

Help the Children Donors by DSA



Help the Children Donors by DSA are all super multi-contribution donors to children related appeals. Causes contributed to include Children's health Issues, hospitals & institutions, international appeals, family support, youth-oriented programs / causes, and other related appeals. Donors are mostly age 50+ with an avg. gift of \$35+.

SEGMENTS

2,016,806	Total Universe / Universe Rate	\$75.00/M
305,577	1 Mos. Multi-Donors to Children Causes	\$85.00/M
595,000	3 Mos. Multi-Donors to Children Causes	\$80.00/M
2,016,806	12 Mos. Multi-Donors to Children Causes	\$75.00/M
	Digital Campaigns	+ \$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	586515
mIn ID	586515
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Direct mail sold, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/17/2021
New to Manager	09/01/2021
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	09/17/2021
"New to System"	09/20/2021
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Help the Children Donors by DSA Helping children is a priority to these donors. They are all multi-donors to children causes with an Avg. Gift of \$35+. They are mostly females, age 50+ and mostly sourced through direct mail contributions. This file is from our large database of donor and consumer purchases transactions to provide marketers with exceptionally responsive prospects that offers an abundance of select criteria to help define your ideal audience. The audience on this file is unique to DSA Direct.

Additional Selects: Direct Mail, # of contributions, Cross over donors to other Category Causes, such as Health, Art/Cultural, Environmental, Political as well as household demographics and ethnicity.

Donation Amount:

\$25+, \$50+, \$75+

Digital Campaigns: \$75/M on matched records, \$5/M views/impressions, \$500 min. Inquire. Or Add Digital to postal mailing for \$25/M+

Email: 25,000 Min. Email that has been opted into 3rd party offers have been appended to this file.

Source:

Direct Mail, Telemarketing, Online

Profile: Avg Age 50+, Avg. HH Income \$45K+, Avg. Donation \$35

[Contact DSA](#)

SELECTS

Age Range	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Direct Mail Sourced	\$8.00/M

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Donation Amount	\$8.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M		
Household Income	\$8.00/M		
Pres. of Children	\$8.00/M		
Children /Health Causes	\$8.00/M		
Children/ Food Banks	\$8.00/M		
Categories	\$8.00/M		

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$35.00**

GENDER

Male **20%**
 Female **80%**

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. Prepayment required on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact