

## Donors Moving by DSA



Donors Moving by DSA file offers marketers a large pool of donors new to the neighborhood. Donors are all super multi-contributors that are selectable by donor category such as Animal, Health, Children and Political . The file updates weekly and is generously enhanced to offer expansive select options. Reach prospects at a pivotal time when appeals with premiums attract more attention. A must include file for nonprofit mailers looking for new prospects ready to respond.

### SEGMENTS

2,983,151	Total Universe / Universe Rate	\$75.00/M
260,400	1 Mos. New Mover Donors	\$85.00/M
658,251	3 Mos. New Mover Donors	\$80.00/M
2,983,151	12 Mos. New Mover Donors	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
250,000	At Email Address	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	580240
mIn ID	580240
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Compiled lists, Government records, Direct response

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	05/26/2021
New to Manager	01/01/2020
Counts Through	06/30/2021

### DATA CARD MAINTENANCE

New To System	05/26/2021
"New to System"	05/27/2021
Announcement	
Last Update	07/14/2021
Next Update	08/05/2021
Update Frequency	MONTHLY

### DESCRIPTION

**Donors Moving by DSA** file offers marketers a large pool of donors new to the neighborhood. Donors are all super multi-contributors that are selectable by donor category such as Animal, Health, Children and Political . The file updates weekly and is generously enhanced to offer expansive select options. Refine your prospect audience profile by selecting Seniors, Pet Owners, Self-Reported Ailment Concerns, Renters, Families, and subscribers at a pivotal time when appeals with premiums attract more attention. A must include file for nonprofit mailers looking for new prospects ready to respond.

The file is overlaid with demographics, lifestyle and donor and purchase transactions at an individual and household level. The file is overlaid with modeled credit scoring data to provide movers by credit ranking. In addition, marketers can select movers with no credit card transactional history from our large transactional database. Market to renters, new homeowners, single parents, multi-generational households, income, net worth, home market value, Hispanic, Spanish Speaking, Presence of Children, direct mail buyers and online shoppers. Email is available at a favorable rate with 100,000+ quantities.

**Special Selects:** Donors by Category: Animal, Children, Environmental, Humanitarian, Health, Political & Veteran, Political Party, Mail Order Buyers, Online Buyers, Homeowners, Renters, First Time Homeowners, Interest in Sweepstakes, Credit Rating thru Model Processing, Pet Owners, Children in the Household, Children By Age Range/Gender, Marital Status, Dwelling Type, Home Value, Inquire!

**Demographics:** 53% Male, 47% Female, Avg Age 40, Income \$45K

**Postal:** 7,500 Minimum

**Email:** 25,000 Minimum

HTML & Plain Text Required. Creative Required for Approval.

2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line and Creative must contain clients full

address information. Prepayment required on all email orders.

ASK [DSA Direct](#)

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$45,000.00
Credit Card Type	\$8.00/M	<b>MINIMUM ORDER</b>	
Credit Scoring Model	\$10.00/M	Minimum Quantity	7,500
Demographic	\$8.00/M	Minimum Price	\$500.00
Donor by Category Cause	\$10.00/M	<b>COMMISSIONS</b>	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Income Select	\$6.00/M	<b>NET NAME ARRANGEMENTS</b>	
Lifestyle	\$8.00/M	<b>Net Name is allowed</b>	
Hispanic / Ethnicity	\$12.00/M	Floor	85%
Home Market Value	\$8.00/M	Minimum Quantity	50,000
Home Owner, Renter	\$8.00/M	Run Charges	\$8.00/M
Household Income	\$8.00/M	<b>EXCHANGES</b>	
Mail Order Buyers	\$8.00/M	<b>Exchange is not allowed</b>	
Marital Status	\$8.00/M	<b>REUSE</b>	
Move from/to Apt or Home	\$8.00/M	<b>Reuse is allowed</b>	
New Homeowners	\$8.00/M	Minimum Quantity	0
No Credit Cards		Run Charge	
Old Address / New Address	\$8.00/M	<b>CANCELLATION</b>	
Presence of Children	\$8.00/M	Charges	\$100.00/F
<b>MANAGER</b>		<b>CANCELLATION INSTRUCTIONS</b>	
<b>DSA Direct, LLC</b>		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.	
<b>UNIT OF SALE</b>		<b>KEY CODING</b>	
Average	\$40.00	<b>Key Coding is available</b>	
<b>GENDER</b>		Charges	\$2.00/M
Male	53%	<b>ADDRESSING</b>	
Female	47%	FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		<b>SPECIAL INSTRUCTIONS</b>	
		Sample mail piece required for list owner approval. Prepayment required on new tests and All Email Orders. Creative Required for approval	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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