

## Donors on the Move by GrayHair Direct



Donors on the Move by GrayHair Direct offers uniquely sourced consumers who changed their address. File updates weekly and contains old versus address. GrayHair new mover is unique in its sourcing of the data. Grayhair Direct manages data solutions and provides address management services for major firms.

### SEGMENTS

|           |                                   |             |
|-----------|-----------------------------------|-------------|
| 3,628,850 | Total Universe / Universe Rate    | \$75.00/M   |
| 505,918   | 1 Mos. Donors /New Movers / COA   | + \$15.00/M |
| 923,871   | 3 Mos. Donors / New Movers / COA  | + \$10.00/M |
| 3,628,850 | 12 Mos. Donors/ New Movers / COA  | + \$10.00/M |
| 87,997    | 1 Mos. Donors to Animal Causes    | + \$10.00/M |
| 103,691   | 1 Mos. Donors to Children Causes  | + \$10.00/M |
| 92,034    | 1 Mos. Donors to Environ. Causes  | + \$10.00/M |
| 186,453   | 1 Mos. Donors to Health Causes    | + \$10.00/M |
| 358,661   | 1 Mos. Donors to Political Causes | + \$10.00/M |
| 122,523   | 1 Mos. Donors to Religious Causes | + \$10.00/M |
| 76,218    | 1 Mos. Donors to Veteran Causes   | + \$10.00/M |
|           | At Email Address                  | + \$25.00/M |
|           | Facebook Ad ! Inquire             | + \$25.00/M |

### DESCRIPTION

**Donors on the Move by GrayHair Direct** offers uniquely sourced consumers who changed their address. File updates weekly and contains old versus address. GrayHair new mover is unique in its sourcing of the data. Grayhair Direct manages data solutions and provides address management services for major firms. File is overlaid with donor transactional activity and is selectable by donation category.

Marketers can reach prospective donors at a pivotal time with targeted appeals. The file is well enhanced with robust data to help further define a targeted prospect. This file is highly recommended for non-profits with premiums and appeal for funds as well as, credit card offers, insurance, financial, home furnishings, garden products/services, memberships, publishers, housewares, and general merchandise offers.

**Special Selects Available:** Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more!  
Inquire

**Donor Category Selects:** Art/Culture, Animal Welfare, Children, Environment, Health, Political, Conservative & Liberal Political Donors Selectable, Religious, Veterans.  
Other Selects: Donor Gift Giving Score, Mail Order Donors

### ID NUMBERS

|             |            |
|-------------|------------|
| Manager ID  |            |
| NextMark ID | 320244     |
| mIn ID      | 320244     |
| SRDS ID     | 940127-000 |

### MEDIA TYPE

Business and Consumer



### SOURCE

Compiled lists, Multi Sourced, Direct mail sold, Masterfile enhanced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

|                |            |
|----------------|------------|
| Market Entry   | 10/18/2011 |
| New to Manager | 10/18/2011 |
| Counts Through | 06/30/2017 |

### DATA CARD MAINTENANCE

|                              |            |
|------------------------------|------------|
| New To System                | 11/18/2011 |
| "New to System" Announcement | 11/24/2011 |
| Last Update                  | 07/10/2017 |
| Next Update                  | 08/07/2017 |
| Update Frequency             | WEEKLY     |

**AVAILABLE AT EMAIL ADDRESS: \$25/M+ with 25,000 Minimum.**

**PROFILE**

**Donor by Category Cause** (10.00/M)

- Art/Culture*
- Animal Welfare*
- Children*
- Environment*
- Health*
- Political*
- Religious*
- Veterans*

**Special Selects Available**

- Adult Age*
- Birth Month/Year*
- HH Income*
- Individual Income*
- Marital Status*
- Home ownership vs Renters*
- Ethnicity*
- Donors by Category*
- Political Affiliation*
- Credit Score*
- Credit Card Type*
- Home Value*
- Net Worth*
- Education Level*
- Occupation*
- Children*
- Home Furnishings*
- Gardening*
- Home Improvements*

**Other Selects**

- Donor Gift Giving Score*
- Mail Order Donors*

| <b>SELECTS</b>                    |           | <b>AVERAGE INCOME</b>          |             |
|-----------------------------------|-----------|--------------------------------|-------------|
| Renter                            | \$10.00/M | Value                          | \$60,000.00 |
| Credit Card Type                  | \$10.00/M | <b>MINIMUM ORDER</b>           |             |
| Ethnic/Ethnicity                  | \$15.00/M | Minimum Quantity               | 10,000      |
| Political Affiliation             | \$10.00/M | Minimum Price                  | \$500.00    |
| Income Select                     | \$10.00/M | <b>COMMISSIONS</b>             |             |
| Birth Month/Year                  | \$10.00/M | Broker                         | 20%         |
| Credit Scoring                    | \$15.00/M | Agency                         | 15%         |
| Mortgage Holder                   | \$10.00/M | <b>NET NAME ARRANGEMENTS</b>   |             |
| Home Value                        | \$10.00/M | <b>Net Name is allowed</b>     |             |
| Donor by Category Cause           | \$10.00/M | Floor                          | 85%         |
| Subscribers by Category           | \$10.00/M | Minimum Quantity               | 50,000      |
| Product Purchase Category         | \$10.00/M | Run Charges                    | \$8.00/M    |
| Adult Age                         | \$10.00/M | <b>EXCHANGES</b>               |             |
| HH Income                         | \$10.00/M | <b>Exchange is not allowed</b> |             |
| Individual Income                 | \$10.00/M | <b>REUSE</b>                   |             |
| Marital Status                    | \$10.00/M | <b>Reuse is allowed</b>        |             |
| Home ownership vs Renters         | \$10.00/M | Minimum Quantity               | 3,000       |
| Net Worth                         | \$10.00/M | Run Charge                     |             |
| Education Level                   | \$10.00/M | <b>CANCELLATION</b>            |             |
| Occupation                        | \$10.00/M |                                |             |
| Transactional Buyer Activity from | \$10.00/M |                                |             |
| Product Category                  | \$10.00/M |                                |             |
| Home Furnishings                  | \$10.00/M |                                |             |
| Gardening                         | \$10.00/M |                                |             |

Home Improvements **\$10.00/M**  
 Special Selects Available  
 Other Selects  
 EMAIL ADDRESS **\$25.00/M**

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male **44%**  
 Female **41%**

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 Approval.  
 Prepayment on first time orders. Low Nets Available for Large Volume Mailers.

**CONTACTS**

| Contact Name   | Role | Email                     | Phone          | Fax            |
|--|------|---------------------------|----------------|----------------|
| ★ Linda Santaite<br>DSA Direct, LLC<br>431 E. Main Street, Unit #3<br>Denville, NJ 07834 |      | lsantaite@dsagraphics.com | (973) 954-2649 | (973) 928-8791 |

★ = Primary contact