



wyvern
DIRECT RESPONSE

Exceptional lists - Exceptional Results

NATIONAL CHARITIES DATABASE

THE CHARITY DATABASE

The National Charities Database is a meticulously crafted and frequently updated marketing database, reaching the most appropriate named decision makers in around 8,000 national charities and not for profit voluntary organisations.

Today's not for profit sector is big business. It runs very much upon commercial lines and with roles being roughly equivalent to those in business.

It offers you the following named roles:

- **Chief Executive:** the key decision maker, reporting to a board of trustees headed up by the **Chairman**.
- **Finance Director:** makes key investment, stewardship and risk management decisions (with the approval of the Board) and is often responsible for IT.
- **Head of Fundraising:** responsible for income generation from grants, donations and trading. May also deal with marketing
- **PR & Press Manager and/or Information Officer:** usually deals with marketing, publications, conferences and events.

You can also cross-select by:

Annual Income	Organisational Purpose or Cause including:	
Over £1M p.a.	Animal & Wildlife	Homelessness
£250,000 to £1M p.a.	Armed Services	Elderly
Up to £250,000 p.a.	Art & Cultural	Overseas
	Children & Youth	Sports & Leisure
	Conservation	Women
	Environment	Housing Association

And also by:

- Function or mail activity (e.g. service provider; grant maker; fundraiser)
- Geographical location of head office

Whether you are a regular mailer to this sector, or considering it for the first time, do try this database. It is the most definitive and up to date on the market.

For more information, or same day counts and selections, please contact Omar or Richard on 01353 667733 or email wdr@wyverndm.co.uk.

We look forward to hearing from you soon.
Hayley

