

Donors to Veteran Causes by DSA



Donors to Veteran Causes by DSA are all multi-contribution donors supporting a variety of veteran appeals. Donors have been matched to direct mail buyer file to provide a stronger responder audience. They are mostly age 60+ and contribute on average \$25.00+.

SEGMENTS

1,450,000	Total Universe / Universe Rate	\$75.00/M
575,000	1 Mos. Multi-Donors	\$85.00/M
785,000	3 Mos. Multi-Donors	\$80.00/M
1,450,000	12 Mos. Multi-Donors	\$75.00/M
	Email Campaign 25M Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	553656
mIn ID	553656
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct mail sold, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/05/2020
New to Manager	01/31/2020
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	02/05/2020
"New to System"	02/06/2020
Announcement	
Last Update	08/06/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Donors to Veteran Causes by DSA are all multi-contribution donors supporting a variety of veteran appeals. Donors have been matched to direct mail buyer file to provide a stronger responder audience. They are mostly age 60+ and contribute on average \$25.00+.

Additional Selects: Direct Mail, # of contributions, Contributors to Other Category Causes as well as by Political Party; Republican, Democratic, Contribution Amount

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 in to 3rd party offers have been appended to this file.

Digital Campaigns: Inquire

[Contact DSA](#)

PROFILE

Donation Amount Ranges (10.00/M)

\$25+

\$50+

Other Category Causes

Political Party

Republican

Democratic

Contribution Amount

SELECTS		AVERAGE INCOME	
Age Range	\$8.00/M	Value	\$55,000.00
Donation Amount Ranges	\$10.00/M	MINIMUM ORDER	
Ethnic/Ethnicity	\$15.00/M	Minimum Quantity	7,500
Gender/Sex	\$8.00/M	Minimum Price	\$500.00
Household Income	\$10.00/M	COMMISSIONS	
Demographic and Lifestyle	\$10.00/M	Broker	20%
Pres. of Children	\$10.00/M	Agency	15%
Political Affiliation	\$12.00/M	NET NAME ARRANGEMENTS	
Other Category Causes		Net Name is allowed	
Additional Selects		Floor	85%
MANAGER		Minimum Quantity	50,000
DSA Direct, LLC		Run Charges	\$8.00/M
UNIT OF SALE		EXCHANGES	
Average	\$60.00	Exchange is not allowed	
GENDER		REUSE	
Male	25%	Reuse is allowed	
Female	75%	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				
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