

Donor Look a Like Model Veteran Causes



Donor Look a Like Model Veteran Causes is a pre-built model providing top prospects for veteran appeals. The modeled audience is available on rental with no data contribution needed. The audience actively supports causes for veterans, police, the military and related political appeals.

SEGMENTS			
1,900,124	Total Universe / Universe Rate		\$80.00/M
345,477	Top Scoring Donors		\$80.00/M
1,900,124	Total Model		\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M	

ID NUMBERS	
Manager ID	
NextMark ID	604156
mIn ID	604156
SRDS ID	

MEDIA TYPE	
Consumer	 

SOURCE	
Compiled lists, Direct mail sold, Multi Sourced	

GEOGRAPHY	
USA	

OPT-IN	

MAINTENANCE	
Market Entry	06/23/2022
New to Manager	06/01/2021
Counts Through	11/30/2024

DATA CARD MAINTENANCE	
New To System	06/23/2022
"New to System"	06/24/2022
Announcement	
Last Update	01/02/2025
Next Update	01/09/2025
Update Frequency	MONTHLY

DESCRIPTION

Donor Look a Like Model Veteran Causes is a pre-built model providing top prospects for veteran appeals. The modeled audience is available on rental with no data contribution needed. The audience actively supports causes for veterans, police, the military and related political appeals. The model was created using action points from our large transactional database consisting of donor contributions, purchases, and online activities.

Donors are mostly age 60+ with an average gift amount of \$25 with an income of \$55K+. Marketers can provide house file to use as a suppression file. Inquire further.

Minimum: 10,000 Postal
Selects waived on 10M+ (excluding political & religious affiliations and ethnicity)
Otherwise selects \$8/M each.

Selects: Contribution Amt. \$25+, \$50+, \$75+, Direct Mail Sourced, Political Party Affiliation, Subscribers, Interests & Demographics

Source: Direct Mail, Online

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.

Digital Campaigns: Inquire

[Contact DSA](#)

PROFILE	
Donation Amount	
\$25+	
\$50+	
SELECTS	
Age Range	
Donation Amount	
Ethnic/Ethnicity	\$10.00 / M
Gender/Sex	
Household Income	
Demographic and Lifestyle	
Political Affiliation	\$12.00 / M
MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$25.00
GENDER	
Male	35 %
Female	65 %
AVERAGE INCOME	
Value	\$35,000.00
MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$750.00
COMMISSIONS	
Broker	20 %
Agency	15 %
NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85 %
Minimum Quantity	50,000
Run Charges	\$8.00 / 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 run charges & shipping/material fees.	
KEY CODING	
Key Coding is available	
Charges	\$3.00 / M
ADDRESSING	
FTP	\$75.00 / F
EMAIL	\$75.00 / F
SPECIAL INSTRUCTIONS	
Sample Mail Piece required for list owner approval. Prepayment required on new tests.	

CONTACTS				
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