Donor Look a Like Model Food Banks

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	**646811**
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	**01/06/2025**
New to Manager	**07/31/2023**
Counts Through	**09/30/2025**

DATA CARD MAINTENANCE

New To System	**01/06/2025**
"New to System" Announcement	**01/07/2025**
Last Update	**10/14/2025**
Next Update	**11/05/2025**
Update Frequency	**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) Overwise 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.

Digital Campaign:. INQUIRE.

Contact DSA for counts

SELECTS

Age	
Demographic	
Donor Category	
Ethnic/Ethnicity	**$12.00/M**
Gender/Sex	
Geo/Geographical	
Gift Amt. Avg, Last, Total	
Lifestyle / Interests	
Political Party Affiliation	**$12.00/M**
Email Campaign	**$25.00/M**

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	**$25.00**

GENDER

Male	**32%**
Female	**68%**

AVERAGE INCOME

Value	**$40,000.00**

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	**$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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