

Political Donors for Immigration Reform by DSA



Reach political donors with an interest in Immigration Reform. Mostly Democrats, age 50+ and all are registered voters and selectable by political party affiliation and/or party contributed to and so much more. The database updates quarterly and offers a variety of micro audience profiles to provide better prospects for nonprofits.

SEGMENTS

512,031	Total Universe / Universe Rate	\$85.00/M
462,756	Recent Contributors Avg Gift \$25	+ \$10.00/M
365,154	Recent Contributors Avg Gift \$50	+ \$10.00/M
512,031	Recent Immigration Reform Contributors	\$85.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	616501
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Government records, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/31/2023
New to Manager	07/27/2022
Counts Through	01/31/2023

DATA CARD MAINTENANCE

New To System	01/31/2023
"New to System"	02/01/2023
Announcement	
Last Update	02/01/2023
Next Update	03/06/2023
Update Frequency	MONTHLY

DESCRIPTION

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Reach political donors with an interest in Immigration Reform. This Micro Target audience is from an inhouse model that provides FEC or State Contributors to pro-immigration organizations or committees. Many are identified as having Hispanic or Non-White ethnicity, are mostly Democrats or Liberal political affiliation and is not in support of border security initiatives. Mostly age 50+, are all registered voters and selectable by political party affiliation and/or party contributed to and so much more. The database updates quarterly and offers a variety of micro audience profiles to provide better prospects for nonprofits. The file is further enhanced with demographics.

Demographics: 48% Male, 52% Female, Political Affiliation: 62% Democrates,

Micro Audiences Available:

2nd Amendment Supporters, Animal Rights, Current Affairs/Politics, Environmentalists, Evangelical, Green Party, Healthcare Reform, Border Security, Education, Immigration Reform, LGBT Supports/Donors, Libertarians, Marijuana Policy Reform, Marriage Equality, Military Supporters, Political Party Models by Decile Score, Pro-Life Pro-Choice, Taxes, Trump Supporters. Donors by Category by Model Scoring

Special Selects: Donor Gift Amt., Avg, Last or Cumulative, Donors by Category; Arts/Culture, Animal Welfare, Children, Community, Environmental, Health, International Aid, Political, Religious & Veteran appeals, Age, Income, Home ownership, Political turnout by model score for State, Midterm and Presidential Primary, Voter History, Voter Propensity.

Phone Numbers and Email Addresses available

Digital Campaign: \$40/M with 25,000 min. INQUIRE

Email: 25,000 Min.

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 is available. House file suppression available, inquire. Prepayment required on all email.

[Contact DSA](#) for counts

PROFILE

Special Selects

- Donor Gift Amt*
- Avg*
- Last or Cumulative*
- Donors by Category*
- Arts/Culture*
- Animal Welfare*
- Children*
- Community*
- Environmental Health*
- International Aid*
- Political*
- Religious and Veteran appeals*
- Age*
- Income*
- Home ownership*
- Political turnout by model score for State*
- Midterm and Presidential Primary*
- Voter Propensity*

SELECTS		AVERAGE INCOME	
Age		Value	\$45,000.00
Demographic		MINIMUM ORDER	
Donor Category		Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$500.00
Gender/Sex		COMMISSIONS	
Geo/Geographical		Broker	20%
Gift Amt. Avg, Last, Total	\$10.00/M	Agency	15%
Income Select		NET NAME ARRANGEMENTS	
Political Party Affiliation	\$10.00/M	Net Name is allowed	
Email Campaign	\$25.00/M	Floor	85%
Digital Audiences	\$40.00/M	Minimum Quantity	50,000
Special Selects		Run Charges	\$85.00/M
MANAGER		EXCHANGES	
DSA Direct, LLC		Exchange is not allowed	
UNIT OF SALE		REUSE	
Average	\$25.00	Reuse is allowed	
GENDER		Minimum Quantity	0
Male	48%	Run Charge	
Female	52%	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 cancellation run charges & shipping/material fees.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00/M

ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for List Owner Approval.
Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact