

Contributors Making a Difference by DSA



Contributors Making a Difference by DSA are heavy donors to causes that they feel they can help make a difference. With an average gift of \$35, this older audience repeatedly give when asked. The donors have been modeled to identified those that are most responsive and can be selected by donor category.

SEGMENTS		
3,975,000	Total Universe / Universe Rate	\$80.00/M
350,000	1 Mos. Responsive Donors	\$80.00/M
1,600,000	3 Mos. Responsive Donors	\$80.00/M
165,000	1 Mos. Animal Welfare Donors	\$80.00/M
215,000	1 Mos. Children Cause Donors	\$80.00/M
115,000	1 Mos. Environmental Donors	\$80.00/M
275,000	1 Mos. Health Cause Donors	\$80.00/M
108,000	1 Mos. Humanitarian Donors	\$80.00/M
135,000	1 Mos. Religious Donors	\$80.00/M
225,000	1 Mos. Veteran Donors	\$80.00/M
Email Campaign 25M Min.		+ \$25.00/M

DESCRIPTION

Contributors Making a Difference by DSA are heavy donors to causes that they feel they can help make a difference. With an average gift of \$35, this older audience repeatedly give when asked. The donors have been modeled to identified those that are most responsive and can be selected by donor category. Our database consists of donor transactions and supported with direct mail and online purchases, self-reported data, and enhancements. Donor Contributors are highly responsive and selectable by category of contribution and recency of gift.

Contributors Making a Difference donor’s eager propensity to contribute to causes makes them perfect prospects for appeals. File is enhanced with demographic, lifestyle, and transactional data to provide a more robust prospect.

Minimum: 10,000 Postal
Selects waived on 10,000+ (with exceptions on religious & political affiliations and ethnicity) Otherwise, \$8/M per select.

Source: Direct Mail, Online & Self-Reported

Demographics: 51% Female, 49% Male, Avg. Contribution \$35, Avg. Age 50+, Avg. Income \$52,000

Special Selects: Contribution Amt: \$25+, \$35+, \$50+, \$100+, Category: Animal Welfare, Art/Culture, Children, Environmental, Health, Political, Religious, Veteran. Enhancements include Political & Religious Affiliation, Buyers, Reading Interest, Book Buyers, Identified Investors, Magazine Subscribers, Travelers, & more. Inquire.

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 house file, inquire. Prepayment required on all email.

ID NUMBERS

Manager ID	
NextMark ID	603535
mIn ID	603535
SRDS ID	

MEDIA TYPE

Consumer	 
----------	---

SOURCE

Multi Sourced, Direct response

GEOGRAPHY

USA

OPT- IN

MAINTENANCE

Market Entry	06/13/2022
New to Manager	06/06/2022
Counts Through	09/30/2025

DATA CARD MAINTENANCE

New To System	06/13/2022
"New to System"	06/14/2022
Announcement	
Last Update	10/21/2025
Next Update	11/07/2025
Update Frequency	MONTHLY

Digital Campaigns - Inquire

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

SELECTS		AVERAGE INCOME	
		Value	\$52,000.00
MANAGER		MINIMUM ORDER	
DSA Direct, LLC		Minimum Quantity	10,000
UNIT OF SALE		Minimum Price	\$750.00
Average	\$35.00	COMMISSIONS	
GENDER		Broker	20 %
Male	49 %	Agency	15 %
Female	51 %	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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791
★ = Primary contact				