

Compassionate Catholic Donors



Compassionate Catholic Donors contribute to causes that speaks to their religious values. The 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

275,000	Total Universe / Universe Rate	\$80.00/M
50,000	1 Mos. Catholic Multi-Donors	\$85.00/M
90,000	3 Mos. Catholic Mult-Donors	\$80.00/M
275,000	12 Mos. Catholic Multi-Donors	\$80.00/M

ID NUMBERS

Manager ID	
NextMark ID	334388
mIn ID	334388
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/01/2012
New to Manager	03/31/2012
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	04/01/2012
"New to System"	04/02/2012
Announcement	
Last Update	07/15/2020
Next Update	04/13/2020
Update Frequency	MONTHLY

DESCRIPTION

Compassionate Catholic Donors contribute to causes that speaks to their religious values. The 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 2+, 3+, 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	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Multi Donor 2+, 3+	\$8.00/M
Pres. of Children	\$8.00/M
Homeowners	\$8.00/M

MANAGER

DSA Direct, LLC

AVERAGE INCOME

Value	\$45,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed

UNIT OF SALE	
Average	\$20.00

GENDER	
Male	25%
Female	75%

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. Prepayment required on new tests.

CONTACTS

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

★ = Primary contact