

Donor Look A Like Model Data by DSA



Find your match with Donor Look A Like Model Data by DSA. We've modeled our database to find the top scoring donor prospects available on rental and selectable by category. This allows mailers to access top scoring prospect that are mostly likely to respond without having to contribute data. We have taken our large database of donors, buyers and subscribers applied our modeling skills to identify specific audiences for various markets.

SEGMENTS

1,500,000	Total Universe / Universe Rate	\$80.00/M
150,000	Top Scoring Prospects - Top 10%	\$80.00/M
150,000	Top Scoring Donors By Category	\$80.00/M
257,946	Top Scoring Donors to Children Causes	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	534032
mIn ID	534032
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/16/2019
New to Manager	04/16/2019
Counts Through	06/30/2024

DATA CARD MAINTENANCE

New To System	04/16/2019
"New to System"	04/17/2019
Announcement	
Last Update	07/01/2024
Next Update	08/09/2024
Update Frequency	MONTHLY

DESCRIPTION

Donor Look A Like Model Data by DSA is scored donor data that is available on rental and selectable by category. This allows fundraisers to access top scoring prospect that are mostly likely to respond without having to contribute data. We have taken our large database of donors, buyers and subscribers applied our modeling skills to identify specific audiences for various markets.

Donor Model Audiences

Categories: Animal Welfare, Children Causes, Environmental / Climate Change, Food Insecurity, Gun Rights, Health, Health Ailments, Health Insurance, Hospital/Institution, Humanitarian, International, Immigration, Political: Conservative, Liberal, Pro-Choice, Pro-Life, Military, Veterans and more. Inquire.

Inquire for Models for your Specific Appeal. Custom Built Modeling Available. Inquire

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

[Request a Quote](#)

SELECTS

Age
Demographic
Donor Category
Ethnic/Ethnicity
Gender/Sex
Geo/Geographical

AVERAGE INCOME

Value **\$45,000.00**

MINIMUM ORDER

Minimum Quantity **10,000**
Minimum Price **\$500.00**

Income Select	
Lifestyle	
Presence of Child	
Email Campaign	\$25.00/M
Digital Audiences	\$40.00/M
Children Causes	
Food Insecurity	
Environmental Donors	
Health Causes	
Humanitarian Causes	
Rescue Missions	
Political Causes	
Veteran Causes	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$20.00

GENDER

Male 35%
Female 65%

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

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact