

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	06/30/2020

DATA CARD MAINTENANCE

New To System	12/24/2019
"New to System"	12/25/2019
Announcement	
Last Update	07/16/2020
Next Update	08/04/2020
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