



The Charity Gene

The Charity Gene holds information on over one million regular charity donors, ideal for targeting individuals with an altruistic nature. Create a mailing list based on the types of charities supported, adding other selections from The Gene Pool family to give greater depth and to ensure your marketing campaign gets the best response.

Profile

Rates

| | |
|--------------------|--------------------------|
| Age | 30 - 74 |
| Credit Rating | £30-£100k+ |
| Family Composition | Older Families & Couples |
| Employment Type | Professional/Managerial |

| | |
|---------------------|---------|
| Base Rental | £90/000 |
| Selections | £5/000 |
| CAMEO Selections | £10/000 |
| Run on Charge | £10/000 |
| Production/Delivery | £30 |
| Minimum Order | £750 |
| Agency Commission | 20% |



The Gene Pool

prospective customer targeting made simple

Working Together:

The Charity Gene is just one of the components of The Gene Pool, where 'targeted and specific' is the name of the game. Selections made from each individual 'Gene' combine across the entire 'Pool' to enable you to create a unique dataset of highly targeted and relevant potential customers, specific to your requirements. Taking the basic information of age, gender and preferred response channel from The Gene Pool, alongside the more detailed lifestyle information held within the 'Genes', will lead you or your client to a pool of individuals who are likely to be highly receptive to your products and services.

Counts and Data Delivery:

We always aim for efficiency at TRG Strata. If you work to tight deadlines then we will work to tighter ones, getting accurate counts and data to you on time.

Generally we advise allowing 24 hours for basic counts (48 hours for previous order exclusions or more complex counts) and 3 days for data delivery. If, however, your counts or data needs are more urgent, give us a deadline and we will do everything possible to meet it.

Fresh Data:

The Gene Pool is built from highly responsive names and addresses from all walks of life. The file is sourced from electoral roll data, unique information and exclusive data contributor relationships. The file is constantly updated, with no record older than 12 months.

The Charity Gene Selections

Types of Charity

| | | |
|-------------------|------------------------|--------------------|
| AIDS | Deaf | Motability |
| Animal Welfare | Disaster Relief | National Heritage |
| Armed Forces | Elderly | National Trust |
| Arthritis | Environment | Pets |
| Arts/Preservation | Ex Services | Religious |
| Birds | Handicapped / Disabled | Third World |
| Blind Causes | Health Research | Victims of Torture |
| Blood Donor | Homeless | Wildlife |
| Cancer | Human Rights | Women's Issues |
| Child Welfare | Mental Health | |

The Gene Pool is brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again. The Gene Pool is powered by Callcredit Information Group Marketing Solutions.

