
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 that is more inclined to contribute a higher gift amount. A must include in Military, Police, History and Veteran campaign appeals.

SEGMENTS

1,025,000	Total Universe / Universe Rate	\$75.00/M
350,000	1 Mos. Multi-Donors	\$85.00/M
155,604	1 Mos. Multi-Donors, Avg Gift \$25+, DM	+ \$10.00/M
680,000	3 Mos. Multi-Donors	\$80.00/M
1,025,000	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	01/31/2024

DATA CARD MAINTENANCE

New To System	02/05/2020
"New to System"	02/06/2020
Announcement	
Last Update	02/08/2024
Next Update	03/08/2024
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 that is more inclined to contribute a higher gift amount. Contributors donate to support and assist veterans with a wide variety of services for mental health, homelessness, rehabilitation and more. **Donors To Veteran Causes** are mostly age 60+ and contribute on average \$35.00+. A must include in Military, Police, History and Veteran campaign appeals.

Additional Selects: Direct Mail, # of contributions, 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 \$35

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 Ranges (10.00/M)

\$25+

\$50+

SELECTS

Age Range	\$8.00/M
Donation Amount Ranges	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$10.00/M
Demographic and Lifestyle	\$10.00/M
Pres. of Children	\$10.00/M
Political Affiliation	\$12.00/M

MANAGER**DSA Direct, LLC**

UNIT OF SALE

Average	\$35.00
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GENDER

Male	25%
Female	75%

AVERAGE INCOME

Value	\$55,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

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
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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.

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