

Association for Healthcare Philanthropy (AHP)



		Base Rental Rates:	
		Non-Mbr	Member
16,789	Total AHP Postal Names, U.S.	\$125/M	\$75/M
2,340	AHP Postal Names, Canada	+\$25/M	+\$25/M

AHP is an international professional organization providing education, networking, information and research in health care philanthropy throughout North America. Members represent more than 2,200 health care facilities in the U.S. and Canada in community and private hospitals, foundations, medical centers, children's hospitals, teaching hospitals and medication institutions, long-term care facilities, hospices, health care systems, advocacy groups, and specialty hospitals.

AHP member job titles/job functions provide excellent opportunities to target your mailing including:

- President/CEO/executive director
- Director of development/public affairs
- VP, development
- Other development-related professionals who include Major Gift Officers, Annual Campaign Managers, Event Coordinators, or Grant Writers.

The total AHP masterfile includes active members and recent event attendees who interact with AHP on a regular basis.

Source: 100% Direct Mail Generated

If this list interests you, we also manage:

- Academy of Management (AOM)
- Association of Fundraising Professionals (AFP)
- Association of Maternal & Child Health Programs (AMCHP)
- Direct Marketing Association of Washington (DMAW)

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. AHP reserves the right to refuse orders deemed by them to be contrary to the best interests of the membership

Selections Available:

Job Title/Function	+\$16/M
Primary Responsibility	+\$16/M
Geo Zip, SCF, State	+\$11/M
By country, non-US	+\$25/M
Key code each record	+\$8/M

Delivery Format:

By Email	\$85 flat
NCOA, if requested	\$125 flat

File Update:	Quarterly
Last Update:	04/17

TERMS AND CONDITIONS:

- Minimum order: 1,000 names, unless flat-fee prices are specified
- List rental for one-time use only
- Sample mailing piece required
- 48 hour turnaround time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Rush orders (less than 3 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
- Reuse minimum (inquire)



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AHP Postal MASTERFILE (raw counts before deduping between categories)

<u>Job Titles</u>	<u>raw counts</u>
CEO.....	653
President.....	678
VP/Senior VP.....	591
Director or High Level Executive.....	470
General Manager.....	542
Supervisor.....	822
Marketing (MKTG).....	419
Other (OTHER).....	194
Planned Giving (PG).....	587
Special Events (SE).....	617

<u>Primary Responsibility</u>	<u>raw counts</u>
Annual Giving (AG).....	653
Capital Campaigns (CC).....	678
Corporate/Foundation (CF).....	591
Communications (COMM).....	470
Direct Mail (DM).....	542
Major Gifts (MG).....	822
Marketing (MKTG).....	419
Other (OTHER).....	194
Planned Giving (PG).....	587
Special Events (SE).....	617

<u>Organization Types</u>	<u>raw counts</u>
CHLD.....	360
CMC.....	309
COMH.....	815
HOPSICE.....	365
LONG.....	479
MEDS.....	133
MULTI.....	514
NURS.....	180
PSY.....	309
REHAB.....	369
TEA.....	393
TERTIARY.....	134
UMC.....	180



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