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Variable Description

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ODATEDW Origin Date. Date of donor's first gift

to PVA YYMM format (Year/Month).

OSOURCE Origin Source

- (Only 1rst 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 = COMMODORE

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.) missing values

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,

urbanicty, 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 Childern age 4-7

CHILD12 Presence of Childern age 8-12

CHILD18 Presence of Childern 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.

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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

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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.

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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

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PEPSTRFL Indicates PEP Star RFA Status

blank = Not considered to be a PEP Star

'X' = Has PEP Star RFA Status

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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 Age18-24

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

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 Personnal 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 Ukranian 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

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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 (RECENCY/FREQUENCY/AMOUNT)

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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

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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

YYMM, 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)

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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

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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

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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

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(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 Frequecy 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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