

## Donors to Wildlife & Environmental Causes



Donors to Wildlife & Environmental Causes provides avid donors committed to preserving wildlife and natural habitats. Donors have contributed at least 3 or more times during the course of a year to Wildlife and/or Environmental Causes with an avg. gift amount of \$25+ and are identified as direct mail buyers.

### SEGMENTS

521,000	Total Universe / Universe Rate	\$75.00/M
113,000	1 Mos. Donors to Wildlife & Environment	\$85.00/M
241,000	3 Mos. Donors to Wildlife & Environment	\$80.00/M
521,000	12 Mos. Donors to Wildlife & Environment	\$75.00/M
	Add Email Campaign	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	544454
mIn ID	544454
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Compiled lists, Direct mail sold, Multi-buyers, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/21/2019
New to Manager	10/21/2019
Counts Through	01/31/2024

### DATA CARD MAINTENANCE

New To System	09/26/2019
"New to System" Announcement	09/27/2019
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

### DESCRIPTION

**Donors to Wildlife Environmental Causes** provides avid donors committed to preserving wildlife and natural habitats. Donors have contributed at least 3 or more times during the course of a year to Wildlife and/or Environmental Causes with an avg. gift amount of \$25+ and are identified as mail order buyers. This layered audience confirms their genuine support.

Recency on this file is pulled from donor transaction and are all multi-donors. We have matched donor activity to our large database of product purchases, subscriptions, memberships, book purchases from a multitude of sources offline and online. The complex select is layered to provide marketers with a strongly appropriate prospect for non-profit appeals.

**Special Selects:** # of Contributions, Avg. Contribution Amount, Age, Income, Direct Mail Donors, Subscribers, Members, Mail Order Buyers and ethnicity.

**Digital Campaign:** inquire

**Email Orders:** 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address.

Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

**MINIMUM:** 7,500 postal mailing

[Contact DSA Direct Today](#)

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**SELECTS**

Age/Income	<b>\$8.00/M</b>
Dollar Amount - AP	<b>\$8.00/M</b>
Credit Card Buyers	<b>\$8.00/M</b>
Demographic	<b>\$8.00/M</b>
Direct Mail Only	<b>\$8.00/M</b>
Ethnic/Ethnicity	<b>\$10.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Lifestyle	<b>\$8.00/M</b>
Number of Contributions	<b>\$8.00/M</b>
Product Categories	<b>\$8.00/M</b>
Reader Interest	<b>\$8.00/M</b>

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**MANAGER****DSA Direct, LLC**

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**UNIT OF SALE**

Average	<b>\$25.00</b>
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**GENDER**

Male	<b>19%</b>
Female	<b>81%</b>

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**AVERAGE INCOME**

Value	<b>\$50,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$450.00</b>

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**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

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**NET NAME ARRANGEMENTS**

<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

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**EXCHANGES****Exchange is not allowed**

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**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

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**CANCELLATION**

Charges	<b>\$100.00/F</b>
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**CANCELLATION INSTRUCTIONS**

Orders cancelled 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.

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**KEY CODING**

<b>Key Coding is available</b>	
Charges	<b>\$2.00/M</b>

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**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

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**SPECIAL INSTRUCTIONS**

Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact