

Donors with Wealth by DSA



Donors with Wealth by DSA are all multi-contribution donors to a variety of appeals. They are mostly age 50+, giving on avg. \$100+ with a net worth over \$1,000,000. Ideal for nonprofits seeking to saturate an area while generating a high gift, endowment, legacy contribution or fulfilling a specific targeted goal.



SEGMENTS

7,387,736	Total Universe / Universe Rate	\$75.00/M
805,781	1 Mos Million Dollar Net Worth Donors	\$85.00/M
2,820,716	3 Mos Million Dollar Net Worth Donors	\$80.00/M
4,425,340	6 Mos Million Dollar Net Worth Donors	\$75.00/M
3,285,386	3 Mos \$100+ Multi-Donors \$150K+ Income	+ \$8.00/M
4,879,376	6 Mos \$100+ Multi-Donors \$150K+ Income	+ \$8.00/M
	Email - Opt-in	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	635713
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	 
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SOURCE

Direct mail sold, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/15/2024
New to Manager	08/15/2024
Counts Through	08/31/2024

DATA CARD MAINTENANCE

New To System	08/15/2024
"New to System"	08/16/2024
Announcement	
Last Update	09/10/2024
Next Update	10/09/2024
Update Frequency	MONTHLY

DESCRIPTION

Donors with Wealth by DSA are all multi-contribution donors to a variety of appeals. They are mostly age 50+, giving on avg. \$100+ with a net worth over **one million dollars**. Ideal for nonprofits seeking to saturate an area while generating a high gift, endowment, legacy contribution or fulfilling a specific targeted goal.

Donors are part of a large database of multi-channel purchases and activity. Astute nonprofits can further identify their targeted prospect by utilizing selects available, such as product purchased, reading interests, active subscribers/members, investors, political affiliation and more.

The value of these wealthy donors is their capacity to give a higher-than-average gift amount. The large universe allows coverage in targeted areas where specific donors by category are not providing enough penetration.

Additional Selects: Direct Mail, # of contributions, Contributors to Other Category Causes as well as by Political Party; Republican, Democratic, Contribution Amount, Product Purchase Categories, Reading Interest Categories, Subscribers, Members, Health, Outdoors, Demographics, Lifestyle selects. Inquire further

Donation Amount: \$100+, \$150+, \$250+, \$500+, \$750+, \$1,000+

Source: Direct Mail, Online

Profile: Avg Age 50+, Avg. HH Income \$175K+, Avg. Donation \$100+

Email: 25,000 Min.

Email that has been opted in to 3rd party offers have been appended to this file.

[Contact DSA](#)

SELECTS

AVERAGE INCOME

Age Range	\$8.00/M	Value	\$175,000.00
Donation Amount	\$8.00/M		
Ethnic/Ethnicity	\$15.00/M	MINIMUM ORDER	
Gender/Sex	\$8.00/M	Minimum Quantity	7,500
Household Income	\$8.00/M	Minimum Price	\$500.00
Demographic and Lifestyle	\$8.00/M	COMMISSIONS	
Pres. of Children	\$8.00/M	Broker	20%
Political Affiliation	\$10.00/M	Agency	15%
Identified Investors	\$8.00/M	NET NAME ARRANGEMENTS	
\$1000+ Contributions	\$8.00/M	Net Name is allowed	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$100.00

GENDER

Male 60%
Female 40%

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