

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 ! Base Rate \$25/M + \$7/M	\$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

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

ID NUMBERS

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

MEDIA TYPE

Business and Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	02/28/2018

DATA CARD MAINTENANCE

New To System	11/18/2011
"New to System"	11/24/2011
Announcement	
Last Update	04/12/2018
Next Update	04/09/2018
Update Frequency	WEEKLY

Facebook Advertising

50M Minimum. Base Rate \$25/M, Selects included, \$7/M Onboarding. Rates on Matched names onboarded to your clients Facebook Account.

Media Buy is an additional cost and paid to Facebook. LiftEngine offers Campaign Management for 25% of Media Buy/Min. \$500. Inquire for full details for complete handling of campaign.

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

SELECTS		AVERAGE INCOME	
Renter	\$10.00/M	Value	\$60,000.00
Credit Card Type	\$10.00/M	MINIMUM ORDER	
Ethnic/Ethnicity	\$15.00/M	Minimum Quantity	10,000
Political Affiliation	\$10.00/M	Minimum Price	\$500.00
Income Select	\$10.00/M	COMMISSIONS	
Birth Month/Year	\$10.00/M	Broker	20%
Credit Scoring	\$15.00/M	Agency	15%
Mortgage Holder	\$10.00/M	NET NAME ARRANGEMENTS	
Home Value	\$10.00/M	Net Name is allowed	
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	EXCHANGES	
HH Income	\$10.00/M	Exchange is not allowed	
Individual Income	\$10.00/M		
Marital Status	\$10.00/M		
Home ownership vs Renters	\$10.00/M		

Net Worth	\$10.00/M
Education Level	\$10.00/M
Occupation	\$10.00/M
Transactional Buyer Activity from Product Categori	\$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
FACEBOOK AD MATCH Base Rate	\$25.00/M
Facebook Onboarding	\$7.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	44%
Female	41%

REUSE

Reuse is allowed

Minimum Quantity	3,000
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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
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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
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★ = Primary contact