

## 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	11/30/2016

### DATA CARD MAINTENANCE

New To System	09/26/2011
"New to System"	09/29/2011
Announcement	
Last Update	12/07/2016
Next Update	01/09/2017
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 Conitribionts

**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 categories or specific contirbutions 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		AVERAGE INCOME	
Geo/Geographical	\$8.00/M	Value	\$35,000.00
Age Range	\$10.00/M	<b>MINIMUM ORDER</b>	
Demographic & Lifestyle	\$10.00/M	Minimum Quantity	10,000
Category Cause	\$10.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	<b>COMMISSIONS</b>	
Multi-Donors 2+, 3+	\$10.00/M	Broker	20%
Veteran Causes	\$10.00/M	Agency	15%
Animal Welfare Donors	\$10.00/M	<b>NET NAME ARRANGEMENTS</b>	
Religious Donors	\$10.00/M	Net Name is allowed	
Political Donors	\$10.00/M	Floor	85%
Donation Amount	\$10.00/M	Minimum Quantity	50,000
Source: Direct Mail	\$10.00/M	Run Charges	\$8.00/M
Additional Selects	\$10.00/M	<b>EXCHANGES</b>	
<b>MANAGER</b>		Exchange is not allowed	
DSA Direct, LLC		<b>REUSE</b>	
<b>UNIT OF SALE</b>		Reuse is allowed	
Average	\$30.00	Minimum Quantity	0
<b>GENDER</b>		Run Charge	
Male	35%	<b>CANCELLATION</b>	
Female	65%	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