



Updated: 3/15/2024

National Association of Social Workers Member Mailing & Email Lists (NASW)

www.socialworkers.org



List Universe

101,047	Active Paid Member Postal Addresses	\$150/M*
98,548	Active Paid Member Email Addresses	\$275/M

Minimum Order: 2,500 Names

* CE Providers with NASW: 15% Discount on NASW List Rental

Multi Channel Rate: \$350/M

About

Founded in 1955, the National Association of Social Workers (NASW) is the largest organization dedicated to promoting, developing and protecting the practice of social work and professional social workers. NASW also seeks to enhance the effective functioning and well-being of individuals, families, and communities through its work and advocacy.

As the nation's largest group of mental health services providers, NASW members are trained professionals who have bachelors, masters, or doctoral degrees in social work. Members address problems as varied as substance abuse, family conflicts, workplace tensions, health problems, disabilities, mental illness, inadequate housing, poverty, and violence. They practice in a wide variety of settings (selectable) including: family services agencies, community mental health centers, child welfare, private practice, schools, hospitals, businesses, nursing homes, courts, prisons, and public and private agencies.

NASW members pay annual dues and respond to a wide array of offers. To better assist you in matching your product or service with the right social worker, NASW's member list is selectable by geography, function, practice, work setting, work focus, membership type, ethnicity, gender, age, income, and years experience in social work.

Selects

Address Type	\$15/M
Age	\$15/M
Annual Income	\$15/M
Campaign Type	INQ
Credentials	\$15/M
Degrees	\$15/M
Ethnic Background	\$15/M
Gender	\$15/M
Member Type	\$15/M
Membership	\$15/M
Classes	
Primary Function	\$15/M
Primary Practice	\$15/M
Area	
Primary Work Focus	\$15/M
Primary Work	\$15/M
Setting	
State, ZIP, SCF	\$15/M
Specialty Practice	\$15/M
Sections	
New Professionals	\$15/M
Email Fees	INQ

Addressing

EMAIL TRANSFER*	\$100/F
KEYCODE	\$10/M
FTP*	\$100/F
NCOA Fee	\$40/F

*Includes DPV and CASS

We Offer All the Services You Need to Effectively Deliver Your Mail and Email Campaigns:



[List Acquisition](#)



[Mail Fulfillment](#)



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[Print Production](#)



[List Management](#)

Let us quote your job today!



Contact:

INFOCUS Marketing

Phone: 800.708.5478

Fax: 866.708.5478

sales@infocusmarketing.com

www.InfocusMarketing.com

Other Recommended Lists

Mental Health

Specifications & Important Notes

SOURCE: NASW Membership Records

LIST UPDATED: Monthly

Terms & Conditions

20% commission to qualified list brokers.

Allow 2-5 business days to process order after list owner approval.

Mail piece and IRB approval letter from your institution required for approval for research.

Any abbreviation or version of the name or logo of this association may not be used in any mail piece.

Reuse discount: \$10/M off base price. Approval required.

All email transmissions must be completed through INFOCUS Marketing.

Any abbreviation or version of the name of this association may not be used in any email transmission.

Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.

List rental quote and list rental agreement must be signed and returned to secure email transmission date.

Sample mail and/or email piece required for approval.

All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of \$100/Hour.

The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.

Lists must be used within 6 months of date of receipt.

Payment

Customer is responsible for all costs of collection, including reasonable attorney fees and court costs, if it becomes necessary to pursue any debt owed by customer.

Orders cancelled after the mail date/email transmission date are due in full.

Orders cancelled prior to the scheduled transmission date are subject to a \$100 cancellation fee plus applicable production charges.

Pre-payment required for first-time mailers.

Orders cancelled after the mail date are due in full.

Usage Available Upon Request

Disclaimer

We believe the information on this datacard to be accurate, however, make no guarantees on accuracy or the results of usage. To verify any information on this datacard, call 800-708-5478 or email sales@infocusmarketing.com.

Selects

Address Type		Primary Practice Area (cont.)		
Business Address	5,230	POLSW	Advocacy and Public Policy	616
Residential Address	95,540	AGE	Aging	3,651
		CASE	Case Management	927
		CHFAM	Child/Family Welfare	6,651
Age		CHRON	Chronic Diseases	113
20-25	3,965	COMMDEV	Community Development	628
26-30	7,059	CRIM	Criminal Justice	866
31-35	8,773	DEVDIS	Developmental Disabilities / Rehabilitation	965
36-40	9,411	EQ/HR	Equity and Human Rights	121
41-45	9,571	GRIEF/BER	Grief/Bereavement	565
46-50	9,381	HLTH	Health	6,743
51-55	9,847	HOME	Housing and Homeless Services	247
56-60	8,700	DISPER	Immigrant and Displaced Persons Services	467
61-65	8,080	INTLSW	International	179
66 & over	22,719			

			JUV	Juvenile Justice	71
Annual Income			MHLTH	Mental Health	35,642
A	Under \$15,000	3,179	MIL/VET	Military and Veterans	505
B	\$15,000 thru 19,999	2,148	EAP	Occupational SW/EAP	378
C	\$20,000 thru 24,999	1,876	OTH	Other	4,771
D	\$25,000 thru 29,999	2,217	PALL	Palliative Care	348
E	\$30,000 thru 34,999	3,238	PHILAN	Philanthropy	87
F	\$35,000 thru 39,999	3,075	PSYCH	Psychotherapy Services	4,203
G	\$40,000 thru 44,999	2,972	PUBHLTH	Public Health	581
H	\$45,000 thru 49,999	3,897	SSW	School Social Work-All Schools	5,637
I	\$50,000 thru 54,999	4,136	SWEDU	Social Work Education	642
J	\$55,000 thru 59,999	2,555	VIOLENCE	Trauma and Violence	2,403
K	\$60,000 thru 64,999	3,215	Primary Work Focus		
L	\$65,000 thru 69,999	2,147		AIDS/HIV	230
M	\$70,000 thru 74,999	3,763	ATOD	Alcohol/Drug Abuse	2,828
N	\$80,000 and over	7,546	CONFLICT	Conflict Resolution	376
Campaign Type			DISAB	Developmental / Other Disabilities	1,247
	Non-Research Email	98,987	EMPLR	Employment Related	393
	Non-Research Postal	97,589	FAM	Family Issues	5,503
	Research Email	98,467	GRIEF	Grief/Bereavement	1,239
	Research Postal	96,976	HLTH	Health	5,085
Credentials			HOUSE	Housing	761
ACSW	Academy of Certified Social Workers	13,121	INCM	Income Maintenance	58
QCSW	Qualified Clinical Social Worker	3,200	INDBP	Individual / Behavioral Problems	15,099
DCSW	Diplomate in Clinical Social Work	4,527	INTL	International	182
ASW-G	Advanced Social Worker in Gerontology	93	OTH	Other	9,400
CSW-G	Clinical Social Worker in Gerontology	168	VV SERV	Violence / Victim Services	1,375
SW-G	Social Worker in Gerontology	28	Primary Work Setting		
C-	Certified Clinical Alcohol, Tobacco & Other	157	ASSIST	Assisted Living Residence	199
CATODSW	Drugs Social Worker		MTLHLTHIN	Behavioral Health – Inpatient	1,552
C-	Certified Advanced Children, Youth & Family	63	MTLHLTHOUT	Behavioral Health – Outpatient	9,046
ACYFSW	Social Worker		BUS	Business/Industry	310
C-CYFSW	Certified Children, Youth & Family Social	3	CHLDWLF	Child Welfare Family Agency	1,670
	Worker		COLL	College/University	3,859
C-SSWS	Certified School Social Work Specialist	861	JUST	Criminal Justice System - Adults	788
C-ASWCM	Certified Advanced Social Work Case Manager	804	EAP	Employee Assistance Program	250
C-SWCM	Certified Social Work Case Manager	61	FOUND	Foundation	249
C-SWHC	Certified Social Worker in Health Care	323	GOVAGCY	Government Agency	652
ACHP-SW	Advanced Certified Hospice and Palliative	798	HLTHIN	Health - Inpatient/Hospitals	3,739
	Social Worker		HLTHOUT	Health - Outpatient/Community Setting	5,942
CHP-SW	Certified Hospice and Palliative Social Worker	38	HOME	Home Health	128
Degrees			HOSPICE	Hospice	1,318
BSW	Bachelors in Social Work	2,130	ELDRHOUS	Independent Living/Elder Housing	48
DSW	Doctorate in Social Work/PhD in Social Welfare	2,490	JUVJUST	Juvenile Justice System / Youth	349
MSW	Masters in Social Work	66,370	MCODOM	Managed Care Organization	521
Ethnic Background			MTLHLTHIN	Mental Health - Inpatient	1,552
AFAM	African American	9,114	MTLHLTHOUT	Mental Health - Out Patient	9,046
ASIAN	Asian / Pacific Islander	1,794	GOVMIL	Military	2,116
	Blank / No Answer	27,596	NURSING	Nursing Home/Long-Term Care	601
MEX	Chicano/Mexican	1,824	OTH	Other	5,538
AINA	Native American	593	PPGP	Private Practice - Group	5,841
OTHER	Other	1,477	PPSOLO	Private Practice - Solo	14,406
OH	Other Hispanic / Latino	2,946	PROFTA	Professional Trade Association	165
PR	Puerto Rican	1,005	REHAB	Rehabilitation/ Skilled Nursing Facility	29
WHITE	White / Caucasian	54,538	RESFACADLT	Residential Care Facility - Adults	489
Gender			RESFACCHLD	Residential Care Facility – Children	397
F	Female	75,827	SCHOOL	School - Elementary / Middle / High	5,288
M	Male	17,742	SSAGEN	Social Service Agency	5,411
			SUBUSEIN	Substance Use-Inpatient	126
			SUBUSEOUT	Substance Use-Outpatient	303
			GOVVET	Veterans Services	226

Member Type			Specialty Practice Sections		
MSWT3		1,266	ADMNSPRV	Administration/Supervision	4,019
REDIN		89	AGING	Aging	4,847
FOR		57	ATOD	Alcohol, Tobacco & Other Drugs	3,852
GOLD		2,385	CHLDWLF	Child Welfare	2,104
GOLDW		111	CAYA	Children, Adolescents & Young Adults	6,262
ASSOC	Associate	2,142	HLTH	Health	3,613
BSW	Bachelors Social Work	2,130	MNTLHLTH	Mental Health	16,027
BSW-S	Bachelors Social Work - Student	2,353	PRIVPRAC	Private Practice	17,708
BSW-T	Bachelors Social Work - Transitional	1,744	SSW	School Social Work	5,684
DSW	Doctorate Social Work	2,490	POVSOCJUS	Social & Economic Justice & Peace	1,992
DOC-S	Doctorate Social Work - Student	355	SSWCOURT	Social Work & the Courts	1,605
MSW	Masters Social Work	65,104	New Professionals		
MSW-S	Masters Social Work - Student	9,375	New Professionals - 0-3 years of Social Work Experience		
MSW-T	Masters Social Work - Transitional	6,236	9,246		
RET	Retired	4,925	Email Fees		
UNEMP	Unemployed	109	A/B Split: \$150F		
Membership Classes			All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of \$100/Hr. with a 1 hr. minimum.		
Associate		2,142	Greater than 2 tests/changes: \$50 per test/change		
Regular		86,646	HTML/Text Transmission Set-up Fee: \$50F		
Student		12,083	Image Hosting: \$50 per image		
Primary Function			Personalization of transmission: \$100F		
ADMG	Administration / Supervision	4,712	Suppression: \$100F		
CO	Community Organizing / Advocacy	443	Tracking Report: \$25F		
CONSULT	Consultation	980	Transmission: \$125/M		
DIRSERV	Direct Services to Clients	16,557			
FUNDGRANT	Fundraising / Grant Writing	41			
OTH	Other	1,831			
LEGDEV	Policy / Legislation Development	79			
PLAN	Program Planning and Management	286			
RES	Research	264			
STU	Student	35			
TEACH	Teaching	1,336			
TRAIN	Training / Professional Development	805			
VOL	Volunteer	15			
Primary Practice Area					
ADDICT	Addictions / Substance Use	3,959			
ADOL	Adolescent Services	3,169			