

Contributors Making a Difference by DSA



Contributors Making a Difference by DSA are heavy donors to causes that they feel they can help make a difference. With an average gift of \$35, this older audience repeatedly give when asked. The donors have been modeled to identified those that are most responsive and can be selected by donor category.

SEGMENTS

4,800,500	Total Universe / Universe Rate	\$70.00/M
1,258,000	1 Mos. Responsive Donors	\$80.00/M
1,887,000	3 Mos. Responsive Donors	\$75.00/M
4,800,500	12 Mos Responsive Donors	\$70.00/M
402,500	1 Mos. Animal Welfare Donors	+ \$8.00/M
314,000	1 Mos. Children Cause Donors	+ \$8.00/M
188,700	1 Mos. Environmental Donors	+ \$8.00/M
718,000	1 Mos. Health Cause Donors	+ \$8.00/M
226,000	1 Mos. Humanitarian Donors	+ \$8.00/M
251,000	1 Mos. Religious Donors	+ \$8.00/M
316,000	1 Mos. Veteran Donors	+ \$8.00/M
250,000	Canadian Donors	+ \$90.00/M
	Email Campaign 25M Min.	\$45.00/M

DESCRIPTION

Contributors Making a Difference by DSA are heavy donors to causes that they feel they can help make a difference. With an average gift of \$35, this older audience repeatedly give when asked. The donors have been modeled to identified those that are most responsive and can be selected by donor category. Donors have been modeled using a large database of donor transactions and supported with direct mail and online purchases, self-reported data and enhancements. Donors are highly responsive and selectable by category of contribution and recency of gift.

The donor's eager propensity to contribute to causes makes them perfect prospects for appeals. File is enhanced with demographic, lifestyle, and transactional data to provide a more robust prospect.

File Updates Monthly

Source: Direct Mail, Online & Self-Reported

Demographics: 51% Female, 49% Male, Avg. Contribution \$35, Avg. Age 50+, Avg. Income \$50,000

Special Selects: Contribution Amt: \$25+, \$35+, \$50+, \$100+, Category: Animal Welfare, Art/Culture, Children, Environmental, Health, Political, Religious, Veteran. Enhancements include Political & Religious Affiliation, Buyers, Reading Interest, Book Buyers, Identified Investors, Magazine Subscribers, Travelers, & more. Inquire.

Canadian Donors by Donor Category Available!

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed

ID NUMBERS

Manager ID	
NextMark ID	603535
mIn ID	603535
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/13/2022
New to Manager	06/06/2022
Counts Through	01/31/2023

DATA CARD MAINTENANCE

New To System	06/13/2022
"New to System" Announcement	06/14/2022
Last Update	01/31/2023
Next Update	03/06/2023
Update Frequency	MONTHLY

List. 2 Tests included additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress house file, inquire. Prepayment required on all email

Digital Campaigns - \$40/M on Matched Records - Inquire

For Counts/Info: [Request Info](#)

SELECTS		AVERAGE INCOME	
Age Range	\$8.00/M	Value	\$50,000.00
Demographic and Lifestyle	\$8.00/M	MINIMUM ORDER	
Gender/Sex	\$8.00/M	Minimum Quantity	10,000
Geo/Geographical	\$8.00/M	Minimum Price	\$500.00
Pet Owners	\$8.00/M	COMMISSIONS	
Contbutiona Amt.	\$8.00/M	Broker	20%
Category Cause	\$8.00/M	Agency	15%
Animal Welfare	\$8.00/M	NET NAME ARRANGEMENTS	
Environmental Donors	\$8.00/M	Net Name is allowed	
Health Donors	\$8.00/M	Floor	85%
Humanitarian Donors	\$8.00/M	Minimum Quantity	50,000
Political Donors	\$8.00/M	Run Charges	\$8.00/M
Religious Donors	\$8.00/M	EXCHANGES	
Veteran Causes	\$8.00/M	Exchange is not allowed	
Children Causes	\$8.00/M	REUSE	
Art/Culture Donors	\$8.00/M	Reuse is allowed	
MANAGER		Minimum Quantity	0
DSA Direct, LLC		Run Charge	
UNIT OF SALE		CANCELLATION	
Average	\$35.00	Charges	\$100.00/F
GENDER		CANCELLATION INSTRUCTIONS	
Male	49%	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.	
Female	51%	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				
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