



# 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.

62,259	\$5+ L12 mos. Donors	\$80/M
97,258	\$5+ L18 mos. Donors	\$75/M
132,021	\$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)  
Molly Rinaldi, Marketing Director ([mrinaldi@rmlc.net](mailto:mrinaldi@rmlc.net))  
RMLC (Robertson Mailing List Company)  
113 E. Market St., Suite 300  
Leesburg, VA 20176  
[www.rmlc.net](http://www.rmlc.net)

★ ★ See page 2 for Usage ★ ★

**Data Card Updated:**

1.3.2023

**NCOA'D Date:**

1.3.2023

**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 \$300.00.

**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 November 2022)

Alice Lloyd College  
Alliance Defending Freedom ©  
Custom Missions Program ©  
Far East Broadcasting ©  
FL Sheriffs' Youth Ranches ©  
Foodbanks ©  
Habitat for Humanity Network ©  
International Fellowship of Christians and Jews  
Rescue Missions ©  
Sheriff's Association ©  
The Salvation Army ©

© *Denotes Continuations*

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