AND WILDLIFE.

\*\*\*UPDATES CONTINUOUSLY

SOURCE: DIRECT MAIL

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

SAMPLE MAILING  
PIECE REQUIRED



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