

Onward Together Donor Enhanced Masterfile

(Updated 10/2023)

Onward Together was founded by Hillary Rodham Clinton after the 2016 election. Onward Together is a nonprofit organization dedicated to advancing progressive values and building a brighter future for generations to come by encouraging people to organize, get involved, and run for office. Onward Together aims to strengthen our democracy by protecting voting rights, mobilizing voters, and recruiting more women and people of color to run for office. Onward Together's donors, members, and activists are committed to standing up for a fairer, more inclusive America.

Minimum Order: 5,000	Source: 100% Donors	Average Income: \$75,000
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These progressive donors are also passionate about giving back to many causes. Through AFM's Audience Models, we can dive deeper into this progressive donor file targeting Onward Together donors who are actively supporting other causes.

AFM Audience Models:

- Animal Welfare
- Children
- Environmental
- Health
- Humanitarian
- Political Cause Left Donors
- Political Cause Right Donors
- Religious
- Veterans

Enhancements (continued next page):
(Counts listed for Active Donors segment)
Enhanced Selects Available at +\$10.00/M.

Age (Request Count)
18-24, 25-29, 30-34, 35-39, 40-44,
45-49, 50-54, 55-59, 60-64, 65-69,
70-74, 75+

Income (Request Count)
\$0-19,999
\$20,000-34,999
\$35,000-49,999
\$50,000-69,999
\$70,000-99,999
\$100,000-149,999
\$150,000-199,999
\$200,000-249,999
\$250,000+

Counts and Pricing:

2,386,236	Total Universe	\$95/M
2,229,080	12 Mo	
1,843,728	6 Mo	+\$5/M
1,128,465	3 Mo	+\$5/M
	Political Mailer Rate	\$130/M

Selections:

\$10-99 Donors	\$10/M
\$25-99 Donors	\$15/M
\$50-99 Donors	\$25/M
\$100+ Donors	\$40/M
State/Zip/SCF	\$8/M
Gender	\$8/M
Religion/Ethnicity	\$8/M
Non-Reciprocal	\$20/M
Net Name (50M+)	@85/10

Addressing (flat fee):

FTP/Email	\$65/F
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Details:

20% Commission to Known Brokers. Service bureau requires 3 business days to process orders.

Contact:
Monique Adams, List Manager
E-mail: MoAdams@wearemoore.com

Linda Amaral, Sales
Email: LAmaral@wearemoore.com

Please send list clearances & orders to:
orders@wearemoore.com

All processed orders cancelled before mail date will incur a \$50 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.



Enhancements (cont'd):
(Counts listed for Active Donors segment)
Enhanced Selects Available at +\$10.00/M.

- Apparel
- Catalog
- Charitable Donors
- Cooking
- Family
- Finance
- Gardening
- Health
- Home Decorating/Hobbies
- Internet
- Pets
- Magazines/Books
- Sports
- Travel

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