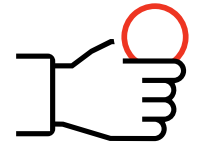


kbCHARITY

SPECIFIC TARGET GROUPS FOR NPO

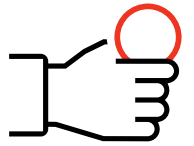


The more precisely you as a non-profit organisation can narrow down the selection to your own target group for fundraising campaigns, the higher the response rate. KBDM has therefore modelled 6 topic-specific target groups and stored them as selection criteria in kbCONSUMER. The empirical target group definitions reflect the typical, common characteristics of the respective donor target groups. Within each NPO target group, 3 affinity levels are coded for selection:

- **High** Highest affinity class for the topic
- **Medium** 2. highest affinity class for the topic
- **Low** 3. highest affinity class for the topic

Description of the individual target groups:

- **Emergency aid** This target group focuses on providing emergency aid and support in crisis situations such as natural disasters or humanitarian emergencies.
- **Health** This target group is dedicated to promoting and improving public health through prevention, treatment and health education.
- **Environment** This target group is committed to protecting and preserving the natural environment in order to promote sustainable living conditions.
- **Kids & Family** This target group supports the development and well-being of children and families through education, care and support programmes.
- **Abroad** This target group is involved in international projects to improve living conditions and opportunities in developing countries.
- **Inland** This target group focuses on supporting and improving the quality of life within their own country through social, economic and cultural initiatives.



The use of charity addresses for NPOs is invaluable. We have developed new, topic-specific target groups with donation-affine addresses for you. By using charity addresses, you can efficiently and cost-effectively reach additional donors who are willing to get involved in good causes. The result: greater willingness to donate, an increased conversion rate and sustainable support for your projects. Use this valuable resource to get your message directly into the hearts of your future supporters and maximise the impact of your work.

