Appendix 2

Sample Data Reference

The following table lists the variables that are included in the sample data sets donor_raw_data.sas7bdat and donor_score_data.sas7bdat.

Table A2.1 *Variables in the Sample Data Sets*

Variable	Description
CARD_PROM_12	number of card promotions sent to the individual by the charitable organization in the past 12 months
CLUSTER_CODE	one of 54 possible cluster codes, which are unique in terms of socioeconomic status, urbanicity, ethnicity, and other demographic characteristics
CONTROL_NUMBER	unique identifier of each individual
DONOR_AGE	age as of last year's mail solicitation
DONOR_GENDER	actual or inferred gender
FILE_AVG_GIFT	this variable is identical to LIFETIME_AVG_GIFT_AMT
FILE_CARD_GIFT	lifetime average donation (in $) from the individual in response to all card solicitations from the charitable organization
FREQUENCY_STATUS_97NK	based on the period of recency (determined by RECENCY_STATUS_96NK), which is the past 12 months for all groups except L and E. L and E are 13–24 months ago and 25–36 months ago, respectively: 1 if one donation in this period, 2 if two donations in this period, 3 if three donations in this period, and 4 if four or more donations in this period.
HOME_OWNER	H if the individual is a homeowner, U if this information is unknown
INCOME_GROUP	one of 7 possible income level groups based on a number of demographic characteristics

Variable	Description
IN_HOUSE	1 if the individual has ever donated to the charitable organization's In House program, 0 if not
LAST_GIFT_AMT	amount of the most recent donation from the individual to the charitable organization
LIFETIME_AVG_GIFT_AMT	lifetime average donation (in $) from the individual to the charitable organization
LIFETIME_CARD_PROM	total number of card promotions sent to the individual by the charitable organization
LIFETIME_GIFT_AMOUNT	total lifetime donation amount (in $) from the individual to the charitable organization
LIFETIME_GIFT_COUNT	total number of donations from the individual to the charitable organization
LIFETIME_GIFT_RANGE	maximum donation amount from the individual minus minimum donation amount from the individual
LIFETIME_MAX_GIFT_AMT	maximum donation amount (in $) from the individual to the charitable organization
LIFETIME_MIN_GIFT_AMT	minimum donation amount (in $) from the individual to the charitable organization
LIFETIME_PROM	total number of promotions sent to the individual by the charitable organization
MEDIAN_HOME_VALUE	median home value (in $100) as determined by other input variables
MEDIAN_HOUSEHOLD_INCOME	median household income (in $100) as determined by other input variables
MONTHS_SINCE_FIRST_GIFT	number of months since the first donation from the individual to the charitable organization
MONTHS_SINCE_LAST_GIFT	number of months since the most recent donation from the individual to the charitable organization
MONTHS_SINCE_LAST_PROM_RESP	number of months since the individual has responded to a promotion by the charitable organization
MONTHS_SINCE_ORIGIN	number of months that the individual has been in the charitable organization's database

Variable	Description
MOR_HIT_RATE	total number of known times the donor has responded to a mailed solicitation from a group other than the charitable organization
NUMBER_PROM_12	number of promotions (card or other) sent to the individual by the charitable organization in the past 12 months
OVERLAY_SOURCE	the data source against which the individual was matched: M if Metromail, P if Polk, B if both
PCT_ATTRIBUTE1	percent of residents in the neighborhood in which the individual lives that are males and active military
PCT_ATTRIBUTE2	percent of residents in the neighborhood in which the individual lives that are males and veterans
PCT_ATTRIBUTE3	percent of residents in the neighborhood in which the individual lives that are Vietnam veterans
PCT_ATTRIBUTE4	percent of residents in the neighborhood in which the individual lives that are WWII veterans
PCT_OWNER_OCCUPIED	percent of owner-occupied housing in the neighborhood in which the individual lives
PEP_STAR	1 if individual has ever achieved STAR donor status, 0 if not
PER_CAPITA_INCOME	per capita income (in $) of the neighborhood in which the individual lives
PUBLISHED_PHONE	1 if the individual's telephone number is published, 0 if not
RECENCY_STATUS_96NK	recency status as of two years ago: A if active donor, S if star donor, N if new donor, E if inactive donor, F if first time donor, L if lapsing donor
RECENT_AVG_CARD_GIFT_AMT	average donation from the individual in response to a card solicitation from the charitable organization since four years ago
RECENT_AVG_GIFT_AMT	average donation (in $) from the individual to the charitable organization since four years ago

Variable	Description
RECENT_CARD_RESPONSE_COUNT	number of times the individual has responded to a card solicitation from the charitable organization since four years ago
RECENT_CARD_RESPONSE_PROP	proportion of responses to the individual to the number of card solicitations from the charitable organization since four years ago
RECENT_RESPONSE_COUNT	number of times the individual has responded to a promotion (card or other) from the charitable organization since four years ago
RECENT_RESPONSE_PROP	proportion of responses to the individual to the number of (card or other) solicitations from the charitable organization since four years ago
RECENT_STAR_STATUS	1 if individual has achieved star donor status since four years ago, 0 if not
SES	one of 5 possible socioeconomic codes classifying the neighborhood in which the individual lives
TARGET_B	1 if individual donated in response to last year's 97NK mail solicitation from the charitable organization, 0 if individual did not
TARGET_D	amount of donation (in $) from the individual in response to last year's 97NK mail solicitation from the charitable organization
URBANICITY	classification of the neighborhood in which the individual lives: U if urban, C if city, S if suburban, T if town, R if rural, ? if missing
WEALTH_RATING	one of 10 possible wealth rating groups based on a number of demographic characteristics