



Pat Boone and Jim Martin
Spearhead the 60 Plus death
tax educational campaign

The List Store

The List Division of Washington Marketing Group
Presents:



Sixty Plus Association

Updated: July 2024, Next Update: July 2025

Summary:

Sixty Plus Donors are patriotic contributors to award winning direct mail packages created by the Washington Marketing Group for senior organizations headed by Jim Martin, the pioneering advocate for senior rights. Many of the packages featured legendary singer Pat Boone. These donors are also fierce defenders of Israel. One of our major donor 60 Plus packages was awarded a Gold MAXI from the DMAW. This Masterfile includes donors to the 60 Plus Foundation, the Seniors Research Institute, the 60 Plus Association, and Grey Pac. These generous donors support free enterprise, less government, and less taxes. Martin and the organization are dedicated to ending the death tax and saving Social Security for the young, and ending elder abuse.

Total File: 607,646

Last 6 Month Donors: 109,848

Last 12 Month Donors: 259,193

Last 24 Month Donors: 271,843

\$100+ Donors: 284,093

\$1,000+ Donors: 37,715

Cost: \$125/M

Dollar Selects: \$10/M

\$100+: \$15/M

\$1,000+: \$20/M

Recent Select: \$5/M

Telemarketing: \$25/M

**Free landline and/or cell phone appends on T/M*

Email or FTP Delivery: \$75/F

Usually within 12 hours

*Minimum Direct Mail Order: 5M
25% Discount to recognized broker*

Contact: The List Store

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Usage

AFSC

Alliance Defense Fund x 2

American Bible Society

American Center for Law & Justice

American Conservative Union x 2

American Council on Science & Health

American Institute for Cancer Research x 2

American Legion

American Solutions for Winning the Future

Americans for Tax Reform x 6

Americares

Billy Graham Evangelistic Association

Boys Town

Campaign for Liberty

Capitol Watch

CGR

Christian Appalachian Project x 2

Citizens United x 2

Club for Growth x 2

Coalition to Salute American Heroes

Concerned Women for America x 3

Conservative Weekly Magazine

Coral Ridge Ministries x 2

Custom Missions Program x 7

DE-Age

Declaration Alliance

Declaration Foundation x 2

Disabled American Veterans x 2

F.A.I.R. x 2

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Postal Mail	0-6 Month	0-12 Month	0-24 Month	TOTAL
\$10+ Donors	101,685	250,662	263,293	577,736
\$25+ Donors	86,250	233,231	245,730	425,674
\$100+ Donors	47,157	169,696	180,237	284,093
\$500+ Donors	12,000	36,571	39,680	73,635
\$1000+ Donors	4,566	15,573	17,254	37,715

Usage Continued

Food for the Poor
Greater Chicago Food Depository
Harvard Health Letter
Help Heal Veterans x 2
Help Hospitalized Veterans x 2
Heritage Foundation x 2
Hillsdale College
IHS
Judicial Watch x 2
Leadership Institute
Mayo Clinic Health Letter
Medicare Advantage
MRC x 2
National Police Association x25
National Republican Congressional Committee x 3
National Right to Work Committee x 3
National Right to Work Foundation x 2
National Taxpayers Union x 2
Paralyzed Veterans of America x 2
Parents Television Council x 2
Patient Advocate
Public Radio - WETA
Reagan Trust
Republican National Committee x 8
Republican National Congressional Committee
Rescue Missions
Rule of Law Committee x 2
Salvation Army
Saturday Evening Post
Sixty Plus Association
Social Security Institute
TCC x 2
TREA-Senior Citizens
Trump MAGA Committee x 10
U.S. Deputy Sheriffs Association x 2
U.S. English x 2
United States Justice Foundation
USBS x 2
Wounded Warrior Project
Young America's Foundation x 2