

## 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	586552
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	02/28/2022

### DATA CARD MAINTENANCE

New To System	09/17/2021
"New to System"	09/20/2021
Announcement	
Last Update	02/28/2022
Next Update	04/06/2022
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.

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**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	
Age	
Donor Category	
Ethnic/Ethnicity	
Gender/Sex	
Geo/Geographical	
Income Select	
Lifestyle	
Presence of Child	
Email Campaign	\$25.00/M
Digital Audiences	\$40.00/M
Childrens Health/Medical	
Youth Programs	
Family Support	
Food Insecurity	
Religious Appeals	

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
Average	\$20.00

GENDER	
Male	35%
Female	65%

AVERAGE INCOME	
Value	\$45,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

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

**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

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				
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★ = Primary contact