

<Convergence List Series >

Convergence Christian Donors

Count 565,001 records; 63,316 male, 459,247 female, 42,438 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of recent, high-dollar direct response donors to Christian charities and Christian political causes. Through their generous donations, this largely female audience has supported homeless shelters, senior care facilities, 'meals on wheels' programs, religious-affiliated hospitals, substance abuse clinics, outpatient AIDS facilities, orphanages, home schooling organizations, overseas famine and disaster relief efforts, and pro-life and pro-family political causes. These affluent social conservatives have remained faithful to their long-held, core beliefs by opening their checkbooks to support the less fortunate among us.

List Applications – Fundraising Conservative and religious social and political causes including churches, philanthropies, relief organizations, Christian political action committees (PACs), conservative candidates for public office, and non-profit organizations.

List Applications – Financial Philanthropic estate planning, brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Religious books, tapes, and other educational materials, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Religious pilgrimages and travel, Christian seminars and conferences, vehicles and boats, vacations, apparel and accessories, camping and other outdoor equipment, religious and political publications, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$50/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$24,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 20,000 new records per month.

Contact Suzanne M. Blake, List Manager, Convergence List Series/Revolution Software Inc., Toll-Free 888.738.5478 x110 E-Mail convergence@revmail.net

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