

Donors to Veteran & Political Causes by DSA



Donors to Veteran & Political Causes by DSA Supporting veterans and political causes is paramount to this audience. We've taken our large transactional database of donor contributions and our consumer database and built a targeted audience. Donors are mostly age 60+ with an average gift amount of \$25.

SEGMENTS

1,900,124	Total Universe / Universe Rate	\$80.00/M
345,477	Top Scoring Donors	\$80.00/M
1,900,124	Total Model	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	604156
mIn ID	604156
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Direct mail sold, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/23/2022
New to Manager	06/01/2021
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	06/23/2022
"New to System" Announcement	06/24/2022
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

Donors to Veteran & Political Causes by DSA Supporting veterans and political causes is paramount to this audience. We've taken our large transactional database of donor contributions and our consumer database and built a targeted audience. Donors are mostly age 60+ with an average gift amount of \$25.

Additional Selects: Direct Mail Sourced, Gift Amt., Contributors to Other Category Causes as well as by Political Party; Republican, Democratic, Contribution Amount, Pet Owners Dog/Cat and more. Inquire

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

Source: Direct Mail, Telemarketing, Online

Profile: Avg Age 60+, Avg. HH Income \$55K+, Avg. Donation \$25

Email: 25,000 Min. Email that has been opted into 3rd party offers have been appended to this file.

Digital Campaigns: Inquire

[Contact DSA](#)

PROFILE

Donation Amount

\$25+

\$50+

SELECTS

Age Range
Donation Amount
Ethnic/Ethnicity
Gender/Sex
Household Income

\$10.00/M

AVERAGE INCOME

Value **\$35,000.00**

MINIMUM ORDER

Minimum Quantity **10,000**
Minimum Price **\$500.00**

Demographic and Lifestyle
Political Affiliation **\$12.00/M**

MANAGER
DSA Direct, LLC

UNIT OF SALE
Average **\$25.00**

GENDER
Male **35%**
Female **65%**

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