

Donor Look A Like Model Data by DSA



Donor Look A Like Model Data by DSA is scored donor data that is 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	30-Day Donors or Top Scoring Records	\$80.00/M
450,000	3 Month Donors	\$80.00/M
1,500,000	12 Month Donors	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaigns	\$40.00/M

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	06/30/2020

DATA CARD MAINTENANCE

New To System	04/16/2019
"New to System"	04/17/2019
Announcement	
Last Update	07/22/2020
Next Update	08/04/2020
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, Gun Rights, Health, Health Ailments, Health Insurance, International, Immigration, Sports/Clubs, Political: Conservative, Liberal, Pro-Choice, Pro-Life, Veterans and more. Inquire.

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

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

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 **7,500**
Minimum Price **\$500.00**

Income Select	
Lifestyle	
Presence of Child	
Email Campaign	\$25.00/M
Digital Audiences	\$40.00/M

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