

## Call Center Donors by DSA



Call Center Donors by DSA Reach hotline donors that have contributed to noteworthy causes presented to them from solicitation calls. Donors are contributing to large and small non-profits that are using telemarketing to acquire new donors, reactivate lapse donors, promote events and boost other marketing channel efforts.

### SEGMENTS

9,543,600	Total Universe / Universe Rate	\$75.00/M
236,525	1 Month Donors	\$85.00/M
833,750	3 Month Buyers	\$80.00/M
500,000	3 Mos. CC. Donors	+ \$10.00/M
335,000	3 Mos. Direct Mail Donors	+ \$10.00/M
9,543,600	12 Mos Donors	\$75.00/M
	Donors by Category Contributed to	+ \$10.00/M

### ID NUMBERS

Manager ID	
NextMark ID	529563
mIn ID	529563
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Multi Sourced, Direct response, Telemarketing

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/24/2019
New to Manager	01/23/2019
Counts Through	01/31/2019

### DATA CARD MAINTENANCE

New To System	01/23/2019
"New to System"	01/25/2019
Announcement	
Last Update	02/05/2019
Next Update	03/08/2019
Update Frequency	MONTHLY

### DESCRIPTION

**Call Center Donors by DSA** Reach hotline donors that have contributed to noteworthy causes presented to them from solicitation calls. Donors are contributing to large and small non-profits that are using telemarketing to acquire new donors, reactivate lapse donors, promote events and boost other marketing channel efforts. Telemarketing calls are made on behalf of specific non-profits with set scripts for soliciting funds.

File is available at postal and selectable by category only and not by specific appeal. Marketers can select donors by category, contribution amt., credit card contributions or mail in. File is enhanced with demographics for added select ability.

**Audience Profile:** 73% Female, 27% Males, Avg. Age 62, Avg. HH Income: \$45,000.

**Select Options:** Credit Card Donors, Direct Mail Donors, Contribution Amt., Avg. Age, Income, Gender, Marital Status, And Home Ownership.

**Donor Categories:** Animal, Children, Christian, Democratic, Environmental, Firefighters, Health, Humanitarian, International Aid, Jewish, Police, Political, Republican, Veteran

**File Update:** Monthly

**Minimum:** 7,500 postal

### SELECTS

Age	\$8.00/M
Gender	\$8.00/M
Demographics	\$8.00/M
Geographic	\$8.00/M
Income	\$10.00/M
Credit Card Donor	\$10.00/M
Education Level	\$10.00/M
Marital Status	\$10.00/M

### MANAGER

DSA Direct, LLC

### UNIT OF SALE

### AVERAGE INCOME

Value	\$45,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

### COMMISSIONS

Broker	20%
Agency	15%

### NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%

Average **\$50.00** Minimum Quantity **50,000**  
 Run Charges **\$8.00/M**

**GENDER**

Male **27%**  
 Female **73%**

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge **\$100.00/F**

**CANCELLATION**

Charges **\$100.00/F**

**CANCELLATION INSTRUCTIONS**

Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a 100/F cancel fee, \$15/M cancellation run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**  
 Charges **\$2.00/M**

**ADDRESSING**

FTP **\$75.00/F**  
 EMAIL **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**

Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact