

Donor Look A Like for Children Causes



Donor Look a Like Model for Children Causes provides nonprofits with top scoring prospects for Children's health, hospital/ institutions, medical/ disability, international, family support/housing, food insecurity and youth programs. Mailers can order top scoring prospect that best suited to respond to targeted appeals.

SEGMENTS

| | | |
|-----------|--------------------------------|-------------|
| 1,500,000 | Total Universe / Universe Rate | \$80.00/M |
| 150,000 | Hotline Top Scoring Prospects | \$80.00/M |
| 450,000 | 3 Month Top Scoring | \$80.00/M |
| 1,500,000 | 12 Month Top Scoring | \$80.00/M |
| | Email Campaign 25M Min. | + \$25.00/M |
| | Digital Campaigns Inquire | \$40.00/M |

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 586552 |
| mIn ID | |
| SRDS ID | |

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 09/17/2021 |
| New to Manager | 04/16/2019 |
| Counts Through | 09/30/2021 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 09/17/2021 |
| "New to System" | 09/20/2021 |
| Announcement | |
| Last Update | 10/05/2021 |
| Next Update | 11/08/2021 |
| Update Frequency | MONTHLY |

DESCRIPTION

Donor Look a Like Model for Children Causes provides nonprofits with top scoring prospects for Children's health, hospital/ institutions, medical/ disability, international, family support/housing, food insecurity and youth programs. Mailers can order top scoring prospect that best suited to respond to targeted appeals. We have taken our large database of donors, buyers, subscribers and supporting online activity and applied our modeling skills to identify specific audiences for various markets.

We have taken our large database of donors, buyers, and subscribers, as well as online activity and applied our modeling skills to identify specific audiences for various markets.

Special Selects: Donor Sub-Categories: Children Health, Medical/Disabilities, Family Support, Food Insecurity, Youth Programs, Religious Appeals. Demographic, Lifestyle and Ethnicity selectable.

Digital Campaign: \$40/M with 25,000 min. INQUIRE

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 is available. House file suppression available, inquire. Prepayment required on all email.

[Request a Quote](#)

PROFILE

Donor Category

Animal Welfare
Children Causes

Environmental / Climate Change
 Gun Rights
 Health
 Health Ailments
 Health Insurance
 Hospital/Institution
 Humanitarian
 International
 Immigration

| | | | |
|----------------------------|-----------------|--|----------------|
| SELECTS | | AVERAGE INCOME | |
| Age | | Value | \$45,000.00 |
| Donor Category | | MINIMUM ORDER | |
| Ethnic/Ethnicity | | Minimum Quantity | 10,000 |
| Gender/Sex | | Minimum Price | \$500.00 |
| Geo/Geographical | | COMMISSIONS | |
| Income Select | | Broker | 20% |
| Lifestyle | | Agency | 15% |
| Presence of Child | | NET NAME ARRANGEMENTS | |
| Email Campaign | \$25.00/M | Net Name is allowed | |
| Digital Audiences | \$40.00/M | Floor | 85% |
| Childrens Health/Medical | | Minimum Quantity | 50,000 |
| Youth Programs | | Run Charges | \$85.00/M |
| Family Support | | EXCHANGES | |
| Food Insecurity | | Exchange is not allowed | |
| Religious Appeals | | REUSE | |
| MANAGER | | Reuse is allowed | |
| DSA Direct, LLC | | Minimum Quantity | 0 |
| UNIT OF SALE | | Run Charge | |
| Average | \$20.00 | CANCELLATION | |
| GENDER | | Charges | \$100.00/F |
| Male | 35% | CANCELLATION INSTRUCTIONS | |
| Female | 65% | 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. | |
| CONTACTS | | KEY CODING | |
| Contact Name | Role | Email | Phone |
| ★ Linda Santaite | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 |
| DSA Direct, LLC | | | (973) 625-8722 |
| 431 E. Main Street Unit #3 | | | |
| Denville, NJ 07834 | | | |
| ★ = Primary contact | | 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. | |

| | | | | |
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