



VOTE

## High-Intent Data for Donor and Political Campaigns

*Verified donor behavior and political signals to reach your most engaged and action-ready audiences.*

The Alesco Data Donors & Political Database delivers verified consumer intelligence purpose-built for nonprofit fundraisers, political campaigns, and cause-driven organizations, providing confirmed visibility into giving behavior, cause affinity, and political alignment. Built from self-reported interests, transactional giving signals, and multi-source behavioral data, this dataset empowers organizations to move beyond broad outreach and connect with consumers who have already demonstrated a willingness to give. With a targeted suite of donor and politically aligned segments, our taxonomy enables precise activation across the full campaign lifecycle, from major donor prospecting to cause-based fundraising.

### Strategic Taxonomy Highlights

Donor and political audiences are not built on assumptions. They are built on behavior. Our Donors & Political taxonomy identifies consumers who have already acted on their convictions, giving campaigns the verified cause affinity and political alignment signals needed to reach the right audience before the first ask is made.

Category	Representative Segments	Strategic Audience Persona
<b>Charitable Giving</b>	<p><b>Segments:</b> Charitable Donors, Humanitarian Donors, Medical Research Donors, Community-Based Organization Donors</p> <p><b>Attributes:</b> Verified giving history, cause category indicators</p>	<p><b>The Committed Giver:</b> Consumers with confirmed charitable giving history, ideal for nonprofit acquisition, donor reactivation, and cause-based targeting.</p>
<b>Cause-Specific Donors</b>	<p><b>Segments:</b> Animal Welfare Donors, Children's Welfare Donors, Veterans Donors, Community Donors</p> <p><b>Attributes:</b> Single-cause affinity signals, verified interest depth</p>	<p><b>The Passionate Advocate:</b> Donors with deep affinity for a specific cause, ideal for mission-aligned organizations seeking highly engaged audiences.</p>
<b>Political Donors</b>	<p><b>Segments:</b> Political Donors, Political Interest</p> <p><b>Attributes:</b> Verified political giving behavior, political engagement indicators, issue-based interest signals</p>	<p><b>The Civically Engaged Consumer:</b> Consumers with confirmed political participation through giving and engagement, ideal for campaign fundraising and voter outreach.</p>
<b>Party Alignment</b>	<p><b>Segments:</b> Donors to Republican Causes, Donors to Democratic Causes</p> <p><b>Attributes:</b> Party-specific giving signals, verified political affiliation indicators.</p>	<p><b>The Party-Aligned Supporter:</b> Consumers with confirmed giving history to party-specific causes, ideal for targeted political fundraising and mobilization.</p>



## Primary Use Cases & Activation

- **Nonprofit Donor Acquisition:** Reach verified charitable givers across cause categories to build a high-intent donor pipeline for new fundraising campaigns.
- **Lapsed Donor Reactivation:** Re-engage consumers with confirmed past giving behavior using targeted messaging aligned to their cause affinity.
- **Cause-Specific Campaign Targeting:** Activate against animal welfare, children's welfare, veterans, and community donors to reach audiences with proven single-cause commitment.
- **Political Campaign Fundraising:** Target verified political donors and civically engaged consumers to drive contributions and maximize fundraising efficiency.
- **Voter Mobilization & Outreach:** Reach consumers with confirmed political interest and engagement signals to support get-out-the-vote and issue-based campaign activation.
- **Major Donor Prospecting:** Layer donor behavior signals with wealth indicators to identify and prioritize high-value giving prospects before outreach begins.



Our premium deterministic segments are fully integrated within the **LiveRamp** ecosystem, ensuring a privacy-first transition from data to delivery. Whether you are optimizing for reach or conversion, these audiences are ready for immediate activation across **all major DSPs**, including **The Trade Desk** and **Google Display & Video 360 (DV360)**. Simply select our donors and political taxonomy to fuel your next omnichannel campaign with unparalleled accuracy.

# /LiveRamp

## theTradeDesk



## Google Display & Video 360