



# 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.

73,093	\$5+ L12 mos. donors	\$80/M
139,320	\$5+ L18 mos. donors	\$75/M
192,648	\$5+ L24 mos. donors	\$70/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 Continuations ★ ★

**Datcard Updated:**

02.12.19

**NCOA'D Date:**

07.09.18

**Source:**

100% DIRECT MAIL

FILE NOT CAPPED

**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.

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## **Last 12 month Usage:**

Billy Graham Evangelistic Association ©  
Christian Appalachian Project ©  
Custom Missions Program ©  
Father Flanagans Boys Home ©  
FL Sheriffs Youth Ranches ©  
Foodbanks ©  
Los Angeles Mission  
Missouri Natl Veterans Memorial ©  
Rescue Missions ©  
RKD Foodbanks/Response World  
Salvation Army ©  
Sheriff's Association ©  
United States Money Reserve ©

*(©) Denotes Continuations*

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