

## Donors to Religious Causes by DSA



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.


### 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

### ID NUMBERS

Manager ID	
NextMark ID	550815
mIn ID	550815
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Multi Sourced, Compiled lists, Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	12/24/2019
New to Manager	06/27/2017
Counts Through	06/30/2021

### DATA CARD MAINTENANCE

New To System	12/24/2019
"New to System"	12/25/2019
Announcement	
Last Update	07/14/2021
Next Update	08/06/2021
Update Frequency	MONTHLY

### 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

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

#### Source:

Direct Mail, Telemarketing, 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** - \$40/M matched records, \$500 min.

[Contact DSA](#) Today!

### SELECTS

Age Range	\$8.00/M
Demographic and Lifestyle	\$10.00/M
Donation Amount Ranges	\$10.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$8.00/M

### AVERAGE INCOME

Value	\$35,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

Household Income **\$10.00/M**  
 Religious Affiliation **\$12.00/M**

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$25.00**

**GENDER**

Male **10%**  
 Female **90%**

**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. Prepayment required on new tests.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact