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Variable Description

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ODATEDW Origin Date. Date of donor's first gift to PVA YYYY format (Year/Month).

OSOURCE Origin Source - (Only 1st 3 bytes are used) - Defaulted to 00000 for conversion - Code indicating which mailing list the donor was originally acquired from - A nominal or symbolic field.

TCODE Donor title code 000 = \_

001 = MR.  
001001 = MESSRS.  
001002 = MR. & MRS.  
002 = MRS.  
002002 = MESDAMES  
003 = MISS  
003003 = MISSES  
004 = DR.  
004002 = DR. & MRS.  
004004 = DOCTORS  
005 = MADAME  
006 = SERGEANT  
009 = RABBI  
010 = PROFESSOR  
010002 = PROFESSOR & MRS.  
010010 = PROFESSORS  
011 = ADMIRAL  
011002 = ADMIRAL & MRS.  
012 = GENERAL  
012002 = GENERAL & MRS.  
013 = COLONEL  
013002 = COLONEL & MRS.  
014 = CAPTAIN  
014002 = CAPTAIN & MRS.  
015 = COMMANDER  
015002 = COMMANDER & MRS.  
016 = DEAN  
017 = JUDGE  
017002 = JUDGE & MRS.  
018 = MAJOR  
018002 = MAJOR & MRS.  
019 = SENATOR  
020 = GOVERNOR  
021002 = SERGEANT & MRS.  
022002 = COLNEL & MRS.  
024 = LIEUTENANT  
026 = MONSIGNOR  
027 = REVEREND  
028 = MS.  
028028 = MSS.  
029 = BISHOP  
031 = AMBASSADOR  
031002 = AMBASSADOR & MRS.  
033 = CANTOR  
036 = BROTHER  
037 = SIR  
038 = COMMODEORE  
040 = FATHER  
042 = SISTER  
043 = PRESIDENT  
044 = MASTER  
046 = MOTHER  
047 = CHAPLAIN  
048 = CORPORAL  
050 = ELDER  
056 = MAYOR  
059002 = LIEUTENANT & MRS.  
062 = LORD  
063 = CARDINAL  
064 = FRIEND  
065 = FRIENDS  
068 = ARCHDEACON  
069 = CANON  
070 = BISHOP  
072002 = REVEREND & MRS.  
073 = PASTOR  
075 = ARCHBISHOP  
085 = SPECIALIST  
087 = PRIVATE  
089 = SEAMAN  
090 = AIRMAN  
091 = JUSTICE  
092 = MR. JUSTICE  
100 = M.  
103 = MLLE.

104 = CHANCELLOR  
106 = REPRESENTATIVE  
107 = SECRETARY  
108 = LT. GOVERNOR  
109 = LIC.  
111 = SA.  
114 = DA.  
116 = SR.  
117 = SRA.  
118 = SRTA.  
120 = YOUR MAJESTY  
122 = HIS HIGHNESS  
123 = HER HIGHNESS  
124 = COUNT  
125 = LADY  
126 = PRINCE  
127 = PRINCESS  
128 = CHIEF  
129 = BARON  
130 = SHEIK  
131 = PRINCE AND PRINCESS  
132 = YOUR IMPERIAL MAJEST  
135 = M. ET MME.  
210 = PROF.

STATE State abbreviation (a nominal/symbolic field) ZIP Zipcode (a nominal/symbolic field) MAILCODE Mail Code " " = Address is OK B = Bad Address

PVASTATE EPVA State or PVA State Indicates whether the donor lives in a state served by the organization's EPVA chapter P = PVA State E = EPVA State (Northeastern US)

DOB Date of birth (YYMM, Year/Month format.) NOEXCH Do Not Exchange Flag (For list rental) \_ = can be exchanged X = do not exchange

RECINHSE In House File Flag \_ = Not an In House Record X = Donor has given to PVA's In House program

RECP3 P3 File Flag \_ = Not a P3 Record X = Donor has given to PVA's P3 program

RECPGVG Planned Giving File Flag \_ = Not a Planned Giving Record X = Planned Giving Record

RECSWEEP Sweepstakes file flag \_ = Not a Sweepstakes Record X = Sweepstakes Record

MDMAUD The Major Donor Matrix code The codes describe frequency and amount of giving for donors who have given a \ \$100+ gift at any time in their giving history. An RFA (recency/frequency/monetary) field.

The (current) concatenated version is a nominal or symbolic field. The individual bytes could separately be used as fields and refer to the following:

First byte: Recency of Giving

C=Current Donor

L=Lapsed Donor

I=Inactive Donor

D=Dormant Donor

2nd byte: Frequency of Giving

1=One gift in the period of recency

2=Two-Four gifts in the period of recency

5=Five+ gifts in the period of recency

3rd byte: Amount of Giving

L=Less than \$100(Low Dollar)

C=\$100-499(Core)

M=\$500-999(Major)

T=\$1,000+(Top)

4th byte: Blank/meaningless/filler

'X' indicates that the donor is not a major donor.

For more information regarding the RFA codes, see the promotion history field definitions.

DOMAIN DOMAIN/Cluster code. A nominal or symbolic field. could be broken down by bytes as explained below.

1st byte = Urbanicity level of the donor's neighborhood  
U=Urban  
C=City  
S=Suburban  
T=Town  
R=Rural

2nd byte = Socio-Economic status of the neighborhood  
1 = Highest SES  
2 = Average SES  
3 = Lowest SES (except for Urban communities, where  
1 = Highest SES, 2 = Above average SES,  
3 = Below average SES, 4 = Lowest SES.)

CLUSTER CLUSTER Code indicating which cluster group the donor falls into.

Each cluster is unique in terms of socio-economic status, urbanicity, ethnicity and a variety of other demographic characteristics. A nominal or symbolic field.

AGE Overlay Age 0 = missing

AGEFLAG Age Flag E = Exact I = Inferred from Date of Birth Field

HOMEOWNR Home Owner Flag H = Home owner U = Unknown

CHILD03 Presence of Children age 0-3 B = Both, F = Female, M = Male

CHILD07 Presence of Children age 4-7 CHILD12 Presence of Children age 8-12 CHILD18 Presence of Children age 13-18

NUMCHLD NUMBER OF CHILDREN INCOME HOUSEHOLD INCOME GENDER Gender M = Male F = Female U = Unknown J = Joint Account, unknown gender

WEALTH1 Wealth Rating HIT MOR Flag # HIT (Mail Order Response) Indicates total number of known times the donor has responded to a mail order offer other than PVA's.

The following variables indicate the number of known times the donor has responded to other types of mail order offers.

MBCRAFT Buy Craft Hobby MBGARDEN Buy Gardening MBBOOKS Buy Books MBCOLECT Buy Collectables MAGFAML Buy General Family Mags MAGFEM Buy Female Mags MAGMALE Buy Sports Mags PUBGARDN Gardening Pubs PUBCULIN Culinary Pubs PUBHLTH Health Pubs PUBDOITY Do It Yourself Pubs PUBNEWFN News / Finance Pubs PUBPHOTO Photography Pubs PUBOPP Opportunity Seekers Pubs

DATASRCE Source of Overlay Data Indicates which third-party data source the donor matched against 1 = MetroMail 2 = Polk 3 = Both

MALEMILI % Males active in the Military MALEVET % Males Veterans VIETVETS % Vietnam Vets WWIIVETS % WWII Vets LOCALGOV % Employed by Local Gov STATEGOV % Employed by State Gov FEDGOV % Employed by Fed Gov

SOLP3 SOLICIT LIMITATION CODE P3 = can be mailed (Default) 00 = Do Not Solicit or Mail 01 = one solicitation per year 02 = two solicitations per year 03 = three solicitations per year 04 = four solicitations per year 05 = five solicitations per year 06 = six solicitations per year 12 = twelve solicitations per year

SOLIH SOLICITATION LIMIT CODE IN HOUSE = can be mailed (Default) 00 = Do Not Solicit 01 = one solicitation per year 02 = two solicitations per year 03 = three solicitations per year 04 = four solicitations per year 05 = five solicitations per year 06 = six solicitations per year 12 = twelve solicitations per year

MAJOR Major (\\$\\$) Donor Flag \_ = Not a Major Donor X = Major Donor

WEALTH2 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 income group and zero being the lowest. Each rating has a different meaning within each state.

GEOCODE Geo Cluster Code indicating the level geography at which a record matches the census data.  
A nominal or symbolic field. Blank=No code has been assigned or did not match at any level.

The following variables reflect donor interests, as collected from third-party data sources

COLLECT1 COLLECTABLE (Y/N) VETERANS VETERANS (Y/N) BIBLE BIBLE READING (Y/N) CATLG SHOP BY CATALOG (Y/N) HOMEE WORK FROM HOME (Y/N) PETS HOUSEHOLD PETS (Y/N) CDPLAY CD PLAYER OWNERS (Y/N) STEREO STEREO/RECORDS/TAPES/CD (Y/N) PCOWNERS HOME PC OWNERS/USERS PHOTO PHOTOGRAPHY (Y/N) CRAFTS CRAFTS (Y/N) FISHER FISHING (Y/N) GARDENIN GARDENING (Y/N) BOATS POWER BOATING (Y/N) WALKER WALK FOR HEALTH (Y/N) KIDSTUFF BUYS CHILDREN'S PRODUCTS (Y/N) CARDS STATIONARY/CARDS BUYER (Y/N) PLATES PLATE COLLECTOR (Y/N)

LIFESRC LIFE STYLE DATA SOURCE Indicates source of the lifestyle variables listed above 1 = MATCHED ON METRO MAIL ONLY 2 = MATCHED ON POLK ONLY 3 = MATCHED BOTH MM AND POLK

The following variables reflect characteristics  
of the donors neighborhood, as collected from the  
1990 US Census.

POP901 Number of Persons POP902 Number of Families POP903 Number of Households POP90C1 Percent Population in Urbanized Area POP90C2 Percent Population Outside Urbanized Area POP90C3 Percent Population Inside Rural Area POP90C4 Percent Male POP90C5 Percent Female ETH1 Percent White ETH2 Percent Black ETH3 Percent Native American ETH4 Percent Pacific Islander/Asian ETH5 Percent Hispanic ETH6 Percent Asian Indian ETH7 Percent Japanese ETH8 Percent Chinese ETH9 Percent Philipino ETH10 Percent Korean ETH11 Percent Vietnamese ETH12 Percent Hawaiian ETH13 Percent Mexican ETH14 Percent Puerto Rican ETH15 Percent Cuban ETH16 Percent Other Hispanic AGE901 Median Age of Population AGE902 Median Age of Adults 18 or Older AGE903 Median Age of Adults 25 or Older AGE904 Average Age of Population AGE905 Average Age of Adults >= 18 AGE906 Average Age of Adults >= 25 AGE907 Percent Population Under Age 18 CHIL1 Percent Children Under Age 7 CHIL2 Percent Children Age 7 - 13 CHIL3 Percent Children Age 14-17 AGEC1 Percent Adults Age 18-24 AGEC2 Percent Adults Age 25-34 AGEC3 Percent Adults Age 35-44 AGEC4 Percent Adults Age 45-54 AGEC5 Percent Adults Age 55-64 AGEC6 Percent Adults Age 65-74 AGEC7 Percent Adults Age >= 75 CHILC1 Percent Children Age <=2 CHILC2 Percent Children Age 3-5 CHILC3 Percent Children Age 6-11 CHILC4 Percent Children Age 12-15 CHILC5 Percent Children Age 16-18 HHAGE1 Percent Households w/ Person 65+ HHAGE2 Percent Households w/ Person 65+ Living Alone HHAGE3 Percent Households Headed by an Elderly Person Age 65+ HHN1 Percent 1 Person Households HHN2 Percent 2 Person Households HHN3 Percent 3 or More Person Households HHN4 Percent 4 or More Person Households HHN5 Percent 5 or More Person Households HHN6 Percent 6 Person Households MARR1 Percent Married MARR2 Percent Separated or Divorced MARR3 Percent Widowed MARR4 Percent Never Married HHP1 Median Person Per Household HHP2 Average Person Per Household DW1 Percent Single Unit Structure DW2 Percent Detached Single Unit Structure DW3 Percent Duplex Structure DW4 Percent Multi (2+) Unit Structures DW5 Percent 3+ Unit Structures DW6 Percent Housing Units in 5+ Unit Structure DW7 Percent Group Quarters DW8 Percent Institutional Group Quarters DW9 Non-Institutional Group Quarters HV1 Median Home Value in hundreds HV2 Average Home Value in hundreds HV3 Median Contract Rent in hundreds HV4 Average Contract Rent in hundreds HU1 Percent Owner Occupied Housing Units HU2 Percent Renter Occupied Housing Units HU3 Percent Occupied Housing Units HU4 Percent Vacant Housing Units HU5 Percent Seasonal/Recreational Vacant Units HHD1 Percent Households w/ Related Children HHD2 Percent Households w/ Families HHD3 Percent Married Couple Families HHD4 Percent Married Couples w/ Related Children HHD5 Percent Persons in Family Household HHD6 Percent Persons in Non-Family Household HHD7 Percent Single Parent Households HHD8 Percent Male Householder w/ Child HHD9 Percent Female Householder w/ Child HHD10 Percent Single Male Householder HHD11 Percent Single Female Householder HHD12 Percent Households w/ Non-Family Living Arrangements ETHC1 Percent White < Age 15 ETHC2 Percent White Age 15 - 59 ETHC3 Percent White Age 60+ ETHC4 Percent Black < Age 15 ETHC5 Percent Black Age 15 - 59 ETHC6 Percent Black Age 60+ HVP1 Percent Home Value >= \$200,000 HVP2 Percent Home Value >= \$150,000 HVP3 Percent Home Value >= \$100,000 HVP4 Percent Home Value >= \$75,000 HVP5 Percent Home Value >= \$50,000 HVP6 Percent Home Value >= \$300,000 HUR1 \$ 1 or 2 Room Housing Units HUR2 Percent >= 6 Room Housing Units RHP1 Median Number of Rooms per Housing Unit RHP2 Average Number of Rooms per Housing Unit RHP3 Median Number of Persons per Housing Unit RHP4 Average Number of Persons per Room HUPA1 Percent Housing Units w/ 2 thru 9 Units at the Address HUPA2 Percent Housing Units w/ >= 10 Units at the Address HUPA3 Percent Mobile Homes or Trailers HUPA4 Percent Renter Occupied Single Unit Structure HUPA5 Percent Renter Occupied, 2 - 4 Units HUPA6 Percent Renter Occupied, 5+ Units HUPA7 Percent Renter Occupied Mobile Homes or Trailers RP1 Percent Renters Paying >= \$500 per Month RP2 Percent Renters Paying >= \$400 per Month RP3 Percent Renters Paying >= \$300 per Month RP4 Percent Renters Paying >= \$200 per Month MSA MSA Code ADI ADI Code DMA DMA Code IC1 Median Household Income in hundreds IC2 Median Family Income in hundreds IC3 Average Household Income in hundreds IC4 Average Family Income in hundreds IC5 Per Capita Income IC6 Percent Households w/ Income < \$15,000 IC7 Percent Households w/ Income \$15,000 - \$24,999 IC8 Percent Households w/ Income \$25,000 - \$34,999 IC9 Percent Households w/ Income \$35,000 - \$49,999 IC10 Percent Households w/ Income \$50,000 - \$74,999 IC11 Percent Households w/ Income \$75,000 - \$99,999 IC12 Percent Households w/ Income \$100,000 - \$124,999 IC13 Percent Households w/ Income \$125,000 - \$149,999 IC14 Percent Households w/ Income >= \$150,000 IC15 Percent Families w/ Income < \$15,000 IC16 Percent Families w/ Income \$15,000 - \$24,999 IC17 Percent Families w/ Income \$25,000 - \$34,999 IC18 Percent Families w/ Income \$35,000 - \$49,999 IC19 Percent Families w/ Income \$50,000 - \$74,999 IC20 Percent Families w/ Income \$75,000 - \$99,999 IC21 Percent Families w/ Income \$100,000 - \$124,999 IC22 Percent Families w/ Income \$125,000 - \$149,999 IC23 Percent Families w/ Income >= \$150,000 HHAS1 Percent Households on Social Security HHAS2 Percent Households on Public Assistance HHAS3 Percent Households w/ Interest, Rental or Dividend Income HHAS4 Percent Persons Below Poverty Level MC1 Percent Persons Move in Since 1985 MC2 Percent Persons in Same House in 1985 MC3 Percent Persons in Different State/Country in 1985 TPE1 Percent Driving to Work Alone Car/Truck/Van TPE2 Percent Carpooling Car/Truck/Van TPE3 Percent Using Public Transportation TPE4 Percent Using Bus/Trolley TPE5 Percent Using Railways TPE6 Percent Using Taxi/Ferry TPE7 Percent Using Motorcycles TPE8 Percent Using Other Transportation TPE9 Percent Working at Home/No Transportation PEC1 Percent Working Outside State of Residence

/// up to here /// sandra PEC2 Percent Working Outside County of Residence in State TPE10 Median Travel Time to Work in minutes TPE11 Mean Travel Time to Work in minutes TPE12 Percent Traveling 60+ Minutes to Work TPE13 Percent Traveling 15 - 59 Minutes to Work LFC1 Percent Adults in Labor Force LFC2 Percent Adult Males in Labor Force LFC3 Percent Females in Labor Force LFC4 Percent Adult Males Employed LFC5 Percent Adult Females Employed LFC6 Percent Mothers Employed Married and Single LFC7 Percent 2 Parent Earner Families LFC8 Percent Single Mother w/ Child in Labor Force LFC9 Percent Single Father w/ Child in Labor Force LFC10 Percent Families w/ Child w/ no Workers OCC1 Percent Professional OCC2 Percent Managerial OCC3 Percent Technical OCC4 Percent Sales OCC5 Percent Clerical/Administrative Support OCC6 Percent Private Household Service Occ. OCC7 Percent Protective Service Occ. OCC8 Percent Other Service Occ. OCC9 Percent Farmers OCC10 Percent Craftsmen, Precision, Repair OCC11 Percent Operatives, Machine OCC12 Percent Transportation OCC13 Percent Laborers, Handlers, Helpers EIC1 Percent Employed in Agriculture EIC2 Percent Employed in Mining EIC3 Percent Employed in Construction EIC4 Percent Employed in Manufacturing EIC5 Percent Employed in Transportation EIC6 Percent Employed in Communications EIC7 Percent Employed in Wholesale Trade EIC8 Percent Employed in Retail Industry EIC9 Percent Employed in Finance, Insurance, Real Estate EIC10 Percent Employed in Business and Repair EIC11 Percent Employed in Personal Services EIC12 Percent Employed in Entertainment and Recreation EIC13 Percent Employed in Health Services EIC14 Percent Employed in Educational Services EIC15 Percent Employed in Other Professional Services EIC16 Percent Employed in Public Administration OEDC1 Percent Employed by Local Government OEDC2 Percent Employed by State Government OEDC3 Percent Employed by Federal Government OEDC4 Percent Self Employed OEDC5 Percent Private Profit Wage or Salaried Worker OEDC6 Percent Private Non-Profit Wage or Salaried Worker OEDC7 Percent Unpaid Family Workers EC1 Median Years of School Completed by Adults 25+ EC2 Percent Adults 25+ Grades 0-8 EC3 Percent Adults 25+ w/ some High School EC4 Percent Adults 25+ Completed High School or Equivalency EC5 Percent Adults 25+ w/ some College EC6 Percent Adults 25+ w/ Associates Degree EC7 Percent Adults 25+ w/ Bachelors Degree EC8 Percent Adults 25+ Graduate Degree SEC1 Percent Persons Enrolled in Private Schools SEC2 Percent Persons Enrolled in Public Schools SEC3 Percent Persons Enrolled in Preschool SEC4 Percent Persons Enrolled in Elementary or High School SEC5 Percent Persons in College AFC1 Percent Adults in Active Military Service AFC2 Percent Males in Active Military Service AFC3 Percent Females in Active Military Service AFC4 Percent Adult Veterans Age 16+ AFC5 Percent Male Veterans Age 16+ AFC6 Percent Female Veterans Age 16+ VC1 Percent Vietnam Veterans Age 16+ VC2 Percent Korean Veterans Age 16+ VC3 Percent WW2 Veterans Age 16+ VC4 Percent Veterans Serving After May 1975 Only ANC1 Percent Dutch Ancestry ANC2 Percent English Ancestry ANC3 Percent French Ancestry ANC4 Percent German Ancestry ANC5 Percent Greek Ancestry ANC6 Percent Hungarian Ancestry ANC7 Percent Irish Ancestry ANC8 Percent Italian Ancestry ANC9 Percent Norwegian Ancestry ANC10 Percent Polish Ancestry ANC11 Percent Portuguese Ancestry ANC12 Percent Russian Ancestry ANC13 Percent Scottish Ancestry ANC14 Percent Swedish Ancestry ANC15 Percent Ukrainian Ancestry POBC1 Percent Foreign Born POBC2 Percent Born in State of Residence LSC1 Percent English Only Speaking LSC2 Percent Spanish Speaking LSC3 Percent Asian Speaking LSC4 Percent Other Language Speaking VOC1 Percent Households w/ 1+ Vehicles VOC2 Percent Households w/ 2+ Vehicles VOC3 Percent Households w/ 3+ Vehicles HC1 Percent Median Length of Residence HC2 Percent Median Age of Occupied Dwellings in years HC3 Percent Owner Occupied Structures Built Since 1989 HC4 Percent Owner Occupied Structures Built Since 1985 HC5 Percent Owner Occupied Structures Built Since 1980 HC6 Percent Owner Occupied Structures Built Since 1970 HC7 Percent Owner Occupied Structures Built Since 1960 HC8 Percent Owner Occupied Structures Built Prior to 1960 HC9 Percent Owner Occupied Condominiums HC10 Percent Renter Occupied Condominiums HC11 Percent Occupied Housing Units Heated by Utility Gas HC12 Percent Occupied Housing Units Heated by Bottled, Tank or LP HC13 Percent Occupied Housing Units Heated by Electricity HC14 Percent Occupied Housing Units Heated by Fuel Oil HC15 Percent Occupied Housing Units Heated by Solar Energy HC16 Percent Occupied Housing Units Heated by Coal, Wood, Other HC17 Percent Housing Units w/ Public Water Source HC18 Percent Housing Units w/ Well Water Source HC19 Percent Housing Units w/ Public Sewer Source HC20 Percent Housing Units w/ Complete Plumbing Facilities HC21 Percent Housing Units w/ Telephones MHUC1 Median Homeowner Cost w/ Mortgage per Month dollars MHUC2 Median Homeowner Cost w/out Mortgage per Month dollars AC1 Percent Adults Age 55-59 AC2 Percent Adults Age 60-64

The fields listed below are from the promotion history file.

PROMOTION CODES:

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The following lists the promotion codes and their respective field names (where XXXX refers to ADATE, RFA, RDATE and RAMNT.)

'97NK' ==> xxxx\_2 (mailing was used to construct the target fields)

'96NK' ==> xxxx\_3

'96TK' ==> xxxx\_4

'96SK' ==> xxxx\_5

'96LL' ==> xxxx\_6

'96G1' ==> xxxx\_7

'96GK' ==> xxxx\_8

'96CC' ==> xxxx\_9

'96WL' ==> xxxx\_10

'96X1' ==> xxxx\_11

'96XK' ==> xxxx\_12

'95FS' ==> xxxx\_13

'95NK' ==> xxxx\_14

'95TK' ==> xxxx\_15

'95LL' ==> xxxx\_16

'95G1' ==> xxxx\_17

'95GK' ==> xxxx\_18

'95CC' ==> xxxx\_19

'95WL' ==> xxxx\_20

'95X1' ==> xxxx\_21

'95XK' ==> xxxx\_22

'94FS' ==> xxxx\_23

'94NK' ==> xxxx\_24

1st 2 bytes of the code refers to the year of the mailing while 3rd and 4th bytes refer to the following promotion codes/types:

LL mailings had labels only

WL mailings had labels only

CC mailings are calendars with stickers but do not have labels

FS mailings are blank cards that fold into thirds with labels

NK mailings are blank cards with labels

SK mailings are blank cards with labels

TK mailings have thank you printed on the outside with labels

GK mailings are general greeting cards (an assortment of birthday, sympathy, blank, & get well) with labels

XK mailings are Christmas cards with labels

X1 mailings have labels and a notepad

G1 mailings have labels and a notepad

This information could certainly be used to calculate several summary variables that count the number of occurrences of various types of promotions received in the most recent 12-36 months, etc.

RFA (REGENCY/FREQUENCY/AMOUNT)

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The RFA (regency/frequency/amount) status of the

The RFA (recency/frequency/amount) status of the donors (as of the promotion dates) is included in the RFA fields.

The (current) concatenated version is a nominal or symbolic field. The individual bytes could separately be used as fields and refer to the following:

First Byte of code is concerned with RECENCY based on Date of the last Gift

F=FIRST TIME DONOR Anyone who has made their first donation in the last 6 months and has made just one donation.

N=NEW DONOR Anyone who has made their first donation in the last 12 months and is not a First time donor. This is everyone who made their first donation 7-12 months ago, or people who made their first donation between 0-6 months ago and have made 2 or more donations.

A=ACTIVE DONOR Anyone who made their first donation more than 12 months ago and has made a donation in the last 12 months.

L=LAPSING DONOR A previous donor who made their last donation between 13-24 months ago.

I=INACTIVE DONOR A previous donor who has not made a donation in the last 24 months. It is people who made a donation 25+ months ago.

S=STAR DONOR STAR Donors are individuals who have given to 3 consecutive card mailings.

Second Byte of code is concerned with FREQUENCY based on the period of recency. The period of recency for all groups except L and I is the last 12 months. For L it is 13-24 months ago, and for I it is 25-36 months ago. There are four valid frequency codes.

1=One gift in the period of recency  
2=Two gift in the period of recency  
3=Three gifts in the period of recency  
4=Four or more gifts in the period of recency

Third byte of the code is the Amount of the last gift.

A=\$0.01 - \$1.99  
B=\$2.00 - \$2.99  
C=\$3.00 - \$4.99  
D=\$5.00 - \$9.99  
E=\$10.00 - \$14.99  
F=\$15.00 - \$24.99  
G=\$25.00 and above

ADATE\_2 Date the 97NK promotion was mailed ADATE\_3 Date the 96NK promotion was mailed ADATE\_4 Date the 96TK promotion was mailed ADATE\_5 Date the 96SK promotion was mailed ADATE\_6 Date the 96LL promotion was mailed ADATE\_7 Date the 96G1 promotion was mailed ADATE\_8 Date the 96GK promotion was mailed ADATE\_9 Date the 96CC promotion was mailed ADATE\_10 Date the 96WL promotion was mailed ADATE\_11 Date the 96X1 promotion was mailed ADATE\_12 Date the 96XK promotion was mailed ADATE\_13 Date the 95FS promotion was mailed ADATE\_14 Date the 95NK promotion was mailed ADATE\_15 Date the 95TK promotion was mailed ADATE\_16 Date the 95LL promotion was mailed ADATE\_17 Date the 95G1 promotion was mailed ADATE\_18 Date the 95GK promotion was

mailed ADATE\_19 Date the 95CC promotion was mailed ADATE\_20 Date the 95WL promotion was mailed ADATE\_21 Date the 95X1 promotion was mailed ADATE\_22 Date the 95XK promotion was mailed ADATE\_23 Date the 94FS promotion was mailed ADATE\_24 Date the 94NK promotion was mailed

RFA\_2 Donor's RFA status as of 97NK promotion date RFA\_3 Donor's RFA status as of 96NK promotion date  
RFA\_4 Donor's RFA status as of 96TK promotion date  
RFA\_5 Donor's RFA status as of 96SK promotion date  
RFA\_6 Donor's RFA status as of 96LL promotion date  
RFA\_7 Donor's RFA status as of 96G1 promotion date  
RFA\_8 Donor's RFA status as of 96GK promotion date  
RFA\_9 Donor's RFA status as of 96CC promotion date  
RFA\_10 Donor's RFA status as of 96WL promotion date RFA\_11 Donor's RFA status as of 96X1 promotion date RFA\_12 Donor's RFA status as of 96XK promotion date RFA\_13 Donor's RFA status as of 95FS promotion date RFA\_14 Donor's RFA status as of 95NK promotion date RFA\_15 Donor's RFA status as of 95TK promotion date RFA\_16 Donor's RFA status as of 95LL promotion date RFA\_17 Donor's RFA status as of 95G1 promotion date RFA\_18 Donor's RFA status as of 95GK promotion date RFA\_19 Donor's RFA status as of 95CC promotion date RFA\_20 Donor's RFA status as of 95WL promotion date RFA\_21 Donor's RFA status as of 95X1 promotion date RFA\_22 Donor's RFA status as of 95XK promotion date RFA\_23 Donor's RFA status as of 94FS promotion date RFA\_24 Donor's RFA status as of 94NK promotion date

The following fields are summary variables from the promotion history file.

CARDPROM Lifetime number of card promotions received to date. Card promotions are promotion type FS, GK, TK, SK, NK, XK, UF, UU. MAXADATE Date of the most recent promotion received (in YYYY, Year/Month format) NUMPROM Lifetime number of promotions received to date CARDPM12 Number of card promotions received in the last 12 months (in terms of calendar months translates into 9603-9702) NUMPRM12 Number of promotions received in the last 12 months (in terms of calendar months translates into 9603-9702)

The following fields are from the giving history file.

RDATE\_3 Date the gift was received for 96NK  
RDATE\_4 Date the gift was received for 96TK  
RDATE\_5 Date the gift was received for 96SK  
RDATE\_6 Date the gift was received for 96LL RDATE\_7 Date the gift was received for 96G1 RDATE\_8 Date the gift was received for 96GK RDATE\_9 Date the gift was received for 96CC RDATE\_10 Date the gift was received for 96WL RDATE\_11 Date the gift was received for 96X1 RDATE\_12 Date the gift was received for 96XK  
RDATE\_13 Date the gift was received for 95FS RDATE\_14 Date the gift was received for 95NK RDATE\_15 Date the gift was received for 95TK RDATE\_16 Date the gift was received for 95LL RDATE\_17 Date the gift was received for 95G1 RDATE\_18 Date the gift was received for 95GK RDATE\_19 Date the gift was received for 95CC RDATE\_20 Date the gift was received for 95WL RDATE\_21 Date the gift was received for 95X1 RDATE\_22 Date the gift was received for 95XK RDATE\_23 Date the gift was received for 94FS RDATE\_24 Date the gift was received for 94NK

RAMNT\_3 Dollar amount of the gift for 96NK RAMNT\_4 Dollar amount of the gift for 96TK  
RAMNT\_5 Dollar amount of the gift for 96SK  
RAMNT\_6 Dollar amount of the gift for 96LL RAMNT\_7 Dollar amount of the gift for 96G1 RAMNT\_8 Dollar amount of the gift for 96GK  
RAMNT\_9 Dollar amount of the gift for 96CC RAMNT\_10 Dollar amount of the gift for 96WL RAMNT\_11 Dollar amount of the gift for 96X1 RAMNT\_12 Dollar amount of the gift for 96XK RAMNT\_13 Dollar amount of the gift for 95FS RAMNT\_14 Dollar amount of the gift for 95NK RAMNT\_15 Dollar amount of the gift for 95TK  
RAMNT\_16 Dollar amount of the gift for 95LL RAMNT\_17 Dollar amount of the gift for 95G1 RAMNT\_18 Dollar amount of the gift for 95GK RAMNT\_19 Dollar amount of the gift for 95CC RAMNT\_20 Dollar amount of the gift for 95WL RAMNT\_21 Dollar amount of the gift for 95X1 RAMNT\_22 Dollar amount of the gift for 95XK  
RAMNT\_23 Dollar amount of the gift for 94FS RAMNT\_24 Dollar amount of the gift for 94NK

The following fields are summary variables from the giving history file.

RAMNTALL Dollar amount of lifetime gifts to date NGIFTALL Number of lifetime gifts to date CARDGIFT Number of lifetime gifts to card promotions to date  
MINRAMNT Dollar amount of smallest gift to date  
MINRDATE Date associated with the smallest gift to date MAXRAMNT Dollar amount of largest gift to date  
MAXRDATE Date associated with the largest gift to date LASTGIFT Dollar amount of most recent gift  
LASTDATE Date associated with the most recent gift  
FISTDATE Date of first gift NEXTDATE Date of second gift  
TIMELAG Number of months between first and second gift AVGGIFT Average dollar amount of gifts to date

CONTROLN Control number (unique record identifier)

TARGET\_B Target Variable: Binary Indicator for Response to 97NK Mailing TARGET\_D Target Variable: Donation Amount (in \)\$) associated with the Response to 97NK Mailing

HPHONE\_D Indicator for presence of a published home phone number

(See the section on RFA for the meaning of the codes)

RFA\_2R Recency code for RFA\_2  
RFA\_2F Frequency code for RFA\_2  
RFA\_2A Donation Amount code for RFA\_2  
MDMAUD\_R Recency code for MDMAUD  
MDMAUD\_F Frequency code for MDMAUD  
MDMAUD\_A Donation Amount code for MDMAUD

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CLUSTER2 Classic Cluster Code (a nominal symbolic field) GEOCODE2 County Size Code

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