December Data2Donors Check list

Suggested Segmentations

* Current Camper
* Past Camper (Alumni), Include last year attended, or each summer at camp
* Current Staff and year
* Past Staff and year
* Current Parent (and children)
* Past Parent (and children and years)
* Grandparent
* Past Grandparent (and children and years)
* Board Member
* Past Board Member (and years)
* Supporter
* Other – Vendor, Local Government Contacts, Schools, JCC

(Place a Sample Screen Shot here of Segmentation in DPO?)

* + Tip: Think about what reports you may want to run and what different eNewsletters and/or messaging you might have for different segments of your database. That will help you think about what segments/categories to create.
  + Key: Do this consistently across users. If every record isn’t categorized consistently, your segments will never be complete.
  + Key: Prepare separate, relevant communications for each segment. What would resonate with Alumni? Donors? Parents?