

modern donors



product information

Rejuvenating the donor target group is an important and difficult task that all organizations face to a greater or lesser extent. But we have good news for you! We have identified an address group that has the same personality structures as the old target group, but is a touch more modern than the classic donor target group. Distinguishing features include their online affinity, media usage behavior adapted to today's technical possibilities, and modern consumer characteristics. Nevertheless, their high propensity to donate remains unchanged: Our target group consists of people who have already made donations in the past and have thus proven that they belong to the sought-after target group of new donors. These people have responded to appeals by postal mailing or emailing and have a high sense of justice and a strong social vein. At the same time, they have a secure financial background and are male and female, aged 50+.

Let's use this address group together to achieve your fundraising goals and strengthen your organization.

selections and prices

11.143	donors 0-12 months
5.751	donors 13-24 months
	further selections on request

€	200,00	o/oo
€	180,00	o/oo
	on request	

conditions and additional costs

Basis-selections/delivery costs

€	200,00	flat
€	50,00	flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity

last update: May 2023

target group characteristics

sexcode

women: 50% men: 50%

target groups

- + age: 50 years +
- + best ager
- + women
- + health
- + lottery fan
- + men
- + onlineaffinität
- + seniors
- + donations

acquisition

- + compiled lists

quality

- + proof of origin