



# Seniors with Traditional Values

This file is comprised of senior donors who support traditional family values, are pro-life, and want to preserve our Constitutional rights to our freedom of religion and speech. These well-read supporters are interested in current events and are not afraid to donate their money to various organizations.

These donors want to improve the quality of life for others; they feel so many are less fortunate than they are. These donors are highly responsive to direct mail appeals and contribute to a variety of offers, including veterans' assistance, charities benefiting children, humanitarian groups, and medical research. In addition, these seniors are excellent prospects for local community appeals and religious offers.

65,767	\$5+ L12 mos. Donors	\$80/M
89,535	\$5+ L18 mos. Donors	\$75/M
107,311	\$5+ L24 mos. Donors	\$75/M

## *Rental Only File*

### **FOR MORE INFORMATION CONTACT:**

Send list orders and clearances to: ([listmanager@rmlc.net](mailto:listmanager@rmlc.net))  
Sarah Hutchinson, List Manager ([shutchinson@rmlc.net](mailto:shutchinson@rmlc.net))  
RMLC (Robertson Mailing List Company)  
113 E. Market St., Suite 210  
Leesburg, VA 20176  
[www.rmlc.net](http://www.rmlc.net)

★ ★ See page 2 for Usage ★ ★

### **Data Card Updated:**

7.23.2024

### **NCOA'D Date:**

3.1.2023

### **Source:**

100% DIRECT MAIL

### **Average Gift:**

\$27.76

### **Shipping:**

EMAIL: \$50/F

FTP: \$50/F

\*A Rush Fee of \$30/F may apply for orders received less than 24 hours due before delivery date.

### **Selects:**

SCF'S, STATE, GENDER \$5/M

ZIP FILE \$5/M

### **Minimum Order Policy:**

Invoice total must meet minimum of \$400.00.

### **Brokerage Commission: 20%**

### **Restrictions:**

Sample Required. Charitable mailers only.

### **RMLC Cancellation Policy:**

Orders cancelled after mail date must be paid in full. Cancellations after running order and prior to mail date will incur a \$50.00 flat fee, shipping fees and \$10/M running charges. These terms apply to all orders, rental and/or exchange.

# Seniors with Traditional Values

Last 12 Month Usage (updated June 2024)

60 Plus Association ©  
Alliance Defending Freedom ©  
Billy Graham Evangelical Association  
Chosen People Ministries©  
Christian Action Network  
Christian Appalachian Project  
Council of Seniors  
Far East Broadcasting ©  
FL Sheriffs Youth Ranches ©  
Heartbeat International  
Ignition633 Ministries  
Int'l Fellowship of Christians & Jews ©  
Jerusalem Prayer Team  
National Council of Survivors  
National Retirement Council  
Open Door US  
Rescue Missions ©  
Salvation Army ©  
Senior Security Alliance  
Sheriffs Association ©  
The Seniors Center  
The Senior Trust  
Thirdmill Ministries

© *Denotes Continuations*

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