Help the Children Donors by DSA

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.

SEGMENTS

845,500	Total Universe / Universe Rate	$80.00/M
310,750	1 Mos. Multi-Donors to Children Causes	$80.00/M
259,500	1 Mos. Multi-Donors & Multi-Buyers	$80.00/M
487,450	3 Mos. Multi-Donors	$80.00/M
845,500	12 Mos. Multi-Donors	$80.00/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	**09/30/2025**

DATA CARD MAINTENANCE

New To System	**09/17/2021**
"New to System" Announcement	**09/20/2021**
Last Update	**10/23/2025**
Next Update	**11/05/2025**
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.

Minimum: 10,000 Postal

Selects waived on 10M+ (excluding political & religious affiliations and ethnicity) Overwise selects $8/M each.

Selects: Contribution Amt: $25+, $35+, 50+, $100+, Donors by Category, Source Direct Mail, additional donor contributors by cause: Arts/Culture, Animal Welfare, Children, Identified as Christian Families, Community, Environmental, Health, International Aid, Political, Religious & Veteran appeals, Age, Income, Home ownership and more inquire further.

Model Audiences Available:
Animal Rights, Art/Culture, Children, Conservative Republican, Climate Change/Environmental, Gun Control, Health/Ailment, Humanitarian, Immigration, Liberal Causes, Political, Women's Rights and more. Inquire

Source: Direct Mail, Online, Space

Demographics: 80% Female, Avg Age 50+, HH Income $45K, Avg Donation $35, 83% Ident. Mail Order Buyers

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 available. Can suppress house file, inquire. Prepayment required on all email

Digital Campaign: **INQUIRE**

Contact DSA

SELECTS	
Age Range	
Children /Health Causes	
Children/ Food Banks	
Demographics	
Direct Mail Sourced	
Donation Amount	
Donor Categories	
Ethnic/Ethnicity	**$12.00/M**
Gender/Sex	
Lifestyle / Interests	
Mail Order Buyers	
Pres. of Children	

MANAGER
DSA Direct, LLC

UNIT OF SALE	
Average	**$35.00**

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

AVERAGE INCOME	
Value	**$45,000.00**

MINIMUM ORDER	
Minimum Quantity	**10,000**
Minimum Price	**$750.00**

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. Prepayment required on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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