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## Donors to Religious Causes by DSA

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Donors to Religious Causes by DSA are all multi-contribution donors to religious appeals. Causes contributed to include religious institutions, publications, health organizations, family service organizations and related appeals. The donors are mostly age 50+ and contribute on average \$25.00+ and have a strong interest in supporting religious based non-profits.

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### SEGMENTS

635,400	Total Universe / Universe Rate	\$75.00/M
187,250	1 Mos. Multi-Donors to Religious Causes	\$85.00/M
295,250	3 Mos. Multi-Donors to Religious Causes	\$80.00/M
635,400	12 Mos. Multi-Donors to Religious Causes	\$75.00/M
	Digital Campaigns	\$40.00/M

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### ID NUMBERS

Manager ID	
NextMark ID	550815
mIn ID	550815
SRDS ID	

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### MEDIA TYPE

Consumer



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### SOURCE

Multi Sourced, Compiled lists, Direct mail sold

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### GEOGRAPHY

USA

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### OPT-IN

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### MAINTENANCE

Market Entry	12/24/2019
New to Manager	06/27/2017
Counts Through	01/31/2024

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### DATA CARD MAINTENANCE

New To System	12/24/2019
"New to System"	12/25/2019
Announcement	
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

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### DESCRIPTION

**Donors to Religious Causes by DSA** are all multi-contribution donors to religious appeals. Causes contributed to include religious institutions, publications, health organizations, family service organizations and related appeals. The donors are mostly age 50+ and contribute on average \$25.00+ and have a strong interest in supporting religious based non-profits.

This file is appropriate for religious appeals, publications, newsletters and health institutions with religious base. Marketers can include enhancement selects of demographic and lifestyle interests to further reach their desired audience.

**Additional Selects;** Direct Mail, # of contributions, Contributors to Other Category Causes as well as Religious Affiliation, Contribution Amount, Interest in bible/devotional reading, buyers of religious products, gospel music & more. inquire

**Donation Amount:** \$25+, \$50+

**Source:**

Direct Mail, Online

**Profile:** Avg. Age 50+, Avg. HH Income \$35K+, Avg. Donation \$25

**Email:** 25,000 Min.

Email that has been opted in to 3rd party offers have been appended to this file.

**Digital Campaigns** - \$75/M matched records, \$500 min. Add digital to postal mailings for \$25/M.

[Contact DSA](#) Today!

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### PROFILE

**Donation Amount** (10.00/M)

\$25+

\$50+

**Ethnic/Ethnicity** (12.00/M)

*Children*

*Health/Ailment*

*Environmental*

*Food/Hunger*

*Foreign Aid*

*Humanitarian*

*Natural Disasters*

*Hispanic*

*Spanish Speaking*

*African American*

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**SELECTS**

Age Range	<b>\$8.00/M</b>
Demographic and Lifestyle	<b>\$10.00/M</b>
Donation Amount	<b>\$10.00/M</b>
Ethnic/Ethnicity	<b>\$12.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Household Income	<b>\$10.00/M</b>
Religious Affiliation	<b>\$12.00/M</b>
Bible/Devotional Reading	<b>\$8.00/M</b>
Religious Products	<b>\$10.00/M</b>

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**MANAGER**

**DSA Direct, LLC**

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**UNIT OF SALE**

Average	<b>\$25.00</b>
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**GENDER**

Male	<b>10%</b>
Female	<b>90%</b>

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**AVERAGE INCOME**

Value	<b>\$35,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$500.00</b>

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**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

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**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

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**EXCHANGES**

**Exchange is not allowed**

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**REUSE**

**Reuse is allowed**

Minimum Quantity	<b>0</b>
Run Charge	

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**CANCELLATION**

Charges	<b>\$100.00/F</b>
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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.

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**KEY CODING**

**Key Coding is available**

Charges	<b>\$3.00/M</b>
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**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>

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**SPECIAL INSTRUCTIONS**

Sample Mail Piece required for list owner approval.  
Prepayment required on new tests.

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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