

THE KENNEDY CENTER

CKENNEDY

49,692	\$50-99.99	DONORS	\$80/M
22,613	\$50-99.99	24MO DONORS	\$85/M
15,338	\$50-99.99	12MO DONORS	\$90/M
3,500	\$50-99.99	6MO DONORS	\$95/M

1,818 NATIONAL SYMPHONY ORCHESTRA
865 WASHINGTON NATIONAL OPERA

RENTALS AVAILABLE ON A CASE BY CASE BASIS

**HIGH DOLLAR EXCHANGES/RENTALS ON CASE BY CASE BASIS

23,309	\$100-299.99	DONORS
3,616	\$300-599.99	DONORS
1,703	\$600+	DONORS

DESCRIPTION:

INDIVIDUALS WHO HAVE MADE A DONATION FOR MEMBERSHIP IN THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS, NATIONAL SYMPHONY ORCHESTRA, OR WASHINGTON NATIONAL OPERA. THE KENNEDY CENTER IN WASHINGTON D.C., IS A WORLD RENOWNED VENUE FOR PRESENTATION OF THE GREATEST ARTISTS IN MUSIC, THEATER, DANCE AND OPERA. MEMBERSHIP BENEFITS INCLUDE THE OPPORTUNITY TO BUY TICKETS TO PERFORMANCES BEFORE THE GENERAL PUBLIC.

THESE ARE HIGH DOLLAR DONORS. MORE THAN 80% OF THE INDIVIDUALS ON THE LIST HAVE GIVEN \$50+; OVER 30% HAVE GIVEN \$100+. NAMES ARE PRIMARILY FROM THE STATES OF VA, MD, AND DC.

**LAST UPDATE: 11/18
**NEXT UPDATE: 05/19

SOURCE: 60% DIRECT MAIL AND 40% TELEMARKETING
***TELEMARKETING IS NOT AVAILABLE

***NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

-----DATE-----
NOVEMBER 2018

--AVG UNIT SALE---
\$74.00

-----GENDER-----
FEMALE= 28,285
MALE= 18,812

----SELECTIONS----
STATE \$8/M
SCF \$8/M
ZIP \$8/M
GENDER \$8/M
NON-RECIP \$20/M

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

----KEY CODING----
\$.00/M

--MINIMUM ORDER---
5,000

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



This list is intended solely for the purposes of a single direct mail use, and mailers are prohibited from using the information provided by this list in relation to any telemarketing or digital effort without prior consent. Mailer may only retain information for the purposes of: finder files, match-back of internet gifts, creation of various response and mailed models, and analysis of response trends.

