Donor Lists Prospect Masterfile

The Donor Lists Masterfile is a comprehensive resource for nonprofit organizations, fundraising professionals, and marketers seeking to connect with potential donors across diverse demographic segments. This masterfile provides detailed insights into philanthropic behaviors, giving capacities, and charitable interests across various cause areas and donor profiles.

With nuanced demographic and psychographic data, this file enables targeted, personalized fundraising strategies that maximize donor engagement and contribution potential. Ideal for nonprofit sectors, political campaigns, educational institutions, and social impact organizations seeking to build meaningful donor relationships.

Key Facts

- $427 billion donated by individual Americans in 2022.
- 64% of American households donate to charity annually.
- Average annual household charitable contribution: $2,730.
- 33% of donors give online.
- Millennials and Gen Z represent 40% of new donor base.
- 75% of donors are more likely to give when personally approached.
- Recurring donors give 42% more annually compared to one-time donors.

Popular Usage

- Nonprofit Fundraising Campaigns
- Political Campaign Donation Outreach
- Higher Education Alumni Engagement
- Charitable Event Promotion
- Grant Writing and Proposal Development
- Cause-Specific Awareness Initiatives
- Community Foundation Outreach
- Social Impact Investment Targeting

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Link | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

109,687,798

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Income Level
- Age
- Geography
- Education Level
- Occupation
- Marital Status
- Donation Frequency
- Charitable Interests
- Household Composition
- Gender
- Ethnicity
- Lifestyle
- Buying Habits

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

Call to Learn More

(888) 578-3282

© 2025 US Data Corporation. All Rights Reserved.