



Criteria Chart for Database Mailings Lists and Reports Requests

Criteria Considerations	Demographic	Occupation	Giving History	Involvements	Event Attendance	Attributes	Interests	Relationships	Common Exclusions
	Gender Title Marital Status Religion Address/zip	Occupation Industry Employer Nodes that indicate occupation	Type Amount Campaign Years Nodes that indicate giving level	Committee Name Campaign Year	Event Name Campaign Year Attended/Registered?	Leadership Draft Award Winner BDL Society BG Society Birthright BJC Exec Dept-Sp Handling Honor Roll Impact Jewish Prof Wmn's Mailings L&E MASA MIDC Onward Israel Real Estate Mailings Russian Shalom Baltimore Shinshinim Past Host Surviving Spouse Volunteer Wexner Heritage Program Women's mailings PGRT	Adult Ed Arts & Culture Associated Agencies Baltimore/Ashkelon CHANA Families & Youth Family Programming Israel & Overseas Jewish Camps Odessa, Ukraine Professional Development Real Estate Teen Programming Women's Interests/Issues Young Adult	Programs (Diller, STAC, Maccabi, TGI, PJ Library) Family (parents, siblings, etc.) Employer/Employee Deceased/Spouse/Widow	Age Zip code Gender Staff Howard County Teens Based on Giving History

Additional Note 1: When adding criteria consider whether to specify a timeframe and/or a campaign year.

Additional Note 2: In general, we use informal/joint name formats for salutations and for addressees. When a different format (formal, individual) is required, please be sure to specify.

Additional Note 3: Sometimes we mail to all people that meet criteria even when there is an email going out. And, sometimes we exclude from the print piece anyone with email addresses. This is good to note in the request.