



CDP SOURCE CATEGORIES

CODE	Source Category	Definition	Included in Membership as defined by ROAR	Example
9	900 Number	Outdated solicitation method. Use for historical gifts only.	Yes	
A	Additional Mail	Add-Gift mail solicitations, generally 4x/year	Yes	Sources AMAYymmxxxx/TA, Ayymmxx for Memsys/Allegiance
C	Acquisition Mail	First time donor acquired via mail campaign	Yes	Donor captured from first mail campaign to residence
CC	Capital Campaigns	Restricted gifts, usually for physical improvements to stations	No	Gifts dedicated to new studio, transmitter, building, etc.
CS	Customer Service	Gifts given directly to Member Services representatives	Yes	After calling to change address, gift is given over the phone
EV	Events	Donation given through event attendance	No	Tickets to Wine Gala
L	Lapsed Mail	Donation in response to lapsed mail effort	Yes	Recaptured donors via lapsed mail
LU	Local Underwriting	Local program underwriting, event/show sponsorships	No	
MA	Other Mail	Mailed gifts with no source document or no recent solicitations	Yes	Donor may send gift in their own envelope without reply slip
MD	Major Donors	Large donations outside of standard annual program, usually \$1k or more	Yes	Donor makes a one-time \$3,000 gift
MG	Matching Gifts	Gift matches from donor's employer	Yes	When a donor works for a company and their employer will match \$100 annual donation by also giving \$100
MM	Memorial/Honorarium	In memory of a donor, on their behalf or from an estate, written into will	No	
NU	National Underwriting	Restricted program underwriting gifts for national shows	No	
ON	On-Demand Programming	From appeals specifically associated with on-demand programming such as Passport and Podcasts	Yes	Using Passport benefits to specifically acquire donors, and receive Passport benefits
P	On-Air Pledge	Gifts given during on-Air Pledge drives	Yes	Donor gives gift for Downton Abbey DVD box set during on-Air pledge drive
PG	Planned Giving	Restricted estate gifts, bequest, trust, annuity, property, bank account, etc.	No	Donor previously committed \$10k gift in estate and station just received it, not a known commitment
PU	Publications/Newsletters	Gifts in specific response to written publication or reoccurring newsletter	Yes	Gift related to station newsletter
R1	Renewal Notice 1	First renewal notice or "single renewal" ask for expired member after 9th month period	Yes	After 9 month period, donor becomes a recaptured donor during renewal window (month 9-12)
R2	Renewal Notice 2	Recaptured donors after 2nd renewal notice	Yes	Expired donor responds to 2nd mail effort, recaptured
R3	Renewal Notice 3	Recaptured donors after 3rd renewal notice	Yes	Expired donor responds to 3rd mail effort, recaptured
R4	Renewal Notice 4	Recaptured donors after 4th renewal notice	Yes	Expired donor responds to 4rd mail effort, recaptured
R5	Renewal Notice 5	Recaptured donors after 5th renewal notice	Yes	Expired donor responds to 5th mail effort, recaptured
R6	Renewal Notice 6	Recaptured donors after 6th renewal notice	Yes	Expired donor responds to 6th mail effort, recaptured
R7	Renewal Notice 7	Recaptured donors after 7th renewal notice	Yes	Expired donor responds to 7th mail effort, recaptured
R8	Renewal Notice 8	Recaptured donors after 8th renewal notice	Yes	Expired donor responds to 8th mail effort, recaptured
R9	Renewal Notice 9	Recaptured donors after 9th renewal notice	Yes	Expired donor responds to 9th mail effort, recaptured
R0	Renewal Notice 10	Recaptured donors after 10th renewal notice, generally after 14th month if donor still hasn't been recaptured	Yes	Expired donor responds to 10th mail effort, recaptured
RM	Other Renewal Mail	For all other mail renewal gifts, may not fall within normal renewal sequences	Yes	Mail campaign sent between renewal notice 4 and 5, donor gets recaptured or gives additional gift
S	Sweepstakes	Usually online or mail solicitation, most recognize this as membership revenue	Yes	Donor responds to "give now for a chance to win these prizes"
S1	Acquisition Sweeps	Sweepstakes aimed at new donors	Yes	Car raffles, new signups acquire donors
SG	Sustainer	Reoccurring monthly giving	Yes	Donor gives a gift of \$10 on a monthly basis
TA	Additional Telemarketing	During annual giving window, captured donor gives additional gift via telemarketing inquiry	Yes	Donor gives additional gift over Holiday telemarketing call, in addition to monthly sustainer gift
TC	Acquisition Telemarketing	Aquiring new donors via telemarketing	Yes	Donor gives first time gift after being captured via station telemarketing call
TL	Lapsed Telemarketing	Donor who became lapsed gets recaptured via telemarketing	Yes	After month 15, donor gives gift via telemarketing
TO	Other Telemarketing	Telemarketing revenue not fitting into other telemarketing revenue buckets	Yes	
TR	Renewal Telemarketing	Telemarketing effort to recapture donors during month 9-15	Yes	Donor renews membership via renewal telemarketing call during their renewal window
T	Conversational Texting	Donations made in response to texting campaigns	Yes	Donor uses a link provided via texting to complete a donation.
TP	Text Pledge	Donations given during pledge via texting	Yes	Donor "texts" a text-enabled number during pledge to complete a donation
U	Unassigned	Non-membership revenue (not included in ROAR)	No	This category should be used as little as possible
V	Vehicle Donation	All revenue from vehicles donated to station	No	Includes cars, boats, RVs, bikes, etc.
W	Web/Internet	General web giving (outside of pledge)	Yes	Donations acquired via station website during general browsing
WE	Web Email	Giving through email solicitations	Yes	After receiving a station email, donor clicked through link in email and gave
WP	Web Pledge	Online/website donations giving during on-air pledge	Yes	Online/website donations during on-air pledge using specific "pledge" forms
X	Miscellaneous	Membership revenue (included in ROAR)	Yes	Stock gifts, small memorial gifts, employee payroll deduction, white mail, Amazon Smile, etc.
CN	Door-to-Door (canvassing)	Canvassing acquired gifts	Yes	Donor gives PBS donation and becomes a member after neighborhood canvassing
AU	Auction	Donation associated with placing highest bid for product/service to benefit the station	Yes	
FAQs		Answer:		
Expand on Sustainers		Sustainers start as the original method on which they came onto the file (pledge, either on-air or web, mail, etc.) and after annual window categorize them as SG		
Expand on Major Donors?		If you receive a large gift (\$1k) from your standard renewal program, code that as renewal. MD should be used for non-annual gifts		
Expand on Passport acquired gifts?		ON should be used for campaigns specifically designed around Passport or Podcasting, if you are simply mentioning Passport in your pledge script, that gift should be coded as Pledge		
How to minimize NULL revenue?		With each cycle of ROAR, CDP delivers a report outlining your station's Source Codes that are not being categorized. Please review and update your internal coding/mapping accordingly.		