

Donor Look A Like Model Data by DSA



Reach prospects using Modeled Donors by Category. By modeling a pool of similar donor audiences against a large transactional data base, we have created Donor Look a Like Model Data by DSA. This allows mailers to access scored donors without having to contribute data or have a model specifically built. The database used provides ample prospect information to allow for a stronger targeted audience.

SEGMENTS

1,500,000	Total Universe / Universe Rate	\$75.00/M
150,000	30-Day Donors or Top Scoring Records	\$75.00/M
450,000	3 Month Donors	\$75.00/M
1,500,000	12 Month Donors	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Social Media Campaigns	

ID NUMBERS

Manager ID	
NextMark ID	534032
mIn ID	534032
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Direct response, Buyers, Internet/On-Line, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/16/2019
New to Manager	04/16/2019
Counts Through	09/30/2019

DATA CARD MAINTENANCE

New To System	04/16/2019
"New to System"	04/17/2019
Announcement	
Last Update	10/07/2019
Next Update	11/06/2019
Update Frequency	MONTHLY

DESCRIPTION

Donor Look a Like Model Data by DSA provides targeted prospects for fundraisers. By modeling a pool of similar donor audiences against a large transactional data base, we have created Donor Look a Like Model Data by DSA. This allows mailers to access scored donors without having to contribute data or have a model specifically built. The database used provides ample prospect information to allow for a stronger targeted audience. A number of donor category models have been created for a variety of types of appeals such as Children Health Causes, Conservative Republican, Pro-Life, Gay Rights, Health Care, Environmental and many more and are available on rental at postal, email and thru social media.

Available Audiences:

Select by Causes Animal Rights, Conservative Political, Democratic, Education, Environmental, Gun Rights, Health Care, Humanitarian, Health, Immigration, LGBTQ, Pro Life, Pro Choice, Republican, Social Liberal, Voter Party. The Audience can be modified with additional selects such as demographic and geographic selects; inquire. Inquire for specific non-profit models available. All Donor Audiences are available on social media platforms.

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 is available. Housefile suppression available, inquire. Prepayment required on all email.

Audience is available at postal, email and on social media.

SELECTS

Age	
Demographic	
Ethnic/Ethnicity	
Gender/Sex	
Geo/Geographical	
Income Select	
Lifestyle	
Presence of Child	
Email Campaign	\$25.00/M
Facebook / Social Media	

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$20.00
GENDER	
Male	35%
Female	65%

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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
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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