# americares

| Exclude/ Drop/ Include | Priority | CRM QUERY CODE | Name | CRM Criteria | Type | Donor Segment | HPC | Recency | Frequency | Effort Number | Nth | Test/ Control | Package Code | Source Code | Expected QTY | Package Name | Versioning | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GENERAL EXCLUDES** | | | | | | | | | | | | | | | | | | |
| Exclude | 1 | BA1 | Bad addresses | Address (Primary)\Do not Mail = Yes Or Address (Primary)\ City = Anytown Or Address (Primary)\ZIP = 00000,99999 Or Address (Primary)\ZIP= Blank Or Address (Primary)\Address = Blank Or Address (Primary)\City= Blank | address segments | | | | | | | | | | | | | |
| Exclude | 2 | HO1 | Foreign Donors | Address (Primary)\Country not equal to United States and is not Blank | address segments | | | | | | | | | | | | | |
| Exclude | 3 | UN1 | Undeliverable | Address (Primary) \Do Not Mail = yes | address segments | | | | | | | | | | | | | |
| Exclude | 4 | CO1 | Corporate Relations | Tag Attribute\Value = CR-Corporate Relations | attributes | | | | | | | | | | | | | |
| Exclude | 5 | INST1 | Institutional Relations | Tag Attribute\Value = IR-Institutional Relations | attributes | | | | | | | | | | | | | |
| Exclude | 6 | AN1 | Anonymous | Name Contains anonymous | constituent segments | | | | | | | | | | | | | |
| Exclude | 7 | BO1 | Board Member (roll up) | (Constituency = Board member) | constituent segments | | | | | | | | | | | | | |
| Exclude | 8 | DEI1 | Deceased | Deceased=yes | constituent segments | | | | | | | | | | | | | |
| Exclude | 9 | MG1 | MG Rollup (LG, MG, MP, LP) | Tag Attribute\Value = LG-Leadership, LP-Leadership Prospect , MG-Major gifts, MP-Major gifts Prospect | attributes | | | | | | | | | | | | | |
| Exclude | 10 | ST1 | Staff | Exists in "Staff Consitituents" = Yes | constituent segments | | | | | | | | | | | | | |
| Exclude | 11 | DOAN1 | Donor wants to remain Anonymous | Gives anonymously = yes | constituent segments | | | | | | | | | | | | | |
| Exclude | 12 | INREC1 | Inactive | "Inactive Records" | constituent segments | | | | | | | | | | | | | |
| Exclude | 13 | INUNK1 | Individual with last name unknown | Type=Individual AND (Last Name = Unknown) | constituent segments | | | | | | | | | | | | | |
| Exclude | 14 | OR1 | Organizations | Type=Organization | constituent segments | | | | | | | | | | | | | |
| **Mail Solicit Codes** | | | | | | | | | | | | | | | | | | |
| Drop | | NO1 | No Newsletter | Requested no newsletter = Mail preHerence of Newsletter and value of Do Not Send | mail preferences | | | | | | | | | | | | | |
| Exclude | 15 | 1XM | 1 Mailing a Yr (December Only) | Solicit Code =1 Mailing/ Year | solicit code | Limited Mail 1X | N/A | 0-36M | 1+ | 1 | | | | | | | | |
| Exclude | 16 | 4XM | 4 Mailings a Yr | Solicit Code = 4 Mailings/ Year | solicit code | Limited Mail 4X | N/A | 0-36M | 1+ | 1 | | | | | | | | |
| Drop | | 8XM | 8 Mailings a Yr | Solicit Code =8 Mailings/ Year A | solicit code | | | | | | | | | | | | | |
| Exclude | 17 | NODM1 | No Direct Mail | Mail Preference\Mail type= Send mail = No | solicit code | | | | | | | | | | | | | |
| Exclude | 18 | NODM2 | Do Not Mail | Solicit Codes\Solicit code record is = Do Not Mail | solicit code | | | | | | | | | | | | | |
| Drop | | NOEM1 | Do Not Email | Solicit Codes\Solicit code record is = Do Not Email | solicit code | | | | | | | | | | | | | |
| Drop | | NOTM1 | Do Not Call | Solicit Codes\Solicit code record is = Do Not Call | solicit code | | | | | | | | | | | | | |
| Drop | | 8XE | 8 Emails a Yr | Solicit Codes\Solicit code record is = 8 Emails/ Year | solicit code | | | | | | | | | | | | | |
| Drop | | 4XE | 4 Emails a Yr | Solicit Codes\Solicit code record is = 4 Emails/ Year | solicit code | | | | | | | | | | | | | |
| Drop | | 1XE | 1 Email a Yr | Solicit Codes\Solicit code record is = 1 Email/ Year | solicit code | | | | | | | | | | | | | |
| Drop | | NOPR1 | No Premiums | Solicit Codes\Solicit code record is = No Premiums | solicit code | | | | | | | | | | | | | |
| **PLANNED GIVING SPECIFIC SEGMENTS** | | | | | | | | | | | | | | | | | | |
| Exclude | 19 | Legacy Donors | Donors who have included ORG in their legacy planning | Development portfolio Tag Attribute\Value = ??? | attributes | Donors who have included ORG in their legacy planning | PG | N/A | N/A | 1 | | | | | 90 | | | |
| Drop | | PGP01A | PG Prosp (PGP01A) | HOUSEHOLD HPC12>=$1,000+, Household MRC Date 0-12M AND has **Consecutive Giving 10+ Years** | constituent segments | PG Prosp | $1,000+ | 0-12M | 10+C | 1 | | | | | | | | |
| Drop | | PGP02A | PG Prosp (PGP02A) | HOUSEHOLD HPC12>=$1,000+, Household MRC Date 0-12M AND has **Lifetime Giving 10+ Years** | constituent segments | PG Prosp | $1,000+ | 0-12M | 10+L | 1 | | | | | | | | |
| Drop | | PGP03A | PG Prosp (PGP03A) | HOUSEHOLD HPC12>=$500-999+, Household MRC Date 0-12M AND **Consecutive Giving 10+ Years** | constituent segments | PG Prosp | $500-999 | 0-12M | 10+C | 1 | | | | | | | | |

THE HARRINGTON AGENCY

| Action | # | Code | Name | Description | Type | Segment | Amount | Date | Giving | Val | | | Count | Package |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Drop | | PGP04A | PG Prosp (PGP04A) | HOUSEHOLD HPC12>=$500-999+, Household MRC Date 0-12M AND **Lifetime Giving 10+ Years** | constituent segments | PG Prosp | $500-999 | 0-12M | 10+L | 1 | | | | |
| Drop | | PGP05A | PG Prosp (PGP05A) | HOUSEHOLD HPC12>=$100-499+, Household MRC Date 0-12M AND **Consecutive Giving 10+ Years** | constituent segments | PG Prosp | $100-499 | 0-12M | 10+C | 1 | | | | |
| Drop | | PGP06A | PG Prosp (PGP06A) | HOUSEHOLD HPC12>=$100-499+, Household MRC Date 0-12M AND **Lifetime Giving 10+ Years** | constituent segments | PG Prosp | $100-499 | 0-12M | 10+L | 1 | | | | |
| **Sustainers** | | | | | | | | | | | | | | |
| Exclude | 20 | SU1 | Sustainer Active | Sustainer Activity Attribute= Active | attributes | Sustainer | N/A | 0-3M | 1+ | 1 | | | 1,658 | |
| Drop | | SU2 | Sustainer Inactive | Sustainer Activity Attibute = Inactive | attributes | Lapsed Sustainer | N/A | 0-12M | 1+ | 1 | | | | |
| **New Donors** | | | | | | | | | | | | | | |
| Drop | | ON0N | Online New MidLevel (ON0N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $1000+ | constituent segments | Online New MidLevel | $1000+ | 0-30D | 1+ | 1 | | | | |
| Drop | | ON1N | Online New Hi$ (ON1N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $500-999 | constituent segments | Online New Hi$ | $500-999 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON2N | Online New Hi$ (ON2N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $250-499 | constituent segments | Online New Hi$ | $250-499 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON3N | Online New Hi$ (ON3N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $100-249 | constituent segments | Online New Hi$ | $100-249 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON4N | Online New LO$ (ON4N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $50-99 | constituent segments | Online New LO$ | $50-99 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON5N | Online New LO$ (ON5N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $35-49 | constituent segments | Online New LO$ | $35-49 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON6N | Online New LO$ (ON6N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $25-34 | constituent segments | Online New LO$ | $25-34 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON7N | Online New LO$ (ON7N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $15-24 | constituent segments | Online New LO$ | $15-24 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON8N | Online New LO$ (ON8N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $10-14 | constituent segments | Online New LO$ | $10-14 | 0-30D | | | | | | |
| Drop | | ON9N | Online New LO$ (ON9N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $5-9 | constituent segments | Online New LO$ | $5-9 | 0-30D | | | | | | |
| Drop | | ONXN | Online New LO$ (ONXN) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $1-4 | constituent segments | Online New LO$ | $1-4 | 0-30D | | | | | | |
| Drop | | ONLD | Online New LO$ (ONLD) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= $0 | constituent segments | Online New LO$ | $0 | 0-30D | | | | | | |
| Include | 21 | ON0M | Online New MidLevel (ON0M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $1000+ | constituent segments | Online New MidLevel | $1000+ | 1-12M | 1+ | 1 | C | A | 523 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 21 | ON1M | Online New Hi$ (ON1M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $500+ | constituent segments | Online New Hi$ | $500-999 | 1-12M | 1+ | 1 | C | C | 751 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 22 | ON2M | Online New Hi$ (ON2M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $250-499 | constituent segments | Online New Hi$ | $250-499 | 1-12M | 1+ | 1 | C | C | 1,173 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 23 | ON3M | Online New Hi$ (ON3M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $100-249 | constituent segments | Online New Hi$ | $100-249 | 1-12M | 1+ | 1 | C | C | 4,357 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 24 | ON4M | Online New LO$ (ON4M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $50-99 | constituent segments | Online New LO$ | $50-99 | 1-12M | 1+ | 1 | C | C | 2,672 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 25 | ON5M | Online New LO$ (ON5M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $35-49 | constituent segments | Online New LO$ | $35-49 | 1-12M | 1+ | 1 | C | C | 215 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 26 | ON6M | Online New LO$ (ON6M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $25-34 | constituent segments | Online New LO$ | $25-34 | 1-12M | 1+ | 1 | C | C | 1,083 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 27 | ON7M | Online New LO$ (ON7M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $15-24 | constituent segments | Online New LO$ | $15-24 | 1-12M | 1+ | 1 | C | C | 578 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 28 | ON8M | Online New LO$ (ON8M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $10-14 | constituent segments | Online New LO$ | $10-14 | 1-12M | 1+ | 1 | C | C | 340 | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 29 | ON9M | Online New LO$ (ON9M) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $5-9 | constituent segments | Online New LO$ | $5-9 | 1-12M | | | | | 99 | |
| Exclude | 30 | ONXM | Online New LO$ (ONXM) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $1-4 | constituent segments | Online New LO$ | $1-4 | 1-12M | | | | | 1 | |
| Exclude | 31 | ONLM | Online New LO$ (ONLM) | Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= $0 | constituent segments | Online New LO$ | $0 | 1-12M | | | | | 0 | |
| Drop | | OF0N | Offline New MidLevel (OF0N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $1000+ | constituent segments | Offline New MidLevel | $1000+ | 0-30D | 1+ | 1 | | | | |
| Drop | | OF1N | Offline New Hi$ (OF1N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $500-999 | constituent segments | Offline New Hi$ | $500-999 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF2N | Offline New Hi$ (OF2N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $250-499 | constituent segments | Offline New Hi$ | $250-499 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF3N | Offline New Hi$ (OF3N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $100-249 | constituent segments | Offline New Hi$ | $100-249 | 0-30D | 1+ | 1 | | | | |

| | | Code | Name | Description | Type | Segment | Amount | Date | Freq | | | | Count | Package |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Drop | | OF4N | Offline New LO$ (OF4N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $50-99 | constituent segments | Offline New LO$ | $50-99 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF5N | Offline New LO$ (OF5N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $35-49 | constituent segments | Offline New LO$ | $35-49 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF6N | Offline New LO$2 (OF6N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $25-34 | constituent segments | Offline New LO$2 | $25-34 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF7N | Offline New LO$ (OF7N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $15-24 | constituent segments | Offline New LO$ | $15-24 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF8N | Offline New LO$ (OF8N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $10-14 | constituent segments | Offline New LO$ | $10-14 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF9N | Offline New LO$ (OF9N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $5-9 | constituent segments | Offline New LO$ | $5-9 | 0-30D | 1+ | 1 | | | | |
| Drop | | OFXN | Offline New LO$ (OFXN) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= $1-4 | constituent segments | Offline New LO$ | $1-4 | 0-30D | 1+ | 1 | | | | |
| Drop | | OF0M | Offline New MidLevel (OF0M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $1000+ | constituent segments | Offline New MidLevel | $1000+ | 1-12M | 1+ | 1 | C | A | | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Drop | | OF1M | Offline New Hi$ (OF1M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $500-999 | constituent segments | Offline New Hi$ | $500-999 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF2M | Offline New Hi$ (OF2M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $250-499 | constituent segments | Offline New Hi$ | $250-499 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF3M | Offline New Hi$ (OF3M) | Household HG Date 31 days-12 MonthsAND HG Category = Acquisition AND HPC12 Amount >= $100-249 | constituent segments | Offline New Hi$ | $100-249 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF4M | Offline New LO$ (OF4M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $50-99 | constituent segments | Offline New LO$ | $50-99 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF5M | Offline New LO$ (OF5M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $35-49 | constituent segments | Offline New LO$ | $35-49 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF6M | Offline New LO$2 (OF6M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $25-34 | constituent segments | Offline New LO$2 | $25-34 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF7M | Offline New LO$ (OF7M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $15-24 | constituent segments | Offline New LO$ | $15-24 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF8M | Offline New LO$ (OF8M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $10-14 | constituent segments | Offline New LO$ | $10-14 | 1-12M | 1+ | 1 | C | C | | DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Drop | | OF9M | Offline New LO$ (OF9M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $5-9 | constituent segments | Offline New LO$ | $5-9 | 1-12M | 1+ | 1 | | | | |
| Drop | | OFXM | Offline New LO$ (OFXM) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= $1-4 | constituent segments | Offline New LO$ | $1-4 | 1-12M | 1+ | 1 | | | | |
| **Mid-Level Donors (Active)** | | | | | | | | | | | | | | |
| Include | 32 | MLSG | (MLSG) | SG Development Flag | constituent segments | | | | | | C | A | 72 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 33 | ML1A | Mid-level (ML1A) | HOUSEHOLD HPC12>=$5,000+, Household MRC Date 0-12M | constituent segments | Mid-level | $5,000+ | 0-12M | 1+ | 1 | C | A | 93 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 34 | ML2A | Mid-level (ML2A) | HOUSEHOLD HPC12>=$2,499-4,999, Household MRC Date 0-12M | constituent segments | Mid-level | $2,499-4,999 | 0-12M | 1+ | 1 | C | A | 149 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 35 | ML3A | Mid-level (ML3A) | HOUSEHOLD HPC12>=$1,000-2,499, Household MRC Date 0-12M | constituent segments | Mid-level | $1,000-2,499 | 0-12M | 1+ | 1 | C | A | 1,020 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| **Mid-Level Donors (Lapsed)** | | | | | | | | | | | | | | |
| Include | 36 | ML1B | Mid-level (ML1B) | HOUSEHOLD HPC12>=$5,000+, Household MRC Date 13-24M | constituent segments | Mid-level | $5,000+ | 13-24 | 1+ | 1 | C | A | 18 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 37 | ML2B | Mid-level (ML2B) | HOUSEHOLD HPC12>=$2,499-4,999, Household MRC Date 13-24M | constituent segments | Mid-level | $2,499-4,999 | 13-24 | 1+ | 1 | C | A | 23 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 38 | ML3B | Mid-level (ML3B) | HOUSEHOLD HPC12>=$1,000-2,499, Household MRC Date 13-24M | constituent segments | Mid-level | $1,000-2,499 | 13-24 | 1+ | 1 | C | A | 198 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 39 | ML1C | Mid-level (ML1C) | HOUSEHOLD HPC12>=$5,000+, Household MRC Date 25-36M | constituent segments | Mid-level | $5,000+ | 25-36M | 1+ | 1 | C | A | 16 | DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |

THE HARRINGTON AGENCY

| | # | Code | Name | Criteria | Type | Level | Amount | MRC Date | | | | | Qty / Package |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Include | 40 | ML2C | Mid-level (ML2C) | HOUSEHOLD HPC12>=$2,499-4,999, Household MRC Date 25-36M | constituent segments | Mid-level | $2,499-4,999 | 25-36M | 1+ | 1 | C | A | 14 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 41 | ML3C | Mid-level (ML3C) | HOUSEHOLD HPC12>=$1,000-2,499, Household MRC Date 25-36M | constituent segments | Mid-level | $1,000-2,499 | 25-36M | 1+ | 1 | C | A | 115 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Exclude | 42 | ML1D | Mid-level (ML1D) | HOUSEHOLD HPC12>=$5,000+, Household MRC Date 37-48M | constituent segments | Mid-level | $5,000+ | 37-48M | 1+ | 1 | | | 20 |
| Exclude | 43 | ML2D | Mid-level (ML2D) | HOUSEHOLD HPC12>=$2,499-4,999, Household MRC Date 37-48M | constituent segments | Mid-level | $2,499-4,999 | 37-48M | 1+ | 1 | | | 22 |
| Exclude | 44 | ML3D | Mid-level (ML3D) | HOUSEHOLD HPC12>=$1,000-2,499, Household MRC Date 37-48M | constituent segments | Mid-level | $1,000-2,499 | 37-48M | 1+ | 1 | | | 163 |
| Exclude | 45 | ML1E | Mid-level (ML1E) | HOUSEHOLD HPC12>=$5,000+, Household MRC Date 49-60M | constituent segments | Mid-level | $5,000+ | 49-60M | 1+ | 1 | | | 17 |
| Exclude | 46 | ML2E | Mid-level (ML2E) | HOUSEHOLD HPC12>=$2,499-4,999, Household MRC Date 49-60M | constituent segments | Mid-level | $2,499-4,999 | 49-60M | 1+ | 1 | | | 15 |
| Exclude | 47 | ML3E | Mid-level (ML3E) | HOUSEHOLD HPC12>=$1,000-2,499, Household MRC Date 49-60M | constituent segments | Mid-level | $1,000-2,499 | 49-60M | 1+ | 1 | | | 151 |
| **High-Dollar (Active)** | | | | | | | | | | | | | |
| Include | 48 | HD1A | High-Dollar (HD1A) | HOUSEHOLD HPC12>=$500-999, Household MRC Date 0-12M | constituent segments | High-Dollar | $500-999 | 0-12M | 1+ | 1 | C | C | 1,268 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 49 | HD2A | High-Dollar (HD2A) | HOUSEHOLD HPC12>=$250-499, Household MRC Date 0-12M | constituent segments | High-Dollar | $250-499 | 0-12M | 1+ | 1 | C | C | 1,775 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| **High-Dollar (Lapsed)** | | | | | | | | | | | | | |
| Include | 50 | HD1B | High-Dollar (HD1B) | HOUSEHOLD HPC12>=$500-999, Household MRC Date 13-24M | constituent segments | High-Dollar | $500-999 | 13-24 | 1+ | 1 | C | C | 262 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 51 | HD2B | High-Dollar (HD2B) | HOUSEHOLD HPC12>=$250-499, Household MRC Date 13-24M | constituent segments | High-Dollar | $250-499 | 13-24 | 1+ | 1 | C | C | 436 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 52 | HD1C | High-Dollar (HD1C) | HOUSEHOLD HPC12>=$500-999, Household MRC Date 25-36M | constituent segments | High-Dollar | $500-999 | 25-36M | 1+ | 1 | C | C | 170 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 53 | HD2C | High-Dollar (HD2C) | HOUSEHOLD HPC12>=$250-499, Household MRC Date 25-36M | constituent segments | High-Dollar | $250-499 | 25-36M | 1+ | 1 | C | C | 330 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 54 | HD1D | High-Dollar (HD1D) | HOUSEHOLD HPC12>=$500-999, Household MRC Date 37-48M | constituent segments | High-Dollar | $500-999 | 37-48M | 1+ | | | | 261 |
| Exclude | 55 | HD2D | High-Dollar (HD2D) | HOUSEHOLD HPC12>=$249-499, Household MRC Date 37-48M | constituent segments | High-Dollar | $250-499 | 37-48M | 1+ | | | | 492 |
| Exclude | 56 | HD1E | High-Dollar (HD1E) | HOUSEHOLD HPC12>=$500-999, Household MRC Date 49-60M | constituent segments | High-Dollar | $500-999 | 49-60M | 1+ | | | | 214 |
| Exclude | 57 | HD2E | High-Dollar (HD2E) | HOUSEHOLD HPC12>=$249-499, Household MRC Date 49-60M | constituent segments | High-Dollar | $250-499 | 49-60M | 1+ | | | | 356 |
| **Low-Dollar Active** | | | | | | | | | | | | | |
| Drop | | WTDM | (WTDM) | Wants Direct Mail Preference | | | | | | | | | 113 |
| Include | 58 | LD1A | Low-Dollar (LD1A) | HOUSEHOLD HPC12>=$100-249, Household MRC Date 0-12M | constituent segments | Low-Dollar | $100-249 | 0-12M | 1+ | 1 | C | C | 7,996 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 59 | LD2A | Low-Dollar (LD2A) | HOUSEHOLD HPC12>=$50-99, Household MRC Date 0-12M | constituent segments | Low-Dollar | $50-99 | 0-12M | 1+ | 1 | C | C | 6,568 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 60 | LD3A | Low-Dollar (LD3A) | HOUSEHOLD HPC12>$35-49, Household MRC Date 0-12M | constituent segments | Low-Dollar | $35-49 | 0-12M | 1+ | 1 | C | C | 1,921 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 61 | LD4A | Low-Dollar (LD4A) | HOUSEHOLD HPC12>=$25-34, Household MRC Date 0-12M | constituent segments | Low-Dollar | $25-34 | 0-12M | 1+ | 1 | C | C | 6,781 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 62 | LD5A | Low-Dollar (LD5A) | HOUSEHOLD HPC12>=$15-24, Household MRC Date 0-12M | constituent segments | Low-Dollar | $15-24 | 0-12M | 1+ | 1 | C | C | 3,968 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 63 | LD6A | Low-Dollar (LD6A) | HOUSEHOLD HPC12>=$10-14, Household MRC Date 0-12M | constituent segments | Low-Dollar | $10-14 | 0-12M | 1+ | | | | 2,563 |
| Exclude | 64 | LD7A | Low-Dollar (LD7A) | HOUSEHOLD HPC12>=$5-9, Household MRC Date 0-12M | constituent segments | Low-Dollar | $5-9 | 0-12M | 1+ | | | | 997 |
| Exclude | 65 | LD8A | Low-Dollar (LD8A) | HOUSEHOLD HPC12>=$1-4, Household MRC Date 0-12M | constituent segments | Low-Dollar | $1-4 | 0-12M | 1+ | | | | 1,160 |
| **Low-Dollar Lapsed** | | | | | | | | | | | | | |

| Include/Exclude | # | Code | Name | Criteria | Type | Segment | Amount | Date | Recency | Col11 | Col12 | Col13 | Count / Package |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Include | 66 | LD1B | Low-Dollar (LD1B) | HOUSEHOLD HPC12>=$100-249, Household MRC Date 13-24M | constituent segments | Low-Dollar | $100-249 | 13-24M | 1+ | 1 | C | C | 2,302 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 67 | LD2B | Low-Dollar (LD2B) | HOUSEHOLD HPC12>=$50-99, Household MRC Date 13-24M | constituent segments | Low-Dollar | $50-99 | 13-24M | 1+ | 1 | C | C | 2,648 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 68 | LD3B | Low-Dollar (LD3B) | HOUSEHOLD HPC12>$35-49, Household MRC Date 13-24M | constituent segments | Low-Dollar | $35-49 | 13-24M | 1+ | 1 | C | C | 1,097 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 69 | LD4B | Low-Dollar (LD4B) | HOUSEHOLD HPC12>=$25-34, Household MRC Date 13-24M | constituent segments | Low-Dollar | $25-34 | 13-24M | 1+ | | C | C | 3,264 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 70 | LD5B | Low-Dollar (LD5B) | HOUSEHOLD HPC12>=$15-24, Household MRC Date 13-24M | constituent segments | Low-Dollar | $15-24 | 13-24M | 1+ | | C | C | 2,313 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 71 | LD6B | Low-Dollar (LD6B) | HOUSEHOLD HPC12>=$10-14, Household MRC Date 13-24M | constituent segments | Low-Dollar | $10-14 | 13-24M | 1+ | | | | 1,800 |
| Exclude | 72 | LD7B | Low-Dollar (LD7B) | HOUSEHOLD HPC12>=$5-9, Household MRC Date 13-24M | constituent segments | Low-Dollar | $5-9 | 13-24M | 1+ | | | | 837 |
| Exclude | 73 | LD8B | Low-Dollar (LD8B) | HOUSEHOLD HPC12>=$1-4, Household MRC Date 13-24M | constituent segments | Low-Dollar | $1-4 | 13-24M | 1+ | | | | 1,230 |
| Include | 74 | LD1C | Low-Dollar (LD1C) | HOUSEHOLD HPC12>=$100-249, Household MRC Date 25-36M | constituent segments | Low-Dollar | $100-249 | 25-36M | 1+ | | C | C | 1,592 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 75 | LD2C | Low-Dollar (LD2C) | HOUSEHOLD HPC12>=$50-99, Household MRC Date 25-36M | constituent segments | Low-Dollar | $50-99 | 25-36M | 1+ | | C | C | 2,244 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 76 | LD3C | Low-Dollar (LD3C) | HOUSEHOLD HPC12>$35-49, Household MRC Date 25-36M | constituent segments | Low-Dollar | $35-49 | 25-36M | 1+ | | C | C | 804 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 77 | LD4C | Low-Dollar (LD4C) | HOUSEHOLD HPC12>=$25-34, Household MRC Date 25-36M | constituent segments | Low-Dollar | $25-34 | 25-36M | 1+ | | C | C | 3,341 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 78 | LD5C | Low-Dollar (LD5C) | HOUSEHOLD HPC12>=$15-24, Household MRC Date 25-36M | constituent segments | Low-Dollar | $15-24 | 25-36M | 1+ | | C | C | 2,089 DR19HM1 - Aug Renewal - Hi/Lo$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 79 | LD6C | Low-Dollar (LD6C) | HOUSEHOLD HPC12>=$10-14, Household MRC Date 25-36M | constituent segments | Low-Dollar | $10-14 | 25-36M | 1+ | | | | 1,767 |
| Exclude | 80 | LD7C | Low-Dollar (LD7C) | HOUSEHOLD HPC12>=$5-9, Household MRC Date 25-36M | constituent segments | Low-Dollar | $5-9 | 25-36M | 1+ | | | | 1,069 |
| Exclude | 81 | LD8C | Low-Dollar (LD8C) | HOUSEHOLD HPC12>=$1-4, Household MRC Date 25-36M | constituent segments | Low-Dollar | $1-4 | 25-36M | 1+ | | | | 1,126 |
| Exclude | 82 | LD1D | Low-Dollar (LD1D) | HOUSEHOLD HPC12>=$100-249, Household MRC Date 37-48M | constituent segments | Low-Dollar | $100-249 | 37-48M | 1+ | | | | 2,362 |
| Exclude | 83 | LD2D | Low-Dollar (LD2D) | HOUSEHOLD HPC12>=$50-99, Household MRC Date 37-48M | constituent segments | Low-Dollar | $50-99 | 37-48M | 1+ | | | | 2,068 |
| Include | 84 | LD3D | Low-Dollar (LD3D) | HOUSEHOLD HPC12>$35-49, Household MRC Date 37-48M | constituent segments | Low-Dollar | $35-49 | 37-48M | 1+ | | | | 1,335 |
| Exclude | 85 | LD4D | Low-Dollar (LD4D) | HOUSEHOLD HPC12>=$25-34, Household MRC Date 37-48M | constituent segments | Low-Dollar | $25-34 | 37-48M | 1+ | | | | 2,518 |
| Exclude | 86 | LD5D | Low-Dollar (LD5D) | HOUSEHOLD HPC12>=$15-24, Household MRC Date 37-48M | constituent segments | Low-Dollar | $15-24 | 37-48M | 1+ | | | | 1,544 |
| Exclude | 87 | LD6D | Low-Dollar (LD6D) | HOUSEHOLD HPC12>=$10-14, Household MRC Date 37-48M | constituent segments | Low-Dollar | $10-14 | 37-48M | 1+ | | | | 1,187 |
| Exclude | 88 | LD7D | Low-Dollar (LD7D) | HOUSEHOLD HPC12>=$5-9, Household MRC Date 37-48M | constituent segments | Low-Dollar | $5-9 | 37-48M | 1+ | | | | 842 |
| Exclude | 89 | LD8D | Low-Dollar (LD8D) | HOUSEHOLD HPC12>=$1-4, Household MRC Date 37-48M | constituent segments | Low-Dollar | $1-4 | 37-48M | 1+ | | | | 842 |
| Exclude | 90 | LD1E | Low-Dollar (LD1E) | HOUSEHOLD HPC12>=$100-249, Household MRC Date 49-60M | constituent segments | Low-Dollar | $100-249 | 49-60M | 1+ | | | | 1,838 |
| Exclude | 91 | LD2E | Low-Dollar (LD2E) | HOUSEHOLD HPC12>=$50-99, Household MRC Date 49-60M | constituent segments | Low-Dollar | $50-99 | 49-60M | 1+ | | | | 1,663 |
| Exclude | 92 | LD3E | Low-Dollar (LD3E) | HOUSEHOLD HPC12>$35-49, Household MRC Date 49-60M | constituent segments | Low-Dollar | $35-49 | 49-60M | 1+ | | | | 960 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Exclude | 93 | LD4E | Low-Dollar (LD4E) | HOUSEHOLD HPC12>=$25-34, Household MRC Date 49-60M | constituent segments | Low-Dollar | $25-34 | 49-60M | 1+ | | 1,833 |
| Exclude | 94 | LD5E | Low-Dollar (LD5E) | HOUSEHOLD HPC12>=$15-24, Household MRC Date 49-60M | constituent segments | Low-Dollar | $15-24 | 49-60M | 1+ | | 1,414 |
| Exclude | 95 | LD6E | Low-Dollar (LD6E) | HOUSEHOLD HPC12>=$10-14, Household MRC Date 49-60M | constituent segments | Low-Dollar | $10-14 | 49-60M | 1+ | | 1,065 |
| Exclude | 96 | LD7E | Low-Dollar (LD7E) | HOUSEHOLD HPC12>=$5-9, Household MRC Date 49-60M | constituent segments | Low-Dollar | $5-9 | 49-60M | 1+ | | 988 |
| Exclude | 97 | LD8E | Low-Dollar (LD8E) | HOUSEHOLD HPC12>=$1-4, Household MRC Date 49-60M | constituent segments | Low-Dollar | $1-4 | 49-60M | 1+ | | 950 |
| White Mail Code | | | | | | | | | | | |
| DEEP LAPSED MID-LEVEL | | | | | | | | | | | |