

Compassionate Catholic Donors



Compassionate Catholic Donors contribute to causes that speaks to their religious values. These Catholic donors are mostly female, age 50+. They are answering the call from a variety of appeals including children's welfare, health, political, senior, religious and veteran causes.

SEGMENTS

38,125	Total Universe / Universe Rate	\$75.00/M
8,542	1 Mos. Catholic Donors	\$75.00/M
16,254	3 Mos. Catholic Donors	\$75.00/M
38,125	12 Mos. Catholic Donors	\$75.00/M

ID NUMBERS

Manager ID	
NextMark ID	334388
mIn ID	334388
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Direct mail sold, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/01/2012
New to Manager	03/31/2012
Counts Through	05/31/2016

DATA CARD MAINTENANCE

New To System	04/01/2012
"New to System"	04/02/2012
Announcement	
Last Update	06/02/2016
Next Update	07/08/2016
Update Frequency	MONTHLY

DESCRIPTION

Compassionate Catholic Donors contribute to causes that speaks to their religious values. These Catholic donors are mostly female, age 50+. They are answering the call from a variety of appeals including children's welfare, health, political, senior, religious and veteran causes. They want to fund causes that are inline with their spiritual beliefs. Marketers can select by category cause, donation amount, multi-donors and political affiliation. File updates monthly! Avg. Contribution: \$20.

Category Causes:

Animal Welfare, Children, Environmental, Wildlife, Health, Veteran, Political and Religious Causes.

Additional Selects: Direct Mail, Multi-Donors, Contribution Amt

Donation Amount:

\$10+, \$20+, \$50+

Source:

Direct Mail, Telemarketing, Online

Profile: 75% Female, Age Age 50+, Avg. HH Income \$45K+, Avg. Donation \$20

SELECTS

Age Range	\$8.00/M
Donation Amount Ranges	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$10.00/M
Demographic & Lifestyle	\$10.00/M
Multi Donor	\$10.00/M
Dog/Cat Owners	\$10.00/M
Pres. of Children	\$10.00/M
Homeowners	\$10.00/M

MANAGER

DSA Direct, LLC

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%

UNIT OF SALE		Minimum Quantity	50,000
Average	\$20.00	Run Charges	\$8.00/M
GENDER		EXCHANGES	
Male	25%	Exchange is not allowed	
Female	75%	REUSE	
		Reuse is allowed	0
		Minimum Quantity	0
		Run Charge	
		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 run charges & shipping/material fees.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00/M
		ADDRESSING	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required for list owner approval.	

CONTACTS				
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★ = Primary contact				