**Data Dictionary**

* id number [Do NOT use this as a predictor variable in any models]
* region: five geographic regions including ter1, ter2, ter3, ter4, ter5
* ownd: (1 = homeowner, 0 = not a homeowner)
* kids: Number of children
* inc: Household income (7 categories)
* sex: Gender (0 = Male, 1 = Female)
* wlth: Wealth Rating (Wealth rating uses median family income and population statistics from each area to index relative wealth within each state. The segments are denoted 0-9, with 9 being the highest wealth group and 0 being the lowest.)
* hv: Average Home Value in potential donor's neighborhood in $ thousands
* incmed: Median Family Income in potential donor's neighborhood in $ thousands
* incavg: Average Family Income in potential donor's neighborhood in $ thousands
* low: Percent categorized as “low income” in potential donor's neighborhood
* npro: Lifetime number of promotions received to date
* gifdol: Dollar amount of lifetime gifts to date
* gifl: Dollar amount of largest gift to date
* gifr: Dollar amount of most recent gift
* mdon: Number of months since last donation
* lag: Number of months between first and second gift
* gifa: Average dollar amount of gifts to date
* donr: Classification Response Variable (1 = Donor, 0 = Non-donor)
* damt: Prediction Response Variable (Donation Amount in $).

Note that the donr and damt variables are set to missing for the score data.