

DSA Donors to Charitable Causes



DSA Donors to Charitable Causes provides donors that are multi-contributors to a variety of causes. When a disaster strikes or a desperate need comes to their attention, these donors step up and are quick to provide help. Earthquakes, Tornados, Floods, Hunger Relief, Health, Political Action and Environmental Causes motivate these individuals to act.

SEGMENTS

1,275,000	Total Universe / Universe Rate	\$70.00/M
120,000	1 Mos. Multi-Donors	\$80.00/M
265,000	3 Mos. Multi-Donors	\$75.00/M
1,275,000	12 Mos Multi-Donors	\$70.00/M
240,000	Super Donors 3+ Contributors	+ \$10.00/M
30,000	1 Mos Super Health Donors 3x Contrib.	+ \$10.00/M
45,000	3 Mos Super Health Donors 3x Contrib.	+ \$10.00/M
250,000	Canadian Donors	\$90.00/M
	Email Campaign 25M Min.	\$45.00/M

DESCRIPTION

DSA Donors to Charitable Causes provides donors that are **multi-contributors** to a variety of causes. When a disaster strikes or a desperate need comes to their attention, these donors step up and are quick to provide help. Earthquakes, Tornados, Floods, Hunger Relief, Health, Political Action and Environmental Causes motivate these individuals to act. Their propensity to contribute makes them perfect prospects for appeals with a strong call to action message. Opt in to third party emails have been appended to this file and is available for email deployment.

Marketers can select by category cause, donation amount, # of contributions and direct mail donors. SUPER DONORS Contributing 3X+ is available. File updates monthly! Avg. Contribution: \$30.

Category Causes: Animal Welfare, Children, Health, Environmental, Foreign Aid, Health, Humanitarian, Veteran Causes, Political Causes, Religious Causes

NEW! Canadian Donors by Donor Category!

Additional Selects: Direct Mail, Multi-Donors, Dog/Cat Owners, Age, Income, Pres. of Children, Homeowners, Republican, Democratic, Catholic, Irish, Hispanic, Mail Order Buyers, Retired Military, NEW SELECT AVAILABLE: Super Donors: 3-4 contributions across all category's or specific contributions within category. File is overlaid with large transactional database to provide indepth select options! Inquire!

Donation Amount: \$10+, \$20+, \$50+

Source: Direct Mail, Telemarketing, Online

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress housefile, inquire. Prepayment required on all email

Digital Campaigns - \$40/M on Matched Records - Inquire

For Counts/Info: [Request Info](#)

PROFILE

Category Cause (10.00/M)

Animal Welfare

ID NUMBERS

Manager ID	
NextMark ID	313477
mIn ID	313477
SRDS ID	939296-000

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/26/2011
New to Manager	09/26/2011
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	09/26/2011
"New to System"	09/29/2011
Announcement	
Last Update	07/27/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

Children
 Health
 Environmental
 Foreign Aid
 Humanitarian
 Veteran Causes
 Political Causes
 Religious Causes
 Police/EMT Conritubionts

Donation Amount (10.00/M)

\$10+
 \$20+
 \$50+

Environmental Donors (10.00/M)

Direct Mail
 Multi-Donors
 Dog/Cat Owners
 Age
 Income
 Pres. of Children
 Homeowners
 Republican
 Democratic
 Catholic
 Irish
 Hispanic
 Mail Order Buyers

Source: Direct Mail (10.00/M)

Direct Mail
 Telemarketing
 Online

SELECTS	
Geo/Geographical	\$8.00/M
Age Range	\$10.00/M
Animal Welfare Donors	\$10.00/M
Category Cause	\$10.00/M
Demographic and Lifestyle	\$10.00/M
Donation Amount	\$10.00/M
Environmental Donors	\$10.00/M
Gender/Sex	\$8.00/M
Multi-Donors 2+, 3+	\$10.00/M
Religious Donors	\$10.00/M
Political Donors	\$10.00/M
Source: Direct Mail	\$10.00/M
Veteran Causes	\$10.00/M

MANAGER
 DSA Direct, LLC

UNIT OF SALE	
Average	\$30.00

GENDER	
Male	35%
Female	65%

AVERAGE INCOME	
Value	\$35,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
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

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.
 First Time Tests require Prepayment. Email &
 Telemarketing Orders require prepayment. Inquire
 for volume discounts

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact