

2018 Focus You Criteria Chart - Final

	Demographic	Occupation	Giving/Campaign	Involvements	Event Attendance	Attributes	Interests	Relationships	Exclusions
Families	Families w/ kids 12 and under	SHEMESH staff			IMPACT PJ Lib	Shalom Baltimore-no end dt. Center for Jewish Camping	Family and Youth Family Education Family Programming Children	Mother, Father, Parent with related 12 year old PJ Library Camping Families Other: Pearlstone Family Programming list *exclusion group as specified by Rachel	Deceased Inactive Howard County Age 1 to 25 Age 51+
Israel & Overse	>21 or age blank Primary address in FL or MD		Donors to: RD Oper Protective Edge-JFNA Operation Protective Edge - 15	Balt-Ashk Prntnrshp Global Peoplehood Odessa Israel Engagmt Ctr Missions Task Force Yng Pros countering... BDS Committee	ALL Mission Registrants Wmns fall event Sol society Yom HaAtzmaut Israel is complicated Israel embassy trip	Shinshinim past host Shinshinim current host Post college MASA Part MIDC	Israel Israel and Overseas Jewish Agency for Israel MIDC Mission and Travel National Agency Odessa Ukraine	Onward Israel Parents Diller Parents Masa Parents Masa Participants Shinshinim hosts	Deceased Inactive Howard County
Jewish Learning	Title = Rabbi in MD		Note - CP (exclude STAFF)	CCEL Wmns Chabura	Jewish Leadership 2.0 11th Mitzvah		Adult Education Jewish Education	CJE Teacher	Deceased Inactive Howard County Staff
Professionals		Industry = Real Estate, Medical/ Medicine, Financial Services, Law, Sales/Retail Sales, Publishing & Media/Advertising, Marketing/Business/Commerce/ Sales Occupation Field - not blank	Nodes - MA, LA, RE, FS, TC, UW and has PL to UW last 3 yrs a/o w/ matching gift	MIDC Young PGRT	Last 3 years one of: REIG Annual Event, Doctor's Brunch Lunch & Learn-BP, REIG REIG Happy Hours, Wine & Cheese Networking PGRT Events	MIDC Real Estate Mailings JPWI PGRT/YPGRT	Professional Networking Professional Development		Deceased Inactive Howard County Age 76+ Age < 22

