The History of Data Compilation

Shrinkage (List Universes) Affects All of Us

RMI's Solution

- **Donorosity**

- **Publishers Network Subscribers**

- **The Good Life Donors to Charities Transactional Database**

Donorosity Features

- Non Profit Focused

- 100% Direct Mail

- Over 300 Enhancements

- 2.3 Million 12 Month Donors

- 3.5 Million 24 Month Donors

- Quarterly File Updates

The Good Life Features

- 100% Donor Transactional Data
- 100% Direct Mail
- 5 Million+ 12 Month Donors
- 10 Charitable Categories
- Monthly Updates

Who Benefits?

- List Brokers/Managers
- List Owners
- Mailers Not Participating in Co-ops
- Mailers Not Reciprocating a List
- Small Regional Mailers Seeking Volume