

DSA Donors to Charitable Causes



DSA Donors to Charitable Causes provides donors to a variety of causes. When a disaster strikes or a desperate need comes to their attention, these donors step up and are quick to provide help. Earthquakes, Tornados, Floods, Hunger Relief, Health and Environmental Causes motivate these individuals to act.

SEGMENTS

1,377,000	Total Universe / Universe Rate	\$65.00/M
125,000	1 Mos. Hotline Donors	\$75.00/M
274,000	3 Mos. Donors	\$70.00/M
1,377,000	12 Mos Donors	\$65.00/M
250,000	Super Donors 3 - 4+ Contributors	+ \$10.00/M
34,006	1 Mos Super Health Donors 3x Contrib.	+ \$10.00/M
49,549	3 Mos Super Health Donors 3x Contrib.	+ \$10.00/M
107,482	12 Mos Super Health Donors 3x Contrib.	+ \$10.00/M

ID NUMBERS

Manager ID	
NextMark ID	313477
mIn ID	313477
SRDS ID	939296-000

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/26/2011
New to Manager	09/26/2011
Counts Through	09/30/2017

DATA CARD MAINTENANCE

New To System	09/26/2011
"New to System"	09/29/2011
Announcement	
Last Update	10/10/2017
Next Update	11/07/2017
Update Frequency	MONTHLY

DESCRIPTION

DSA Donors to Charitable Causes gathers donors to a variety of causes. When a disaster strikes or a desperate need comes to their attention, these donors step up and are quick to provide help. Earthquakes, Tornados, Floods, Hunger Relief, Children Needs, Health and Environmental causes motivate these individuals to act. All donors have made a contribution within the last 30-days.

Marketers can select by category cause, donation amount, multi-donors and direct mail donors. File updates monthly! Avg. Contribution: \$30.

Category Causes:

Animal Welfare, Children, Health, Environmental, Foreign Aid, Health, Humanitarian, Veteran Causes, Political Causes, Religious Causes, Police/EMT Contributions

Additional Selects: Direct Mail, Multi-Donors, Dog/Cat Owners, Age, Income, Pres. of Children, Homeowners, Republican, Democratic, Catholic, Irish, Hispanic, Mail Order Buyers NEW SELECT AVAILABLE: Super Donors: 3-4 contributions across all category's or specific contributions within category.

Donation Amount:

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

Source:

Direct Mail, Telemarketing, Online

PROFILE

Category Cause (10.00/M)

Animal Welfare
Children
Health
Environmental

Foreign Aid
 Humanitarian
 Veteran Causes
 Political Causes
 Religious Causes
 Police/EMT Contributes

Donation Amount (10.00/M)

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

Source: Direct Mail (10.00/M)

Direct Mail
 Telemarketing
 Online

Additional Selects (10.00/M)

Direct Mail
 Multi-Donors
 Dog/Cat Owners
 Age
 Income
 Pres. of Children
 Homeowners
 Republican
 Democratic
 Catholic
 Irish
 Hispanic
 Mail Order Buyers

SELECTS	
Geo/Geographical	\$8.00/M
Age Range	\$10.00/M
Demographic & Lifestyle	\$10.00/M
Category Cause	\$10.00/M
Gender/Sex	\$8.00/M
Multi-Donors 2+, 3+	\$10.00/M
Veteran Causes	\$10.00/M
Animal Welfare Donors	\$10.00/M
Religious Donors	\$10.00/M
Political Donors	\$10.00/M
Donation Amount	\$10.00/M
Source: Direct Mail	\$10.00/M
Additional Selects	\$10.00/M
MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$30.00
GENDER	
Male	35%
Female	65%

AVERAGE INCOME	
Value	\$35,000.00
MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$500.00
COMMISSIONS	
Broker	20%
Agency	15%
NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M
EXCHANGES	
Exchange is not allowed	
REUSE	
Reuse is allowed	
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.
 First Time Tests require Prepayment. Email &
 Telemarketing Orders require prepayment. Inquire
 for volume discounts

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact