

Donors Contributing Online by DSA



Donors Contributing Online by DSA - Avid online donors that have used nonprofit directory sites that categorize and rate organizations to make contributions to the causes that resonate with them. Donors are seeking to verify nonprofits are trustworthy and well vetted before making their contribution.

SEGMENTS

1,275,000	Total Universe / Universe Rate	\$70.00/M
250,000	1 Mos. Online Donors	\$75.00/M
425,000	3 Mos. Online Donors	\$75.00/M
1,275,000	12 Mos Online Donors	\$70.00/M
55,000	1 Mos. Online Animal Protection Charities	+ \$5.00/M
70,000	1 Mos. Online Environmental Causes	+ \$5.00/M
135,000	1 Mos. Online Children Causes	+ \$5.00/M
95,000	1 Mos. Online Health Causes	+ \$5.00/M
145,000	1 Mos. Online Humanitarian Causes	+ \$5.00/M
	Email Campaign 25M Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	587675
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Direct mail sold, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/30/2021
New to Manager	09/26/2011
Counts Through	09/30/2021

DATA CARD MAINTENANCE

New To System	09/30/2021
"New to System"	10/01/2021
Announcement	
Last Update	10/05/2021
Next Update	11/08/2021
Update Frequency	MONTHLY

DESCRIPTION

Donors Contributing Online by DSA Avid online donors that have used nonprofit directory sites that categorize and rate organizations to make contributions to the causes that resonate with them. Donors are seeking to verify nonprofits are trustworthy and well vetted before making their contribution. The deliberate path taken to make their contribution makes them staunch supporters that are appropriate online and direct mail offers.

Marketers can select by donor category, amount contributed and demographic and lifestyle select options. Major categories are selectable. These are predominately credit card donors.

Demographics: Avg. Contribution \$35+, Mostly Age 45+, Avg. Income \$45K+, 65% Female, 35% Male, Mostly Credit Card Donors

Select Options: Category: Animal Protection, Children, Environmental, Health/Ailment, Humanitarian, International Relief and Political. Contribution Amount, \$10+, \$25+, 35+. Identified Direct Mail Contributors.

Minimum Order:

Postal: 7,500
Email: 25,000

Source: Online

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 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	
Age Range	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Donation Amount	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Category Cause	\$5.00/M
Animal Protection	\$5.00/M
Children Causes	\$5.00/M
Environmental Donors	\$5.00/M
Health Ailment Causes	\$5.00/M
Humanitarian Causes	\$5.00/M
International Relief	\$5.00/M
Political Causes	\$5.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average **\$35.00**

GENDER	
Male	35%
Female	65%

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
 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. First Time Tests require Prepayment. Email & Telemarketing Orders require prepayment. Inquire for volume discounts

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