



Donor Look a Like Model Food Bank Appeals Pre-built model identifying top prospects for food banks and rescue missions appeals available on rental with no data contribution needed. Audience actively supports our local and national food banks, rescue missions and homeless shelters.

SEGMENTS

1,499,000	Total Universe / Universe Rate	\$80.00/M
207,500	Top Scoring Food Bank Prospects	\$80.00/M
	Email Campaign 25M Min.	\$25.00/M

ID NUMBERS

Manager ID

NextMark ID

mIn ID

SRDS ID

646811

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT- IN

MAINTENANCE

Market Entry

New to Manager

Counts Through

01/06/2025

07/31/2023

12/31/2024

DATA CARD MAINTENANCE

New To System

"New to System"

Announcement

Last Update

Next Update

Update Frequency

01/06/2025

01/06/2025

02/10/2025

MONTHLY

DESCRIPTION

Donor Look a Like Model Food Bank Appeals

Pre-built model identifying top prospects for available on rental with no data contribution needed. Audience actively supports our military branches, police, and veteran causes. Through a series of actions with contributions to organizations, political candidates, self-reported interests, purchases, subscriptions and online activity, the audience is scored for best propensity to respond to appeals supporting veterans and the military.

Demographics: 68% Female, 32% Males, Age 50+, HH Income \$40,000

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

Selects available: Contribution Amt. \$25+, \$50+, \$75+, Age, Income, Subscribers, Members, Buyers, Direct Mail Sourced, Interest in Bible/Inspirational Reading, Buyers of Religious Publications / Products, Demographics and more. Inquire.

Donor Model Audiences
Additional 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.

Email: 25,000 Min.
Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services are 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 through. Personalization is available. House file suppression available, inquire. Prepayment required on all email.

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Digital Campaign: INQUIRE.

Contact DSA for counts

SELECTS		AVERAGE INCOME	
Age		Value	\$40,000.00
Demographic		MINIMUM ORDER	
Donor Category		Minimum Quantity	10,000
Ethnic/Ethnicity	\$12.00 / M	Minimum Price	\$750.00
Gender/Sex		COMMISSIONS	
Geo/Geographical		Broker	20 %
Gift Amt. Avg, Last, Total		Agency	15 %
Lifestyle / Interests		NET NAME ARRANGEMENTS	
Political Party Affiliation	\$12.00 / M	Net Name is allowed	
Email Campaign	\$25.00 / M	Floor	85 %
MANAGER		Minimum Quantity	50,000
DSA Direct, LLC		Run Charges	\$85.00 / M
UNIT OF SALE		EXCHANGES	
Average	\$25.00	Exchange is not allowed	
GENDER		REUSE	
Male	32 %	Reuse is allowed	
Female	68 %	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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