

# Association of Fundraising Professionals (AFP)



20,779	AFP Masterfile	\$150/M*
18,357	AFP US members (10, 30, 40)	\$150/M
2,424	AFP Canadian Members	+25/M

\* member rate \$115/M; AFP chapter rate \$55/M

The Association of Fundraising Professionals (AFP) represents more than 30,000 members in 200 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. Members engage in a wide range of areas including nonprofit planning, marketing, and management; proposals and grants; sponsorship; nonprofit law, tax, and accounting; ethics; capital campaigns, planned giving, and major gifts; and nonprofit board governance. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

AFP is the world's largest association of fundraising professionals. A core purpose is to advance ethical and effective fundraising, and to ensure that fundraising is viewed as a credible and respected profession for civic betterment throughout the world. Members are 70% female and pay an average annual dues of \$200.

**Address Type:** 92% Business; 7% prefer Home Address for mailings  
**Source:** 100% Direct Mail Generated

Please call for counts by Chapter or by Member Type.

If this list interests you, we also manage:

American Bus Association  
 ASAE & The Center for Association Leadership  
 Convention Industry Council  
 Direct Marketing Association of Washington  
 Federal Managers Association  
 United States Naval Institute

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. AFP reserves the right to refuse orders deemed by them to be contrary to the best interests of the membership.

## Selections Available:

State, SCF	\$10/M
Chapter	\$15/M
Member type	\$15/M
Job Function	\$15/M
Gender	\$15/M
Key Code	\$5/M
Nth Select	N/C

## Delivery Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

Information updated quarterly

**File was last updated:** 3/10

## TERMS AND CONDITIONS:

- Minimum order: 3,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush orders less than 5 days, add \$50
- \$50 fee on orders cancelled before mail date, plus applicable running charges
- Full payment is required for orders cancelled after mail date

## DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.

**MGI Lists**  
 THE ASSOCIATION LIST COMPANY  
 A Division of Marketing General Inc.  
 209 Madison Street, Suite 300, Alexandria, VA 22314

**1.800.899.4420** ext 383  
 Fax 703.549.0697  
 Attn: **Candy Brecht**  
 email: [cbrecht@MGILists.com](mailto:cbrecht@MGILists.com)  
[www.MGILists.com](http://www.MGILists.com)

## SPECIALIZED LISTINGS - AFP

Counts below are U.S. names only; call for non-U.S. counts; raw counts are not deduplicated between segments.

### Job Function

Decision Makers	7,661
Decision Influencers/Recommenders	5,850
Development Officers	56
Finance	153
Consultants & Owners/Partners	101
Communications	232
Foundations	181
Annual Fund/Giving	562
Capital Companies	74
Major Gifts	467
Planned Giving	41
Data Specialists	21
Special Events	73
Grants Process	232
Academia/Education	9