



## Wounded Warrior Project - Enhanced Masterfile

(Updated 10/2023)

Wounded Warrior Project seeks to assist those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan, and other hot spots around the world. Wounded Warrior Project fills the vital need for a coordinated, united effort to enable wounded veterans to aid and assist each other and to readjust to civilian life.

Minimum Order:  
5,000

Source:  
100% Direct Mail

Average Donation:  
\$33

### Enhancements\*:

(Counts listed for Active Donors segment)

749,853	Age (70+)	+\$16.00/M
29,080	Aviation	+\$16.00/M
461,025	Beauty/Cosmetics	+\$16.00/M
225,805	Boating/Sailing	+\$16.00/M
338,937	Camping/Hiking	+\$16.00/M
308,863	Cat Owner	+\$16.00/M
206,129	Financially Supports	+\$16.00/M
	Animal Welfare Causes	
22,353	Financially Supports	+\$16.00/M
	Arts or Cultural Causes	
818,942	Financially Supports	+\$16.00/M
	Charitable Causes	
267,522	Financially Supports	+\$16.00/M
	Environmental Causes	
443,618	Financially Supports	+\$16.00/M
	Health Causes	
62,619	Finally Supports International	+\$16.00/M
	Aid Causes	
314,836	Financially Supports	+\$16.00/M
	Religious Causes	
248,601	Financially Supports	+\$16.00/M
	Veterans Causes	
227,318	Financially Supports	+\$16.00/M
	Children's Causes	
7,605	Child's Age 0-2	+\$16.00/M
14,414	Child's Age 3-5	+\$16.00/M
40,732	Child's Age 6-10	+\$16.00/M
33,233	Child's Age 11-15	+\$16.00/M
19,058	Child's Age 16-17	+\$16.00/M
733,786	Children's Interests	+\$16.00/M
344,898	Collectibles – Antiques	+\$16.00/M
74,733	Collectibles – Arts	+\$16.00/M
282,591	Collectibles – Coins	+\$16.00/M

### Recency Counts and Rates:

415,329	6 Mo	\$100/M
408,476	6 Mo \$5+	
393,513	6 Mo \$10+	
812,472	12 Mo	\$95/M
801,304	12 Mo \$5+	
773,339	12 Mo \$10+	
998,679	18 Mo	\$90/M
984,293	18 Mo \$5+	
947,436	18 Mo \$10+	
1,303,304	24 Mo	\$85/M
1,284,308	24 Mo \$5+	
1,231,409	24 Mo \$10+	

### Standard Selections:

\$5+ Donors	\$7.00/M
\$10+ Donors	\$12.00/M
SCF/State/Zip	\$8.00/M
Gender	\$8.00/M
Net Name (50,000+)	85/10
Non-Reciprocal	\$20.00/M

### Demographics:

- Mostly Married
- Primarily Retired
- 56% Female/44% Male
- Average Age 60+
- Average Income \$60,000+

For usage information, please inquire.

### Details:

20% Commission to Known Brokers. Service bureau requires 2 business days to process orders. File caps at \$99.99.

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)

640,420	Collectibles – General	+\$16.00/M
205,505	Collectibles – Stamps	+\$16.00/M
221,029	Collectibles – Sports	+\$16.00/M
	Memorabilia	+\$16.00/M
723,707	Collectibles & Antiques	+\$16.00/M
	Grouping	+\$16.00/M
262,979	Collector – Avid	+\$16.00/M
833,191	Computers	+\$16.00/M
819,091	Consumer Electronics	+\$16.00/M
818,292	Cooking/Food Grouping	+\$16.00/M
834,762	Cooking – General	+\$16.00/M
729,149	Cooking – Gourmet	+\$16.00/M
469,686	Current Affairs/Politics	+\$16.00/M
739,414	Crafts	+\$16.00/M
516,934	Dieting/Weight Loss	+\$16.00/M
165,501	DIY Living	+\$16.00/M
415,399	Dog Owner	+\$16.00/M
870,782	Electronics/Computers	+\$16.00/M
855,332	Electronics/Computer	+\$16.00/M
	Grouping	+\$16.00/M
295,675	Environmental Issues	+\$16.00/M
46,483	Equestrian	+\$16.00/M
185,201	Exercise – Aerobic	+\$16.00/M
846,502	Exercise/Health	+\$16.00/M
141,859	Exercise – Running/Jogging	+\$16.00/M
425,154	Exercise – Walking	+\$16.00/M
344,693	Fishing	+\$16.00/M
110,642	Games – Board Games/	+\$16.00/M
	Puzzles	+\$16.00/M
134,348	Games – Computer Games	+\$16.00/M
115,661	Games – Video Games	+\$16.00/M
813,458	Gardening	+\$16.00/M
416,930	Golfing	+\$16.00/M
319,673	Grandchildren	+\$16.00/M
199,427	History/Military	+\$16.00/M
835,407	Home Furnishing Dec.	+\$16.00/M
424,431	Home Improvement	+\$16.00/M
590,542	Hunting/Shooting	+\$16.00/M
121,465	Income (\$150K+)	+\$16.00/M
668,361	Investment/Finance Grouping	+\$16.00/M
1,119,810	Mail Order Buyer	+\$16.00/M
97,356	Motorcycling	+\$16.00/M

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734,550	Movies/Music	+\$16.00/M
592,903	Music – Avid Listener	+\$16.00/M
509,192	Other Pet Owner	+\$16.00/M
767,694	Outdoors	+\$16.00/M
593,601	Parenting	+\$16.00/M
292,091	Presence of Children – New	+\$16.00/M
61,765	Reading – Audio Books	+\$16.00/M
861,213	Reading Grouping	+\$16.00/M
261,084	Religion/Catholic	+\$16.00/M
16,532	Religion/Jewish	+\$16.00/M
562,200	Religion/Protestant	+\$16.00/M
855,465	Reading/General	+\$16.00/M
370,313	Religious/Inspirational	+\$16.00/M
466,465	Reading/Financial Newsletters	+\$16.00/M
868,264	Reading/Magazines	+\$16.00/M
359,969	Reading/Religious Inspirational	+\$16.00/M
800,507	Sports Grouping	+\$16.00/M
348,384	Sewing/Knitting/Needlework	+\$16.00/M
445,846	Sweepstakes/Contests	+\$16.00/M
305,523	Travel – Cruise Vacations	+\$16.00/M
589,871	Travel – Domestic	+\$16.00/M
784,655	Travel Grouping	+\$16.00/M
212,953	Veteran	+\$16.00/M
319,018	Woodworking	+\$16.00/M

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