INFOCUS Exclusive List:

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 Classes	$15/M
Primary Function	$15/M
Primary Practice Area	$15/M
Primary Work Focus	$15/M
Primary Work Setting	$15/M
State, ZIP, SCF	$15/M
Specialty Practice Sections	$15/M
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
- Design & Copywriting
- Email Services
- Print Production
- List Management

Let us quote your job today!

Contact:
INFOCUS Marketing
Phone: 800.708.5478
Fax: 866.708.5478
sales@infocusmarketing.com
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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	
Business Address	5,230
Residential Address	95,540

Age	
20-25	3,965
26-30	7,059
31-35	8,773
36-40	9,411
41-45	9,571
46-50	9,381
51-55	9,847
56-60	8,700
61-65	8,080
66 & over	22,719

Primary Practice Area (cont.)		
POLSW	Advocacy and Public Policy	616
AGE	Aging	3,651
CASE	Case Management	927
CHFAM	Child/Family Welfare	6,651
CHRON	Chronic Diseases	113
COMMDEV	Community Development	628
CRIM	Criminal Justice	866
DEVDIS	Developmental Disabilities / Rehabilitation	965
EQ/HR	Equity and Human Rights	121
GRIEF/BER	Grief/Bereavement	565
HLTH	Health	6,743
HOME	Housing and Homeless Services	247
DISPER	Immigrant and Displaced Persons Services	467
INTLSW	International	179

Annual Income		
A	Under $15,000	3,179
B	$15,000 thru 19,999	2,148
C	$20,000 thru 24,999	1,876
D	$25,000 thru 29,999	2,217
E	$30,000 thru 34,999	3,238
F	$35,000 thru 39,999	3,075
G	$40,000 thru 44,999	2,972
H	$45,000 thru 49,999	3,897
I	$50,000 thru 54,999	4,136
J	$55,000 thru 59,999	2,555
K	$60,000 thru 64,999	3,215
L	$65,000 thru 69,999	2,147
M	$70,000 thru 74,999	3,763
N	$80,000 and over	7,546

Campaign Type	
Non-Research Email	98,987
Non-Research Postal	97,589
Research Email	98,467
Research Postal	96,976

Credentials		
ACSW	Academy of Certified Social Workers	13,121
QCSW	Qualified Clinical Social Worker	3,200
DCSW	Diplomate in Clinical Social Work	4,527
ASW-G	Advanced Social Worker in Gerontology	93
CSW-G	Clinical Social Worker in Gerontology	168
SW-G	Social Worker in Gerontology	28
C-CATODSW	Certified Clinical Alcohol, Tobacco & Other Drugs Social Worker	157
C-ACYFSW	Certified Advanced Children, Youth & Family Social Worker	63
C-CYFSW	Certified Children, Youth & Family Social Worker	3
C-SSWS	Certified School Social Work Specialist	861
C-ASWCM	Certified Advanced Social Work Case Manager	804
C-SWCM	Certified Social Work Case Manager	61
C-SWHC	Certified Social Worker in Health Care	323
ACHP-SW	Advanced Certified Hospice and Palliative Social Worker	798
CHP-SW	Certified Hospice and Palliative Social Worker	38

Degrees		
BSW	Bachelors in Social Work	2,130
DSW	Doctorate in Social Work/PhD in Social Welfare	2,490
MSW	Masters in Social Work	66,370

Ethnic Background		
AFAM	African American	9,114
ASIAN	Asian / Pacific Islander	1,794
	Blank / No Answer	27,596
MEX	Chicano/Mexican	1,824
AINA	Native American	593
OTHER	Other	1,477
OH	Other Hispanic / Latino	2,946
PR	Puerto Rican	1,005
WHITE	White / Caucasian	54,538

Gender		
F	Female	75,827
M	Male	17,742

JUV	Juvenile Justice	71
MHLTH	Mental Health	35,642
MIL/VET	Military and Veterans	505
EAP	Occupational SW/EAP	378
OTH	Other	4,771
PALL	Palliative Care	348
PHILAN	Philanthropy	87
PSYCH	Psychotherapy Services	4,203
PUBHLTH	Public Health	581
SSW	School Social Work-All Schools	5,637
SWEDU	Social Work Education	642
VIOLENCE	Trauma and Violence	2,403

Primary Work Focus		
	AIDS/HIV	230
ATOD	Alcohol/Drug Abuse	2,828
CONFLICT	Conflict Resolution	376
DISAB	Developmental / Other Disabilities	1,247
EMPLR	Employment Related	393
FAM	Family Issues	5,503
GRIEF	Grief/Bereavement	1,239
HLTH	Health	5,085
HOUSE	Housing	761
INCM	Income Maintenance	58
INDBP	Individual / Behavioral Problems	15,099
INTL	International	182
OTH	Other	9,400
VVSERV	Violence / Victim Services	1,375

Primary Work Setting		
ASSIST	Assisted Living Residence	199
MTLHLTHIN	Behavioral Health – Inpatient	1,552
MTLHLTHOUT	Behavioral Health – Outpatient	9,046
BUS	Business/Industry	310
CHLDWLF	Child Welfare Family Agency	1,670
COLL	College/University	3,859
JUST	Criminal Justice System - Adults	788
EAP	Employee Assistance Program	250
FOUND	Foundation	249
GOVAGCY	Government Agency	652
HLTHIN	Health - Inpatient/Hospitals	3,739
HLTHOUT	Health - Outpatient/Community Setting	5,942
HOME	Home Health	128
HOSPICE	Hospice	1,318
ELDRHOUS	Independent Living/Elder Housing	48
JUVJUST	Juvenile Justice System / Youth	349
MCODOM	Managed Care Organization	521
MTLHLTHIN	Mental Health - Inpatient	1,552
MTLHLTHOUT	Mental Health - Out Patient	9,046
GOVMIL	Military	2,116
NURSING	Nursing Home/Long-Term Care	601
OTH	Other	5,538
PPGP	Private Practice - Group	5,841
PPSOLO	Private Practice - Solo	14,406
PROFTA	Professional Trade Association	165
REHAB	Rehabilitation/ Skilled Nursing Facility	29
RESFACADLT	Residential Care Facility - Adults	489
RESFACCHLD	Residential Care Facility – Children	397
SCHOOL	School - Elementary / Middle / High	5,288
SSAGEN	Social Service Agency	5,411
SUBUSEIN	Substance Use-Inpatient	126
SUBUSEOUT	Substance Use-Outpatient	303
GOVVET	Veterans Services	226

Member Type		
MSWT3		1,266
REDIN		89
FOR		57
GOLD		2,385
GOLDW		111
ASSOC	Associate	2,142
BSW	Bachelors Social Work	2,130
BSW-S	Bachelors Social Work - Student	2,353
BSW-T	Bachelors Social Work - Transitional	1,744
DSW	Doctorate Social Work	2,490
DOC-S	Doctorate Social Work - Student	355
MSW	Masters Social Work	65,104
MSW-S	Masters Social Work - Student	9,375
MSW-T	Masters Social Work - Transitional	6,236
RET	Retired	4,925
UNEMP	Unemployed	109

Membership Classes		
	Associate	2,142
	Regular	86,646
	Student	12,083

Primary Function		
ADMG	Administration / Supervision	4,712
CO	Community Organizing / Advocacy	443
CONSULT	Consultation	980
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

Specialty Practice Sections		
ADMNSPRV	Administration/Supervision	4,019
AGING	Aging	4,847
ATOD	Alcohol, Tobacco & Other Drugs	3,852
CHLDWLF	Child Welfare	2,104
CAYA	Children, Adolescents & Young Adults	6,262
HLTH	Health	3,613
MNTLHLTH	Mental Health	16,027
PRIVPRAC	Private Practice	17,708
SSW	School Social Work	5,684
POVSOCJUS	Social & Economic Justice & Peace	1,992
SSWCOURT	Social Work & the Courts	1,605

New Professionals	
New Professionals - 0-3 years of Social Work Experience	9,246

Email Fees
A/B Split: $150F
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.
Greater than 2 tests/changes: $50 per test/change
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Transmission: $125/M