

Guide for:

ALI LIST BUILDER

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Anticipated Audience(s):	UNF STAFF AND UNIVERSITY PARTNERS Who Send Communications, Plan Events and Build Lists of Constituents (Alumni, Donors and Friends of the University of Nebraska)

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Overview

What is Ali List Builder?

Ali List Builder (ALB) is a tool designed to permit users to build constituent lists that may be utilized for purposes such as email blasts, event invitations, mailing lists, trip lists and more. It is designed to provide on-demand list-building ability but does not replace work done by prospect research analysts (PRAs) who will continue building complex custom lists. Custom lists may also be added to ALB.

OXIALETHEIA SANDBOX	Constituents • Name or lookup ID
Home - Constituents - Marke	eting and Communications 🔹 Revenue 🔹 Events 👻 Prospects 🔹 Volunteers 👻 Fundraising 👻 Web 🛀 Ali List Builder 🍸 Analysis 👻 Administration 👻 Pa
Tasks 🔅	Ali List Builder
Shortcuts	☆ Help
 Add this page to shortcuts Manage my shortcuts 	This is your List Library. To create a new list, select the Add button. To open and review or edit a list, click on the hyperlink. You can also click the green chevron to edit or refresh the list. The Columns can be adjusted by clicking on the Columns button and the list can be sorted and filtered by any of the columns displayed.
Event calendar	For more information about learning to use Ali List Builder, see the guide and short video linked here.

Most lists can be derived from ALB, though any requiring more complex criteria, such as athletics, clubs or giving ranges, will continue to need a PRA to build a selection for use with ALB.

ALB is also a library, serving as the source for all lists that will be used with integrated email and events tools.

Users and Access

ALB is a dedicated, custom-built functional area to which select Ali CRM users are granted individual access based upon job duties. Foundation staff and university partners who send communications and event invitations are the primary users. While foundation staff have access to all lists, university partners have access to a specific Site in ALB and for ease of use will only see list(s) relevant to that specific part of the university system. ALB lists may also be downloaded and used in mail merges with Microsoft Word for physical mailings.

Key Concepts

In addition to the glossary of key terms to know (below), users should understand these fundamentals about how ALB functions:

- This tool walks you through list-building step by step. Best practice is to walk through the steps in order of the tabs rather than in random order.
- How it works:
 - ALB starts with the broadest results list possible.
 - Each subsequent tab allows you to further refine and narrow your results.
 - Constituents may manually be added or excluded individually.
 - Solicit (opt-out/opt-in) codes will be applied behind the scenes to exclude constituents based on options chosen in ALB.
 - The final step provides a preview of results.

• The results of the list may be exported and imported into forthcoming email (Emma) and events tools.

Glossary of Key Terms

Before proceeding to use the tool, familiarize yourself with these key terms:

Term	Definition
Alumni	Constituents who attended or graduated from one of the University of Nebraska campuses or programs.
Attended	Constituents who attended and completed at least one class at the University of Nebraska.
Communication purpose	The type of communication, such as newsletter, event invitation, personal contact or survey. The communication purpose is set up corresponding to the Site selected for the audience.
Constituent	People in the Ali CRM database and lists. These are alumni, donors and friends of the University of Nebraska. The purpose of Ali CRM is advancement, and although faculty, staff and some students are in the database, it is not intended to be used for those audiences. They are included due to their roles as alumni, donors, fund authorities, scholarship recipients and advancement participants.
De-dupe	Pronounced " <i>DEE-doop</i> "; to de-duplicate or remove duplicate constituents from a list. Constituents may be manually removed from a list (on an individual basis if duplicates are discovered by the list builder end user). By contrast, Ali will automatically de-dupe a list so that when it generates results for a householded physical mailing list, one constituent in a household will be removed so the same address doesn't receive a duplicate mailing whenever both spouses qualify and appear on the list. See also Householding .
Delivery campus	The campus that the student attended. This may be different from the campus that awarded their degree. For example, a student may attend UNL's campus but receive a degree from the UNO College of Engineering.
Download output	When downloading the prepared list export, the output format needs to be selected. Options are CSV or XLSX. A CSV exports the data so that it can be opened in multiple applications. XLSX downloads with formatting (may include links or images, although those are not part of ALB exports) and opens in Excel.
Exclusion	Exclusions are the constituents who should <i>not</i> be included in the results list. When running a business process in Ali, such as the event invitation process or a communications process, exclusions may be specified for the output. Solicit codes are an example of exclusions that could be used.
Export	A list can be exported as several different formats, all of which are editable in Excel. First, prepare the export by selecting the desired export definition, then download output. See also Export definition .

Term	Definition
Export definition	An export definition is a pre-defined list of fields that will be made available in the output when it is used; each field will appear as a column on an exported spreadsheet of results. An export definition also allows you to select the desired Address Processing Option and Name Format Options, but this type of selection requires a manual de-duping of any duplicate households within the list. Examples include LastName, FirstName, LookupID, Salutation, Addressblock, etc. This
	is used when creating a mail package for a mail merge.
Graduated	Constituents who completed a degree, certificate or program awarded by the University of Nebraska system.
Householding Householded	"Householding" records within a selection refers to Ali CRM's ability to identify households within a selection and combine the output so that only the primary individual in the household receives communication. This feature is only available if using Output Format/Formatted mail correspondence output (and it will not work if using an Export Definition). If a list is householded it means that Ali has de-duped (removed duplicates from) the results when it detects more than one constituent at the same address in the list. For example, if you were building a list of alumni and both spouses in a household meet graduation criteria and appear in your list, Ali will automatically remove one spouse from the results list of a physical mailing but include both spouses for an email message as long as both constituents have different email addresses in Ali. See also De-dupe, Output Format, Export Definition.
Inactive	Lists that are no longer needed can be set as inactive. The inactive lists can be set as active again, if needed.
Incomplete (education status)	Constituents that attended and completed a class but did not graduate.
Institution	The campus level of the university system. There are four institutions: UNL, UNO, UNK and UNMC.
Manual exclusions Manual inclusions	Constituents who do not qualify for the list based on the selected criteria but have been manually added or removed from the list.
Naming convention	A set of rules followed when list names are created that allows users to deduce useful information, provide standardization and enhance searchability and organization of items in a list. A good list name will describe the population of the list, not the subject or specific instance of a mailing. Think of how the list will be used in the email (Emma) or event tool. For example: UNO All Living Alumni <i>or</i> UNKAA Arizona Alumni for Event Invite.
Opt-in Opt-out	Constituents may opt in or opt out of specific modes of communications. For example, constituents who do not want to receive email of any type will have the "Do not email" solicit code. This information is located on the constituent's Communications tab,

Term	Definition
	Preferences sub-tab. Opt-ins are stored on the Attributes tab as an
	opt-in attribute type. See also Solicit code.
Refresh the list	A list should be refreshed after changes are made to the list criteria,
	before exporting the list or sending a communication. Doing so updates
	the constituents who appear on the list (and will add in anyone newly
	qualified and remove anyone recently deceased, for example).
Prepare the export	Before downloading the output, the list must be prepared so that the
	appropriate export fields are included. See Export Definition.
Segment results	The count displayed under Segment results is the number of
	constituents that qualified based on the criteria set minus those who
	opted out. This number does not include any Manual Inclusions but
	does account for those Manually Excluded.
Site	The system by which records are organized to align within the
	foundation and campus hierarchy. This system is used to segment
	records for the purposes the user identifies. In ALB, Site is also used to
	assign lists to users and identify the population of recipients for a user's
	lists.
	Important: It is crucial to salact the correct Site! A Site salaction of:
	• UNO Arts and Sciences is "upper tier" (higher in the hierarchy)
	and truly includes ALL departments: whereas
	• UNO AS All Departments limits the search to funds intended to
	benefit all departments in the College of Arts and Sciences at UNO and
	thus is quite limited in results.
Solicit code	Solicit codes allow constituents to globally opt out of solicitations and
(opt-out or opt-in)	communications. For example, for constituents who do not want to
	receive email of any type, a "Do not email" solicit code can be assigned.
	This information is located on an individual constituent record's
	Communications tab, Preferences sub-tab. Opt-ins are stored on the
	Attributes tab as an opt-in attribute type. See also Opt-in/Opt-out.

List Library (front page)

The List Library is the home screen of the ALB tool. It displays all existing lists to which you have access. The columns of the List Library can be customized to your preferences by clicking the green plus **Columns** button. The lists can be sorted and filtered by any column. To resize the columns, click the **More** button or adjust the column manually by dragging the column border in the desired direction.

\$	Help							
Th ca an	nis is your List Library. To create a new list, In also click the green chevron to edit or r Ind the list can be sorted and filtered by an	select the Add butt efresh the list. The C y of the columns di	on. To open and Columns can be a splayed.	review or edit a li djusted by clickin	st, click on g on the C	the hyperlink. Yoolumns button	ou	
Fo	or more information about learning to use	Ali List Builder, see	the guide and sh	nort video linked h	nere.			
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Al Sh List	Ibrary (57) O Add T Filters Older Add Columns Name UNKAA UNK CBT Alumni NE 1990-1995	 Clear all filters Created by - Tricia M. Danburg 	Site UNK Business a	rd Technology	Recipi 7 1578	Type Physical mailing	Y	Ac

The columns available to display are:

- Name. The list's name. *Once the list is added and saved, the Name cannot be changed,* because it is integrated with other applications, such as email and event tools.
- **Created by.** Name of Ali user who built the list.
- Site. Defines which group of constituents is the base source of the list and who is to receive communications from it. More than one Site can be applied to a list. University partners see only lists within the Site to which they are assigned. This means that if you build a new list of your Site, other current or future Ali users on your team who have ALB access may view, edit and use your list.
- **Type.** The list's intended purpose, either: physical mail, mass email, event planning (emailed *or* mailed invitations) or general list for planning purposes.
- **Date created.** Date the list was first created. Some lists may be reused, while others may function better if you build them from scratch each time.
- **Date updated.** Date the list criteria was last changed/edited and saved. This is *not* the date the list was most recently used by email or events tool(s).
- **Date sent.** Date the user specified the list would be used for its intended purpose. This date does not update when a process/refresh is run; it is the user-defined date.
- Active. List is currently available to be used. Lists may be set as inactive by users when they are no longer needed. Lists may be set as active again if needed.
- **Recipients.** Number of records that are included in the list. This number may fluctuate when the list is refreshed if:
 - the list involves adding constituents from a dynamic selection;
 - o new solicit codes are applied to any constituent records; or
 - other criteria on constituent records change (e.g., new graduates, donors or deceased constituents).

Add a New List

To add a new list, go to the **ALB** main page and click the green **Add** button, which appears in the List Library section. *Note that any required fields will show in yellow*.

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If there is already a similar list created, it can be copied, edited and saved as a new list easier than creating a new one from scratch. From the list library, click the green double chevron and then **Copy**. Once the copy is saved, click **Edit list criteria** from the left side menu.

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Description:					
List usage					
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List

Details

- 1. Enter a List name. A good list name will describe the population of the list, not the subject or specific instance of a mailing. For example, a good naming convention would be: "UNKAA Arizona Alumni for Event Invite."
- 2. Fill in the **Description** of the list with any relevant criteria (optional).
- 3. Use the drop-down menu to select the **List use** type. This helps to apply the proper opt-out codes so that the correct constituents are included in the list. For example, if you are creating an email list, the list builder only includes constituent records that have an email address.
 - a. Mass email
 - b. Physical mailing
 - c. Event planning mailed invitations
 - d. Event planning emailed invitations
 - e. General list for planning purposes
- 4. Check the box "I agree" if you are an authorized communicator for your area.
- 5. Fill in the **Date of the mailing** unless the list is for general planning purposes. If the list is for general planning purposes, enter today's date.
- 6. Click the **Next** button or select the Population and Purpose tab at the top. If you need to pause your work on building the list, you may hit **Save** at any time. *Note that once you save the list, you cannot rename it. You can edit all other list criteria if needed.*

Population and Purpose

Remember that the list narrows as you move through the tabs of the list wizard. The broadest population is first selected in the **Population and Purpose** tab.

ist Details Population and P	urpose Constituent Filters Educatio	on Filters Location Filters
Constituent population		
Indicate the campus/college/departr solicit codes to the list, both opt-out	nent/site(s) where the constituents of this list sh s and opt-ins. It is best to select the lowest leve	hould be pulled from. This is used to apply the correct I for the audience and communication piece.
Campus/College/Departmen	:/Site	
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Constituent Population

- Fill in the highest-level Site for your audience. (The full Site Hierarchy is listed in Ali CRM here.) You may also select multiple Sites. This establishes your base audience. If you aren't sure which Site to select, refer to the Site explanation appearing in the <u>Glossary of Key</u> <u>Terms</u> in this guide. Not all the lower-level Sites are available in ALB. If you do not see your Site in the list, email servicedesk@nufoundation.org. To navigate to the Site Hierarchy in Ali, go to the Administration functional area and click Sites. Click the small arrows to expand or collapse the hierarchy.
- Check the box "I agree" to confirm that you are selecting only the population for which your role is responsible. This is a step to confirm that you are engaging only with alumni and donors of your assigned constituency.

Alumni Association

• (Optional) If you are an employee of one of the alumni associations and sending the communication on behalf of the university or college that you work with, do *not* check the alumni association boxes. If you are mailing the communication from the alumni association, check the appropriate box to apply the correct opt-out or opt-in codes.

Communication Purpose

• (Optional) If applicable, use the Communication purpose drop-down menu to select the Purpose. These Purposes are different depending on the earlier Site and Alumni Association checkboxes.

If there is an extra blank row in the Purpose field, highlight that row and press the delete key to remove the blank row.

View Solicit Codes

- (Optional) To see the solicit codes that will be applied to the list, click the **View solicit** codes button.
- Click the **Next** button on the bottom of the form or select the Constituent Filters tab at the top. If you need to pause your work on building the list, you may hit **Save** at any time. *Reminder that once you save the list, you cannot rename it. You can edit all other list criteria if needed.*

Constituent Filters

All constituent filters are optional.

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Jse opt-ins to Opt-in UNKA * sonstituent ty By default, the The alumni ar orevious tab.	include recipients that have spont A-eNewsletter pe list will include both alumni an d donors will be pulled based o	ecifically opted-in to the co donor constituent record n education records with a	ds. However, you can als	o choose to include only is/College/Department/Si	one group below. Ite listed on the	

Filter by a Custom Prebuilt List

(Optional) If you have a complicated list that requires criteria that aren't available in the list builder, a prospect research analyst (PRA) can add a custom list (also known as a "selection") for you. *Note that the custom list will be a subset of the Population (Site or Sites) that was selected in the previous tab.* If the custom list contains people who are not in the Population (Site) selected, they will not pull into the final list. Custom lists that were built and assigned specifically to you are noted with an asterisk in the pulldown menu.

Opt-ins

(Optional) If your publication has opt-ins that need to be added, enter them in the Opt-ins section. The opt-ins available are dependent on the Site selected on the Population and Purpose tab.

Constituent Type

- Check the boxes to include either alumni, donors or both. By default, both boxes are checked. At least one box must be checked to see results.
- Click the **Next** button on the bottom of the form or select the Education Filters tab at the top. If you need to pause your work on building the list, you may hit **Save** at any time. *Reminder that once you save the list, you cannot rename it. You can edit all other list criteria if needed.*

Import — Match constituents from an imported list

This feature finds the matching constituent record lookup IDs in Ali CRM so that the list can be used with Emma and AlumnIQ, the email and event tools. The **Import** feature is on the **Constituent Filters** tab on any Ali List Builder list. Any contacts that don't exist in Ali CRM can then be added.

Prepare the Import File

- 1. Open the list in Excel.
- 2. Use these required column headers:

First Name	Last Name	Email address	Phone	Address Line 1	City	State	ZIP	

Ali List Builder will match constituents if one of the following conditions is met:

- First Name + Last Name + Email address
 - First Name + Last Name + Phone
 - First Name + Last Name + Address
- 3. Save the file in CSV format. This is important, as the XLS or XLSX formats cannot be imported.

Import the File to Ali List Builder

- 1. Open Ali List Builder.
- 2. Click the green +symbol to add a new list.
- 3. Complete the List Details and Population and Purpose steps.
- 4. On **Constituent Filters**, click the **Import** tab.
- 5. Check the box for List populated via CSV file.
- 6. Use the green up arrow next to the Import List box and find your CSV file.
- 7. Match the Source column fields to the Target fields.

ist Details	Population and Purpose	Constituent Filters	Education Filters	Location Filters	Schedule	
Standard	Import					
Match const	ituents from an imported list					
Optional: You will ensure th constituent I	u can import a list that originated hat you are following constituent D for tracking purposes.	I outside of Ali CRM to pr communication preferen	epare it for use with em ces, utilizing the most c	ail and event tools or urrent contact methoo	a physical mailing. Ti d and including the	his
Delimiter:	Comma					
	First row is header					
Import list:	UNF Fundraiser Attendees.csv					0.
	Source	Target				
	First Name	First name				
	Last Name	Last name				
	Email	Email				
	Phone	Phone (without	ut formatting)			
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	Phone Address Line 1 City	Phone (without Address Line City	ut formatting) 1			
	Phone Address Line 1 City State	Phone (withou Address Line City State	ut formatting) 1			

Review the Imported Data

- 1. Click the **View data** button.
- 2. Review the data in each column and check for errors.
 - a) Ensure the data in each column matches the information type. If the source file data contains commas, it could shift into an incorrect column.
 - b) Errors will be highlighted with a yellow caution symbol. Common errors are improperly formatted email addresses or text in number fields.
- 3. If changes are made to the source file data, clear the original import and import the corrected file.
 - a) Close the **Import Data** form.
 - b) On the Import page, click the down arrow next to the green import arrow button and click "Clear"
 - c) Import the corrected file and review the data. Repeat until there are no errors.

	First row is header		
Import list:	UNF Fundraiser Attendees.	csv	
	Source	Target	🗙 Clear
	Flash Minana	Plant and a	

- 4. Click the blue **Save** button.
- 5. Click **Refresh the list**.
- 6. After the list is refreshed, navigate to the **List Results** tab, then the **Imported Records** page.

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Search	🔂 Colu	ımns 🔹 🔙 Save list 🧯	Open list 🐺 C	lear all	filters				
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685277	Ashley L. Wagner	70	Ashley		Wagner		ashley.wagner@	nu	
215540	Christina M Provost	60	Christina		Provost		christina.provost	t@	

- 7. Any names with exceptions can be manually matched. Change the **Include** filter to **Exceptions Only** and click **Apply**.
- 8. Click the double green chevron button to reveal both the **Review matches** and **Edit** functions.



- a) Start with **Review matches**. If one of the records are the correct constituent, click Select record as a match. Click **Save**. If none of the potential matches are correct, click **Cancel**.
- b) If the above step didn't find the correct constituent, click Edit. The Edit import record page will open. Type the person's name in the Constituent search box and click the magnifying glass to search. Potential matches will be displayed in the Results window. If one of the constituents in the Results is the correct constituent, select that one, then click Save. Otherwise, click Cancel and then Cancel again.
- c) If a matching constituent was selected and saved, the constituent will now display in the **Recipients** tab.

 Optional last step: Export the list of people that didn't have a match. Request to have constituent records created for them by sending an email to <u>biographicalrecords@nufoundation.org</u>.

Education Filters

All the education filters are optional. Note that the education filters narrow the list to only constituents who have NU education records. It excludes donors that do not have NU education records. If you want to include donors to and alumni from a specific college, it is best to create two separate lists, one with donors and one with alumni.

Leave the education filters blank if you would like to include non-alumni donors. A second list can be created to add alumni from specific colleges.

Use the institutio records. Selecting	n and/or college/school fields t more than one college/schoo	to filter your list of constitue I will create an 'OR' conditio	ints to those with the selected values present on their education n.
Institution:	0. E 10		Delivery campus:
		*	~
College/School			Include those who attended the selected institution OR those with the
College/S	chool		chosen delivery campus
*			
			delivery campus
Additional educa Further refine you	tion filters Ir list of constituents using para	ameters that apply to the ed	delivery campus
Additional educa Further refine you Status:	tion filters Ir list of constituents using para Graduated	ameters that apply to the ed	fucation record from the institution selected above. Time frame:
Additional educa Further refine you Status: Program:	tion filters Ir list of constituents using para Graduated Graduate	ameters that apply to the ed	fucation record from the institution selected above. Time frame: Graduation date mm/dd/yyyy to mm/dd/yyyy to
Additional educa Further refine you Status: Program:	tion filters Ir list of constituents using para Graduated Graduate Undergraduate	ameters that apply to the ed incomplete Law	ducation record from the institution selected above. Time frame: Graduation date mm/dd/yyyy to mm/dd/yyyy

Jse the institution	ollege/school		
Jse the institutio	the second s		
ecords. Selecting	n and/or college/school field g more than one college/scho	s to filter your list of constituer ool will create an 'OR' conditior	nts to those with the selected values present on their education n.
Institution:			Delivery campus:
University of Ne	ebraska at Kearney	~	Kearney
College/School	t:		Include those who attended the selected institution OR those with the
College/S	School		chosen delivery campus
Arts and	Sciences		O Include those who attended the selected institution AND have the chosen delivery campus
*			
dditional educa	ition filters		
dditional educa	ition filters	arameters that apply to the ed	uration record from the institution selected above
dditional educa urther refine yo Status:	ation filters ur list of constituents using pa Graduated	arameters that apply to the edu	ucation record from the institution selected above. Time frame:
dditional educa Further refine you Status:	ation filters ur list of constituents using pa Graduated	arameters that apply to the edu	ucation record from the institution selected above. Time frame:
dditional educa :urther refine yo Status: Program:	ation filters ur list of constituents using p. Graduated Graduate	arameters that apply to the edi Incomplete Law	ucation record from the institution selected above. Time frame: Graduation date 1/1/1990 10 12/31/1999 3
dditional educa ^c urther refine yo Status: Program:	ation filters ur list of constituents using p Graduated Graduate Undergraduate	arameters that apply to the edu Incomplete	ucation record from the institution selected above. Time frame: Graduation date 1/1/1990 3 to 12/31/1999 3

Institution and College/School

- 1. (Optional) To narrow the list to include only alumni from one of the four campuses, select the institution from the pulldown menu.
- 2. (Optional) To narrow the list to include only specific colleges or schools within the institution, enter them under the College/School.
 - a. Adding multiple colleges adds to the population. It does not select only alumni with affiliations to all of those listed.
 - **b.** If there is an extra blank row in the College/School field, highlight that row and press the delete key to remove the blank row.
- **3.** (Optional) The Delivery Campus criteria allow for including those who attended the institution at specific locations. The toggle buttons allow for selecting those who attended the institution and/or that location. For example, those who attended UNK *or* had classes at the Kearney campus. Likewise, those who attended UNK *and* had classes at the Kearney campus.

Additional Education Filters

4. (Optional) To further narrow the list to those who have a specific Status or Program of study, select the appropriate checkboxes: Graduated and Incomplete degrees; Undergraduate, Graduate, and Law programs; and specific graduation dates. Note that all options are included by default. To include only specific options, mark the checkbox next to those options.

5. Click the **Next** button on the bottom of the form or select the Location Filters tab at the top. If you need to pause your work on building the list, you may hit **Save** at any time. *Reminder that once you save the list, you cannot rename it. You can edit all other list criteria if needed.*

Location Filters

All location filters are optional.

ity, State, ZIP				
Ise the City, State, Zip range to fi	ilter by location. When using	City, be sure to	include the State.	When using Zip, be sure to enter the 4-digit
	. For example, instead of 08-		-0000 and 08401-	
City	State	Zip (start)	Zip (end)	
*	INE			
e-defined geographic areas				
e-defined geographic areas	redefined accorrelation reason	reated for your	Tick the magniful	ng place on the first rough the table below.
re-defined geographic areas ome locations and areas have p nd search by region or name. Yo	redefined geographic areas c u can use an asterisk to help	reated for you. (search for the ri	Ilick the magnifyi ght one. Selecting	ng glass on the first row of the table below g more than one geographic area will add to
re-defined geographic areas ome locations and areas have pi nd search by region or name. Yo he list of areas. For example, "NE	redefined geographic areas c u can use an asterisk to help : – Whole State" and "CA – W	reated for you. (search for the ri /hole State" will i	Click the magnifyi ght one. Selecting nclude both state	ng glass on the first row of the table below g more than one geographic area will add to !s.
re-defined geographic areas ome locations and areas have p nd search by region or name. Yo he list of areas. For example, "NE Geographic area	redefined geographic areas c u can use an asterisk to help : – Whole State" and "CA – W	reated for you. (search for the ri /hole State" will i	Elick the magnifyi ght one. Selectin nclude both state	ng glass on the first row of the table below g more than one geographic area will add to 25.
re-defined geographic areas ome locations and areas have p nd search by region or name. Yc he list of areas. For example, "NE Geographic area	redefined geographic areas c u can use an asterisk to help : – Whole State" and "CA – W	reated for you. C search for the ri /hole State" will i	Elick the magnifyi ight one. Selectin nclude both state	ng glass on the first row of the table below g more than one geographic area will add to :s.
re-defined geographic areas ome locations and areas have pind search by region or name. Yo he list of areas. For example, "NE Geographic area	redefined geographic areas o ou can use an asterisk to help : – Whole State" and "CA – W	reated for you. (search for the ri /hole State" will i	Click the magnifyi ght one. Selecting nclude both state	ng glass on the first row of the table below g more than one geographic area will add to 25.
re-defined geographic areas ome locations and areas have pind search by region or name. Yo he list of areas. For example, "NE Geographic area *	redefined geographic areas o ou can use an asterisk to help : – Whole State" and "CA – W	reated for you. (search for the ri /hole State" will i	Click the magnifyi ght one. Selecting nclude both state	ng glass on the first row of the table below g more than one geographic area will add to es.
re-defined geographic areas ome locations and areas have pind search by region or name. Yo he list of areas. For example, "NE Geographic area *	redefined geographic areas o ru can use an asterisk to help : – Whole State" and "CA – W	rreated for you. C search for the ri /hole State" will i	Click the magnifyi ght one. Selecting nclude both state	ng glass on the first row of the table below g more than one geographic area will add to 25.
re-defined geographic areas ome locations and areas have p nd search by region or name. Yo he list of areas. For example, "NE Geographic area	redefined geographic areas o nu can use an asterisk to help : – Whole State" and "CA – W	rreated for you. C search for the ri /hole State" will i	Click the magnifyi ght one. Selecting nclude both state	ng glass on the first row of the table below g more than one geographic area will add to ss.

City, State, ZIP

- (Optional) You can fill in just the city and state, the state only or the zip range. To narrow
 the list to a state, specific city and state, or zip range, fill in the respective fields. When
 filtering by city, include the state, because many city names occur in different states. Note that
 the +4-digit extension should be included if using the zip range.
 - While it is possible to refine your list by city, state or zip, a better practice is to use the Geographic selections option below.

Geographic Selections

- 2. (Optional) It is highly recommended to use one of these pre-built geographic locations available for narrowing *a list*. These were carefully built and may be more accurate than using the city, state or zip range.
 - Search for the appropriate location by clicking on the magnifying glass on the empty row under Geographic selection.

	Opulation and	in aipose c	Onstituen	t Filters Edu		
City, State, Z	IP					
Use the City,	State, ZIP criteria to f	filter your list usi	ng address i	nformation. ZIP	can be entered	as a range using the
Entering mor	re than one row of da	ta will create an	'OR' conditi	on. When enteri	ng a <mark>C</mark> ity be sur	e to also enter the S
City			State	Zip (start)	Zip (end)	
*						
Geographic s	elections					
Geographic s	selections	established usin	ng query crit	eria lise the sele	rctions below to	n filter vour list furth
Geographic s Some locatio geographic s	selections Ins and areas are pre- ielection will create ar	-established usir n 'OR' condition.	ng query crit For exampl	eria. Use the sele e, "NE – Whole S	ections below to tate" is a geogr	o filter your list furtheraphic selection alrea
Geographic s Some locatio geographic s	selections yns and areas are pre- xelection will create ar	established usin n 'OR' condition.	ng query crit For exampl	eria. Use the sele e, "NE – Whole S	ections below to tate" is a geogr	p filter your list furthe
Geographic s Some locatio geographic s Geog	selections ons and areas are pre- selection will create ar rraphic selection	-established usir n 'OR' condition.	ng query crit For exampl	eria. Use the sele e, "NE – Whole S	ections below to tate" is a geogr	p filter your list furthe

• There are numerous location options, and the Region filter serves to narrow the results (see picture below). Regions include North West, South West, North East, South East, North Central, South Central and Nebraska.

Name: *whole Region: South West			Search Clear
Results (4 records found)	Туре	Category	Date added
AZ - Whole state - primary and additional home	Constituent	Geographic	12/12/2017
CA - Whole State	Constituent	Geographic	6/9/2020
NM - Whole state - primary and additional home	Constituent	Geographic	11/8/2018
NV - Whole state - primary and additional home	Constituent	Geographic	11/8/2018
4			

- It helps to put an asterisk in front of the location when searching as the exact name of the selection may be unexpected.
- It may take some time to become familiar with the Geographic selections available. If you have any questions, contact a PRA or email <u>servicedesk@nufoundation.org</u>.

Review and Save the List

Click the **Previous** button or any of the tabs at the top to review the filters. When you are finished reviewing, click **Save**. Reminder that once you save the list, you cannot rename it. You can edit all other list criteria if needed.

Refresh the List

After saving the list, open the list and click **Refresh the list** in the left side menu (on the list details record) to process the results.



View and Edit/Manage Existing List

View or edit the list's details and results by clicking the blue hyperlinked name. A lot of information is provided about each list to ensure the correct population is being included.

List library (57) 🚯 Add 🛛 🍸 Filters 🖾 More 🕶		
Search 😌 Columns 🔹	🐺 Clear all filters	
Name	Created by 🗸 🛛 🍸	Туре 🕎
UNKAA Arizona Alumni for Event Invite	Tricia M. Danburg	Event planning - emailed in
🛞 UNKAA UNK CBT Alumni NE 1990-1995	Tricia M. Danburg	Physical mailing
UNK Test	Shonna Hill	Mass email
UNK music alumni in Lincoln, NE for survey	Shonna Hill	Mass email

A list can also be edited from the List Library by clicking the green double chevron, then clicking the **Edit** button.

Overview, Status and History

The top portion of the screen contains information about the list, which is provided in three sections: the Overview, Status and History. The **Overview** section provides information that was manually entered when the list was created or last updated, including the List usage.

Overview		Status		History	
Name:	UNKAA Arizona Alumni Event Invite - Email	Status:	Processed and exported	Setup started:	11/11/2021
Date to send:	1/5/2022 Date of event: 2/9/2022	Manually added:	3	Last refreshed:	11/11/2021 🔮
ist usage:	Event planning - emailed invitation	Manually removed:	0	Constituents added:	471
ite(s):	University of Nebraska at Kearney	Segment results:	443	Constituents removed:	0
Description:	Invite list for all UNK alumni living in Arizona - email	Opted out:	28	Last exported:	11/11/2021 🔮
		Exportable:	446	Constituents exported:	441



- The **Overview** section provides information, such as List usage, that was entered when the list was created or last updated.
 - Status: informs users of changes made that require the list to be refreshed or mean the list is ready to be exported. It also indicates how many people have been manually added or removed from the list. Individuals who wouldn't normally qualify for the list can be manually added and those who do qualify can be manually removed.
 - Segment results: the number of individuals who qualify based on the criteria selected minus those who have opted out.
 - Opted out: the number of individuals who have solicit codes that exclude them from the list. For example, an email list will exclude those with a 'Do Not Email' solicit code.
 - **Exportable:** the number of individuals who qualify for the list, plus those manually added, minus those who opted out and minus those who were manually excluded.
 - History: displays the list's first setup date, last refreshed date, number of constituents added since the last change, number of constituents removed since the last change, the last export date and number of constituents last exported.

List Results Tab

The **List Results** tab displays the constituents in the list. Only the first 500 recipients will display in increments of 25 per page. The right side of the page provides navigation for users to access additional pages. To review the list in its entirety, **Prepare the export** and **Download** the output. *Note that the list can be sorted and filtered by any column to find the person you're looking for. There is also a hyperlink on the Lookup ID to navigate to the person's constituent record.*

List Results	Exclusions	List Refre	esh List Exp	ort		
Recipients	Manual Inc	lusions	Opt-Outs			
Recipients	(88) 🗊 I	More				
Search			🕒 Colum	ns 🔹 🔚 Sa	ve list 🐳	Clear all filters
Constituent		T	Lookup ID		7	City

- The **Recipients** sub-tab includes all those who qualify for the list based on the criteria selected. It does not include those who were manually added or those who opted out.
- The Manual Inclusions sub-tab displays those who were manually added to the list.

List Results	Exclusions	List Refre	esh	List Ex	kport					
Recipients	Manual Inc	lusions	Op	ot-Outs						
Constitue	Constituents to manually include (1) G Add S More									
Constitu	uent	Lookup I		ity	State	Delivery campus	Institution			

• The **Opt-Outs** sub-tab displays all those who opted out and why.

List Results	Exclusions	List Refr	esh List E	kport				
Recipients	Manual In	clusions	Opt-Outs					
Opt-outs (11) 📰 M	ore▼						
Search			🔂 Colu	mns 🔹 🔚 s	Save list 🐺 Clear	all filters		
Constituent	Y	Lookup ID	Tity	7 State 🍸	Delivery campus	s 🍸 Institution	Solicit codes	Y

Exclusions Tab

The **Exclusions** tab displays the solicit codes that have been applied to the list based upon the list's criteria. This is also where constituents can be manually excluded from the list. Exclusions that are almost always applied include deceased and inactive. If the list is for email purposes, people who have no email address will be excluded.

List Resu	Its Exclusions List Refresh List Export	
Contac	t rule exclusions 🥒 Edit	
Ø	Exclude deceased constituents	
Ø	Exclude inactive constituents	
Ø	Exclude constituents with no email address	
8	Exclude constituents with no mailing address	
Exclud	e constituents with the following solicit codes:	
Solici	t code	Locked
UNK-	No Athletics	
NM-0	Dpt Out	
No C	ontact	
UNK-	No Email	
UNO	No Athletics	
		~ ·
Consti	tuents to manually exclude (2) 🕒 Add 📧 More	
Cor	Stituent Lookup ID City	

- **Contact rule exclusions.** The green checkmark means that the exclusion is applied. The red "X" means that the exclusion is not applied. For example, if you're creating an email list you would *not* want to exclude people with no (physical) mailing address, but you *would* want to exclude constituents with no email address.
- **Constituents to manually exclude.** Click the **Add** button, search and select any constituents who must be excluded even though they may qualify based on the list criteria.

List Refresh Tab

When the list is saved and every time thereafter that the list criteria are changed, the list must be refreshed. Prior to use, the list should also be refreshed to ensure any changes to constituent records are reflected. The List Refresh tab shows both most recent refresh status and history of refreshes.

List Results Ex	clusions List Refresh	List Export	
Recent Status	History		
Recent status	🎯 Refresh the list	2	
Status:	Completed		
Status message:	Completed		
Started by:	Christina Provost	Server name:	TUVALU
Started:	1/14/2022 10:43:26 AM	Total records processed:	99
Ended:	1/14/2022 10:44:07 AM	Number of exceptions: 0	0
Duration:	41 seconds	Records successfully processed: S	99

• **Recent Status** sub-tab shows the total records processed, number of exceptions and records successfully processed.

List Results Ex	clusions List Re	fresh List Export									
Recent Status History											
History (3)	🝸 Filters 😨 M	ore▼									
History (3) Status	Filters 3 M	ore ▼ Started by	Started	Ended	Duration	Successfully processed	Exceptions				

• **History** sub-tab displays all the historical refreshes where the number of successfully processed records can be compared.

List Export Tab

After the list has been refreshed it can be exported. The **List Export** tab displays the most recent export status, including the number of constituents in the export and number of exceptions.

List Results	Exclusions	List Refresh	List Export		
Recent Statu	History				
Recent sta	tus 👹 Pr	epare the expo	t 🔚 Download ou	utput•	
Status:	Complete	ed			
Status messa	age: Complete	ed			
Started by:	Christina	Provost	Serve	er name:	TUVALU
Started:	1/19/202	2 11:39:39 AM	Total	records processed:	88
Ended:	1/19/202	2 11:39:45 AM	Num	ber of exceptions:	0
Duration:	6 second	s	Reco	ords successfully processed:	88

It also shows the export history. Historical export versions can be downloaded by clicking the green double chevron next to the item.

			строн					
Recent Status	History	>						
History (6)	Filters	Ø More ▼						
Status		Status message	Started by	Started	Ended	Duration	Successfully processed	Exceptions
🛞 🧭 Complet	ed	Completed	Christina Provost	1/19/2022	1/19/2022	6 seconds	88	0

To export the list, first click **Prepare the export** from the Tasks menu on the left side of your screen (or the List Export tab > Recent Status sub-tab) and select the appropriate export definition. The export definition defines the columns that will be output in the spreadsheet, including the name formatting.

Tasks ☆	List Library UNKAA Arizona Alumni for Eve
Set inactive Refresh the list Prepare the export	Overview Name: UNKAA Arizona Alumni for Event Invite Date to send: 1/5/2022
Shortcuts 🔅	List usag List Results List Refresh Exclusions List Export Site(s): Recent Status History
	Recent status Prepare the Export Download output Status: Completed Status message: Completed Status message: Completed

Some export definitions available include:

- Email Export for Planning: does not contain actual email addresses. Lists are integrated with the email tool for sending email.
- Formal Individual Physical Mail Export Householded: includes the primary constituent addressee and salutation. Only one per physical mailing address.
- Formal Joint Physical Mail Export: includes the joint addressee and salutation.
- Standard Physical Mail Export Householded: the most used export definition for physical mailings.

Lists used for email are brought into the email tool, Emma, so all the legal requirements for sending email can be applied. Email addresses are not exported directly from ALB.

Download Output

To download the list click **Download output** on the List Export's tab > Recent Status sub-tab. When downloading the list, the download format needs to be selected. For simplicity, choose the CSV format. The download can be sorted and filtered in Excel to find a certain constituent(s) and verify the list easily.

List Results L	ist Refresh	Exclusions	List Export		
Recent Status	History				
Recent statu	s 🎯 Pre	pare the Exp	Download out	put •	
Status:	Completed	i i	Download to CSV	ŧ	
Status message	e: Completed	t t	Download to XLS	<	
Started by:	Christina P	rovost	Multiple files	2:	TUVALU
Started:	12/29/202	1 12:29:02 PM	1 Total n	ecords processed:	454
Ended:	12/29/202	1 12:29:15 PN	1 Numb	er of exceptions:	0
Duration	12 cocond	-	Pacara	le successfully process	od: 151

Any of the historical exports can also be

downloaded by clicking on the double-down arrow (green chevron) next to the history item.

Image: More ▼					
atus message	Started by	Started	Ended	Duration	Successfully pro
mpleted	Christina Provost	12/29/2021 12:	12/29/2021 12:	13 seconds	454
Delete					
mpleted	Tricia Danburg	11/11/2021 3:2	11/11/2021 3:2	12 seconds	441
	More More tus message mpleted Delete mpleted	More atus message Started by mpleted Christina Provost Delete mpleted Tricia Danburg	Image: Wore water Started by Started atus message Started by Started impleted Christina Provost 12/29/2021 12: Impleted Christina Danburg 11/11/2021 3:2	Image: Wore water	Image: Wore watch was sage Started by Started Ended Duration Image: Was sage Christina Provost 12/29/2021 12: 12/29/2021 12: 13 seconds Image: Was sage Duration Duration 12/29/2021 12: 12/29/2021 12: 13 seconds Image: Was sage Duration Duration 11/11/2021 12: 12 seconds

Best Practice: When to Edit and When to Create New

The same list can be reused at any time, so long as the List Usage aligns with the type of communication. For example, a list of all alumni and donors for a certain geographical area can be used for many publications and messages. *A separate list should be created if the solicit codes (opt-outs or opt-ins) are unique.* Important things to consider:

- People can opt out/in from event invitations separately from regular informational emails.
- People can opt out/in from email communications versus physical mail communications.
- People can opt out/in from specific campus, college or school communications.

If there are adjustments to be made to the list, it can be edited at any time; however, the list name cannot be changed. Updating the list description with any changes helps to know what list criteria are included. Best practice: If the list needs to be adjusted so that the name no longer aligns with the results, it is best to create a new list or copy the list, rename it and make those criteria adjustments.

Important: Each time a list is edited, the **Refresh the list button** should be clicked to apply the changes and see the updated results.

List Maintenance

The lists in ALB are only maintained by the users who work with them. At least once per year your area's lists should be reviewed for relevance by sorting the List Library by the Date updated column. Set as inactive any lists that are no longer needed.

Set Inactive

As lists are no longer needed, they can be inactivated. Either click on the blue hyperlink on the list Name or click on the double-down arrow (green chevron) next to the list to **Set inactive**.

Tasks ☆ ✓ Edit list criteria	List Library UNKAA Arizona Alum		
 Refresh the list Prepare the export 	Na List library (12) C Add V Fil	ters 📧 More▼	Clear all filters
Shortcuts 🛛 🖈	Lis Name	7	Created by -
	Copy Copy Clair Set inaction	t Invite	Tricia M. Danburg Iment

Lists that have been set inactive can be Set active (reactivated) again at any time. A recommended best practice is to ensure the "Include inactive?" checkbox in the list library is checked so all your lists are displayed by default:

List library (13) C Add Y Filters J More Include inactive? Apply S Reset						
Search	Golumns •	• 🐺 Clear all filters				\sim
Name	Y	Created by 👻 🍸	Site	Recipients 🍸	Туре	Active
🛞 UNKAA Arizona Alumni for	Event Invite	Tricia M. Danburg	University of Nebraska at Kearney	457	Event planning - emailed invitation	No
🕑 UNKAA UNK CBT Alumni N	E 1990-1995	Tricia M. Danburg	UNK Business and Technology	1578	Physical mailing	Yes
UNK Test		Shonna Hill	University of Nebraska at Kearney	6295	Mass email	Yes
🛞 UNK music alumni in Linco	n, NE for survey	Shonna Hill	University of Nebraska at Kearney	6295	Mass email	Yes
KILTest Canaval Blanning		Karon Hardy	University of Nebraska at Kearney	0	Conoral list for planning purposes	Voc

Support and Help

If you have questions about using Ali List Builder (ALB) or are a current Ali user and wish to request new access to the ALB tool, email <u>alicrm@nufoundation.org</u>.

If you have the need for a complex list to be built (that can't be achieved using ALB):

University partners

• Contact your alumni association representative or see the **How-To Guides** for university partners on the front page of the <u>Ali Community website</u> located below the green Ali CRM Constituent Record Access section, lower left side.

Foundation staff members

• Contact your prospect information manager (PIM).

If you need assistance using Ali CRM, email the foundation's Service Desk at <u>servicedesk@nufoundation.org</u>.

CALETHEIA

If you wish to request new Ali CRM user access (granting access to constituent records), visit the Ali Community website and click Request Access > <u>New User</u> to begin the application process. Note in your new user request if "add-on" access is also being requested for ALB.



Geographic Area Name	Region	Description
NE - Legislative District 1	Nebraska	Otoe, Johnson, Nemaha, Pawnee, Richardson counties
NE - Legislative District 12	Nebraska	Southern Douglas County: Millard/Ralston
NE - Legislative District 14	Nebraska	Papillion and LaVista
NE - Legislative District 18	Nebraska	Central Omaha
NE - Legislative District 21	Nebraska	Northwest Lancaster County
NE - Legislative District 25	Nebraska	Eastern Lancaster County
NE - Legislative District 32	Nebraska	Fillmore, Saline, Thayer, Jefferson, SW Lancaster (not Lincoln)
NE - Legislative District 37	Nebraska	Southeast Buffalo County
NE - Legislative District 39	Nebraska	Western Douglas County
NE - Legislative District 41	Nebraska	Antelope, Boone, Garfield, Greeley, Howard, Pierce, Sherman, Valley, Wheeler counties
NE - Legislative District 48	Nebraska	Scottsbluff County
NE - Legislative District 49	Nebraska	Sarpy County (Gretna)
NE - Lincoln/Omaha, 60-mile radius of both	Nebraska	Douglas, Sarpy, Cass, Dodge, Otoe, Sanders, Washington and Lancaster counties, as well as Pottawattamie, Harrison and Mills counties in Iowa
NE - Beatrice, 20-mile radius (Gage County)	Nebraska	Beatrice, 20-mile radius (Gage County)
NE - Broken Bow to Norfolk	Nebraska	
NE - Broken Bow, 30-mile radius	Nebraska	Zip codes within 30 miles of Broken Bow
NE - Cass County	Nebraska	Whole county
NE - Central NE	Nebraska	Nebraska counties within a 100-mile radius of Dunning, Nebraska
NE - Central Nebraska - for Trustees	Nebraska	For use with Central Nebraska Trustees lists
NE - Central Nebraska - for Trustees - static	Nebraska	For use with Central Nebraska Trustees lists
NE - Chadron, 1-hour radius	Nebraska	
NE - Colfax County	Nebraska	Whole county
NE - Columbus, 30-mile radius	Nebraska	Counties of Boone, Platte, Colfax, Nance, Polk, Butler
NE - Columbus, 60-mile radius (no Lincoln/Omaha)	Nebraska	Counties of Boone, Platte, Colfax, Nance, Polk, Butler, Dodge, Saunders, Seward, York, Merrick, Madison, Stanton, Cuming
NE - Columbus, small radius	Nebraska	Platte, Boone, Butler, Colfax counties
NE - Dodge County	Nebraska	Whole county
NE - Doug Carr Travel Territory	Nebraska	
NE - Douglas County	Nebraska	Whole county
NE - Eastern Half of the State	Nebraska	
NE - Fremont, 15-mile radius	Nebraska	Counties of Dodge, Saunders and Washington
NE - Grand Island to North Platte	Nebraska	Cities along I-80, up to North Platte-by County
NE - Grand Island, 20-mile radius	Nebraska	Grand Island, 20-mile radius (does not include Kearney or Hastings)

Geographic Area Name	Region	Description
NE - Grand Island, 30-mile radius	Nebraska	NE - Grand Island, 30-mile radius
NE - Hastings, 30-mile radius	Nebraska	NE - Hastings, 30-mile radius
NE - Hastings, Adams and Clay	Nebraska	Hastings, Adams and Clay counties
counties		
NE - Holdrege, 30-mile radius	Nebraska	Phelps, Gosper, Kearney and Harlan counties
NE - I-80 Corridor	Nebraska	Cities along I-80, up to North Platte
NE - Kearney, 100-mile radius	Nebraska	NE - Kearney, 100-mile radius
NE - Kearney, 20-mile radius	Nebraska	Buffalo, Phelps and Kearney counties (does not include Grand Island or Hastings)
NE - Kearney, 30-mile radius	Nebraska	Zip codes within 30 miles of Kearney
NE - Kearney, 50-mile radius	Nebraska	NE - Kearney, 50-mile radius
NE - Kearney, 75-mile radius	Nebraska	NE - Kearney, 75-mile radius
NE - Lexington, 30-mile radius	Nebraska	Zip codes within 30 miles of Lexington
NE - Lexington, Dawson County	Nebraska	Dawson County
NE - Lexington: Dawson, Lincoln and	Nebraska	Dawson, Lincoln and Buffalo counties
NE Lincoln for RAO lists	Nebraska	Lancaster County only
NE - Lincoln 100-mile radius	Nebraska	
NE - Lincoln, 200-mile radius	Nebraska	
NE - Lincoln, 200-mile radius	Nebraska	Counties within 30 miles of Lincoln
NE - Lincoln 40-mile radius	Nebraska	Countes within 50 miles of Encont
NE - Lincoln, 40-mile radius including	Nebraska	
Omaha	1 Coraska	
NE - McCook Area	Nebraska	McCook and surrounding counties
NE - McCook, Large Area	Nebraska	McCook and surrounding counties
NE - Neligh to Valentine	Nebraska	
NE - Norfolk & Columbus Areas	Nebraska	
NE - Norfolk, 20-mile radius	Nebraska	Counties of Pierce, Wayne, Madison, Stanton
NE - Norfolk, 30-mile radius	Nebraska	Zip codes within 30 miles of Norfolk
NE - Norfolk, large radius	Nebraska	
NE - North Central Nebraska	Nebraska	Includes towns of Valentine, O'Neill, Ainsworth
NE - North Platte to Scottsbluff	Nebraska	Drive from North Platte to Scottsbluff
NE - North Platte, 1-hour radius	Nebraska	
NE - North Platte, 30-mile radius	Nebraska	Zip codes within 30 miles of North Platte
NE - Ogallala, large radius	Nebraska	Ogallala and surrounding counties
NE - Omaha for RAO lists	Nebraska	Douglas and Sarpy counties in Nebraska, Pottawattamie County in Iowa
NE - Omaha, 100-mile radius	Nebraska	58 counties in Nebraska, Iowa, Kansas and Missouri
NE - Omaha, 150-mile radius	Nebraska	122 counties in Nebraska, Iowa, Kansas and South Dakota
NE - Omaha, 30-mile radius	Nebraska	Douglas, Sarpy, Washington, Saunders and Cass counties, as well as Pottawattamie, Mills and Harrison counties in Iowa



CALETHEIA

Geographic Area Name	Region	Description
NE - Omaha, 50-mile radius, including	Nebraska	Douglas, Sarpy, Cass, Dodge, Otoe, Sanders, Washington
Lincoln		and Lancaster counties, as well as Pottawattamie, Harrison
NE Omeho 75 mile redius	Nobasha	and Mills counties in Iowa
NE - Omana, 75-mile radius	Nebraska	31 counties in Nebraska, Iowa and Missouri
NE - Omaha, metro area	Nebraska	Douglas and Sarpy counties, as well as Pottawattamie
NE - Otoe County	Nebraska	Whole County
NE Paphandle	Nebraska	Ocallala west through the Panhandle
NE Paphandla & Sandhills	Nobraska	Ogallele west through the Panhandle
	Nebraska N. I.	
NE - Red Cloud	Nebraska	Ogaliala and surrounding counties
NE - Sarpy County	Nebraska	Whole county
NE - Saunders County	Nebraska	Whole county
NE - Scottsbluff, 1-hour radius	Nebraska	
NE - Scottsbluff, 30-mile radius	Nebraska	Zip codes within 30 miles of Scottsbluff;
		excludes Wyoming zip codes
NE - Sidney, 30-mile radius	Nebraska	Zip codes within 30 miles of Sidney
NE - Southeast NE Doug Carr	Nebraska	Counties
NE - Southeast NE, including Lincoln	Nebraska	
NE - Southeast NE, no Lincoln	Nebraska	
NE - Southwest NE	Nebraska	
NE - Tri-Cities	Nebraska	Counties in Nebraska containing Kearney, Grand Island
		and Hastings
NE - Washington County	Nebraska	Whole county
NE - West of Ogallala	Nebraska	Ogallala and everything northwest of Ogallala, up to the
		South Dakota border
NE - West of York	Nebraska	
NE - Western Area	Nebraska	North Platte, Valentine, Mullen, Ogallala, Sidney
NE - Western Half of the State	Nebraska	West of Kearney
NE - Western NE Official	Nebraska	West of North Platte, includes Cherry, Thomas counties
NE - Whole State	Nebraska	Entire state of Nebraska
NE - York County	Nebraska	York County
IA - Ames Area	North	Story, Boone, Polk counties
	Central	
IA - Cedar Rapids, approx. 40-mile	North	IA - Cedar Rapids, approx. 40-mile radius
radius	Central	
IA - Des Moines and drive from	North	IA - Des Moines and drive from Omana
IA - Des Moines for RAO lists	North	IA - Des Moines, approx. 30-mile radius
	Central	·
IA - Des Moines to MN Border	North	IA - Des Moines, approx. 60-mile radius
IA Des Moines approx 60 mile	Vorth	IA Des Moines approx 60 mile radius
radius	Central	111 - 1265 Monies, approx. 00-inne radius
IA - I-29 Corridor	North	
	Central	
IA - Northwest Iowa	North	
	Central	

Geographic Area Name	Region	Description
IA - Okoboji Area - Primary &	North	All primary and additional homes in Dickinson County
Additional	Central	
IA - Quad Cities and Cedar Rapids	North	
	Central	
IA - Sioux City, including NE & SD	North	
	Central	
IA - Southwest Iowa	North	
	Central	
IA - Western Third	North	
	Central	
IA - Western, Counties of Mills,	North	Counties around Council Bluffs
Harrison, Pottawattamie	Central	
IA, MN - Lincoln to Des Moines to	North	50-mile radius along I-80 and I-35
Twin Cities	Central	
IA/SD - Sioux City to Sioux Falls	North	Northwestern Iowa (around Sioux City) and Southeastern
Areas	Central	South Dakota (around Sioux Falls and Yankton).
IL - Central IL	North	Illinois - Peoria/Champaign/Bloomington/Springfield,
	Central	50-mile radius
IL - Chicago for RAO lists	North	Metro area of Chicago, including NW suburbs
	Central	
IL - Chicago, 75-miles	North	Metro area of Chicago, including NW suburbs
	Central	
IL - Chicago, Metro Area	North	Metro area of Chicago, including NW suburbs
H D '	Central	
IL - Peoria area	North	Illinois - Peoria, 50-mile radius
	Central	
IL - Peoria, driving route	North	
	Central	
IL - Southern Half	North	
	Central	
IL - Springfield area	North	Decatur included
	Central	
IL, IN - Champaign to Terre Haute	North	
	Central	
IL, IN - Chicago & Gary	North	Metro area of Chicago, including NW suburbs
	Central	
IN - Ft. Wayne	North	
	Central	
IN - Indianapolis, 2-hour radius	North	
	Central	
IN - Indianapolis, 40-mile radius	North	
INI Ladiana alia Dia aminatan	Newth	
IN - Indianapolis, bioomington	North	
IN/OH/KV Indianapolia Cinginnati	North	
Louisville	Central	
KS Maphattap to Salipa to Wichita	North	
i so - mannattan to sanna to withita	Central	
KS - Salina 50-mile radius	North	Kansas - Salina 50-mile radius
	Central	Retention: Permanent
KS - Salina to Topeka & surrounding	North	Kansas - zips 664-666, 674, 668-669
area	Central	Retention: Permanent

Geographic Area Name	Region	Description
KS - Topeka, 50-mile radius	North	Kansas - Topeka, 50-mile radius
-	Central	-
KS Western Kansas	North	Manhattan and West
KS - Western Kansas	Central	Mainattan and West
KS - Wichita 50-mile radius	North	Kansas - Wichita 50-mile radius
ito wienita 50 nine radius	Central	Transas Wienita 50 nine facilitis
	Gentia	
KS/MO - Kansas City for RAO lists	North	Kansas/Missouri - Kansas City, 60 miles
	Central	
KS/MO - Kansas City, 60-mile radius	North	Kansas/Missouri - Kansas City, 60 miles
	Central	
KS/MO - Kansas City, 90-mile radius	North	Kansas/Missouri - Kansas City, 90 miles
	Central	
KS/MO - Kansas City, metro	North	Kansas/Missouri - Kansas City, metro area - includes
	Central	Kansas counties of Leavenworth, Wyandotte and Johnson
KS/MO Lincoln to KC Driving	North	and Missouri counties of Platte, Clay and Jackson
Royto	Control	
KS/MO_NE City to KC Driving	North	Nebraska City to Kapsas City driving route
Route	Central	Rebraska City to Ransas City univing four
MI - Ann Arbor 50-miles	North	
Wit - Mill Mibol, 50-miles	Central	
MI - Detroit to Grand Rapids	North	
	Central	
MI - Detroit, 2-hours	North	Metro area of Detroit, including Ann Arbor
	Central	
MI - Detroit, Metro Area	North	Metro area of Detroit, including Ann Arbor
	Central	
MI - Grand Rapids	North	Grand Rapids area
	Central	
MI - Kalamazoo Area	North	
	Central	
MI - Lansing	North	Grand Rapids area
	Central	
MI - Southern Half of State	North	
	Central	
MN - Bemidji, 1-hour	North	Minnesota - Bemidji, 1-hour
	Central	
MN - Minneapolis for RAO lists	North	Minnesota - Minneapolis, 20-mile radius
1	Central	
MNI Managanalia 100 mila malian	NI - utla	Minnerste Minnerske 100 mile miler
MIN - Minneapolis, 100-mile radius	Control	Minnesota - Minneapoirs, 100-mile radius
	Central	
MN - Minneapolis, 100-mile radius and	North	Minnesota - Minneapolis, 100-mile radius and north to
North to Walker	Central	Walker, Minnesota
MN Minneapolis 50 mile radius	North	Minnesota Minneapolis 50 mile radius
Will - Willieapolis, 50-Illie Tacius	Central	Minnesota - Minneapons, 50-mile radius
	Central	
MN - Minneapolis, Twin Cities Metro	North	Minnesota - Minneapolis, 20-mile radius
	Central	
MN - Rochester 50-mile radius	North	Minnesota - Rochester, 50-mile radius, includes Mankato
The roomester, so-mile facility	Central	minicota - Rochester, 50-mile facility, includes Malikato
	General	

Geographic Area Name	Region	Description
MO - Kansas City to St. Louis along I-	North	Missouri along I-70 and two counties in Illinois; does not
70	Central	include Kansas City metro area
MO Saint Joseph 50 mile radius	North	Missouri Scipt Joseph 50 mile radius
MO - Sant Joseph, 50-mile factus	Central	Missouri - Saint Joseph, 50-mile radius
	Central	
ND - Bismarck, 100-mile radius	North	Including Minnesota
	Central	
ND - Fargo, 100-mile radius	North	Including Minnesota
	Central	
ND - Fargo, 1-29 from Omaha	North	
OH Cincinnati 60 mile radius	North	Obio Cincippati 60 mile radius primary address
Off - Chieffinial, 00-fille facility	Central	Onio - Chiennau, oo-nine radius - primary address
OH - Cleveland Area	North	
	Central	
OH - Columbus, 60-mile radius	North	Ohio - Columbus, 60-mile radius - primary address
	Central	
OH - Columbus, Dayton, Cincinnati	North	Ohio
	Central	
OH - Dayton, 150-mile radius	North	Includes Columbus
	Central	
OH - East Lake Erie, including Detroit	North	For prospects
	Central	
OH - Northern Ohio	North	Includes cities of Cleveland, Akron, Youngstown, Canton
	Central	and Toledo
SD - Rapid City, Large Area	North	Large area around Rapid City
	Central	
SD - SE SD & NW IA	North	60-mile radius of Sioux Falls, but only including South
	Central	Dakota
SD - Sioux Falls & Sioux City IA	North	60-mile radius of Sioux Falls, but only including South
	Central	Dakota
SD - Sloux Falls, 60-mile radius	North	60-mile radius of Sioux Falls
SD - Sioux Falls Large Radius & Drive	North	60-mile radius and I-29 Corridor
5D - Sloux Pails, Large Radius & Drive	Central	00-mile radius and 1-27 Comdor
WI - Janesville to Madison to Green	North	
Bay	Central	
WI - Madison Area	North	
	Central	
WI - Milwaukee Area	North	
	Central	
WI - Milwaukee Area, Very Small	North	Just Milwaukee County
	Central	
C1 - Connecticut, whole state	North East	Connecticut, whole state
CT - Hartford, 30-mile radius	North East	Connecticut - Hartford, 30-mile radius; includes
	NT .1 T	Massachusetts
DC - Metro Area	North East	wasnington, D.C. metro area
DC - Neighboring States	North East	Washington, D.C. metro area
DC - Washington, 50-mile radius	North East	Washington, D.C. and parts of Maryland and Virginia
DC - Washington, 90-mile radius	North East	Washington, D.C. and parts of Maryland and Virginia.
, , , , , , , , , , , , , , , , , , , ,		Delaware, and Pennsylvania
DC/VA - Metro Area & entire state of	North East	Washington, D.C. metro area and state of Virginia
VA		



Geographic Area Name	Region	Description
MA - Boston, 100-mile radius	North East	Massachusetts - Boston, 100-mile radius - primary address; includes the wholes states of Massachusetts and Rhode Island, and parts of Connecticut, New Hampshire and Maine
MA - Boston, 35-mile radius	North East	Massachusetts - Boston, 35-mile radius; primary address
MA - Massachusetts, whole state	North East	Massachusetts, whole state
MD - Baltimore, Large Radius No DC	North East	Baltimore and northeast Maryland; no D.C. metro
ME - Portland, 30-mile radius	North East	Maine - Portland, 30-mile radius
NY - Albany Area, Large	North East	Large area covering Vermont border; permanent
NY - Albany, 30-mile radius	North East	New York - Albany, 30-mile radius
NY - Buffalo, 30-mile radius	North East	New York - Buffalo, 30-mile radius; excludes Canada
NY - Ithaca, 30-mile radius	North East	New York - Ithaca, 30-mile radius
NY - New York City Metro Area	North East	Including New Jersey and Connecticut
NY - New York City Metro Area & NJ	North East	
NY - New York City, 5 Boroughs	North East	
NY - New York City, 50-mile	North East	Including New Jersey and Connecticut
NY - New York, no NYC	North East	State of New York without the 5 boroughs of New York City
NY - New York, no NYC metro area	North East	The state of New York without the New York City metro area
NY - NYC, 100-mile radius	North East	Including New Jersey, Connecticut, Massachusetts, Delaware and part of Pennsylvania
NY - NYC, Philly, NJ VERY Large	North East	New York City and Eastern New York State, Philly and
Area NV Rochoster 30 mile radius	North East	Eastern Pennsylvania, New Jersey, Connecticut suburbs
NV Suracuse/Ithaca/Rochester	North East	New Tork - Rochester, 50-mile radius
ON Toronto 100 mile radius	North East	
(including NY)	North East	
PA - Eastern PA, Including NYC, Conn, NJ	North East	Including New Jersey and Connecticut
PA - Pennsylvania, Large Radius	North East	Approx. 100-mile radius, including parts of New Jersey and Delaware
PA - Philadelphia, 50-mile radius	North East	Approx. 50-mile radius, including parts of New Jersey and Delaware
PA - Philadelphia, 75-mile radius	North East	Approx. 75-mile radius, including parts of New Jersey and Delaware
PA - Pittsburgh, 30-mile radius	North East	Pennsylvania - Pittsburgh, 30-mile radius
RI - Rhode Island, whole state	North East	Rhode Island, whole state
VA - Norfolk, 30-mile radius	North East	Virginia - Norfolk, 30-mile radius
VA - Richmond to DC	North East	Richmond, Virginia to Washington, D.C. metro area
VA - Richmond, 30-mile radius	North East	Virginia - Richmond, 30-mile radius
CA - Fresno & North	North West	Used for Planned Giving (PG) team
ID - Northern Idaho	North West	
ID - Southern Idaho	North West	Includes Boise, Twin Falls, Pocatello, Idaho Falls
MT - Billings Area	North West	Large area
OR - Bend, surrounding counties	North West	
OR - Portland Area	North West	Most of the western half of Oregon

Geographic Area Name	Region	Description
OR - Portland, 100-mile radius	North West	Most of the western half of Oregon
OR - Portland/Eugene/Bend areas	North West	Most of the western half of Oregon
OR, CA - Medford, OR to Arcata, CA	North West	
OR/WA - Northeast OR and	North West	
Southwest WA		
WA - Kennewick & Walla Walla	North West	Washington - Spokane, 30-mile radius; includes Idaho
WA - Seattle to Spokane	North West	
WA - Seattle, 120-mile radius	North West	The western two-thirds of the state of Washington
WA - Seattle, 30-mile radius	North West	Washington - Seattle, 30-mile radius
WA - Seattle, 50-mile radius	North West	Island, Jefferson, King, Kitsap, Mason, Pierce, Snohomish, Thurston counties in Washington
WA/OR - Seattle to Portland	North West	
WY - Cheyenne, 100-mile radius	North West	100-mile radius around Cheyenne, Wyoming, including parts of Colorado and Nebraska
WY - Jackson Area	North West	
KS/MO - Drive to Kansas City	South Central	Drive to Kansas City without Nebraska
MO - St. Louis, Jefferson City,	South	
Springfield	Central	
MO - St. Louis, Metro area	South	St Louis metro area, including Illinois
OK - Edmond, 50-mile radius	South Central	Oklahoma - Edmond, 50-mile radius
OK - OKC and North Half	South	
	Central	
OK - OKC and Tulsa, Large Area	South Central	
OK - Tahlequah, 50-mile radius	South Central	Oklahoma - Tahlequah, 50-mile radius
OK - Tulsa	South Central	
OK - Tulsa and drive to Kansas border toward Wichita	South Central	Oklahoma - Tulsa and drive to Kansas border toward Wichita; west to Stillwater then north on I-35
TX - Austin & San Antonio	South Central	
TX - Austin, 100-mile radius	South Central	Large radius around Austin, Texas; includes San Antonio and Waco
TX - Austin, 30-mile radius	South Central	
TX - Austin, Houston, & San Antonio	South Central	
TX - Dallas for RAO lists	South Central	Texas - Dallas, 60-mile radius
TX - Dallas to Midland	South Central	
TX - Dallas, 60-mile radius	South Central	Texas - Dallas, 60-mile radius
TX - Houston Metro	South Central	Texas - Houston, metro area

Geographic Area Name	Region	Description
TX - Houston, 60-mile	South	Texas - Houston, 60-mile radius
	Central	
TX - Lubbock & Amarillo areas	South	
	Central	
TX - San Antonio, 30-mile	South	
	Central	
TX - San Antonio, 50-mile radius	South	
	Central	
1 X - San Antonio, /5-mile radius	South	
TX South of San Antonio	South	Southern tip of Texas: including San Antonio
	Central	Southern up of Texas, including San Antonio
TX - Western Half	South	Western Texas – Amarillo, Lubbock, Midland, El Paso.
	Central	Terlingua, etc.
AL – Northern Alabama	South East	Northern half of Alabama; includes cities of Tuscaloosa,
		Birmingham and Huntsville
EL Control Elonido	Saudi East	Includer Dertener Orlander Tenner and Semante
FL - Central Florida	South East	includes Daytona, Orlando, Tampa and Sarasota
FL - Ft. Meyers to Naples	South East	
FL - Ft. Meyers to Naples - Primary	South East	Lee and Collier counties
and Additional Home		
FL - Ft. Meyers, small radius	South East	
FL - Gainesville area	South East	
FL - Miami 100-mile radius	South East	Includes Miami, West Palm Beach, Naples and Florida
		Keys
FL - Naples 100-mile radius - Primary	South East	100-mile radius around Naples, Florida, including Miami
and Additional Home		
FL - Northern Florida - Primary and	South East	Southernmost city included is Orlando; other cities include
additional home		Daytona Beach, Jacksonville, Gainesville, Tallahassee and
		Pensacola
FL - Orlando South Primary	South East	All of Florida, including and south of Orlando, primary
EL Orlando to Jacksonvilla	South East	Rimery or additional home addresses used for Orlando
FL - Offancio to Jacksonvine	South East	lacksonville and areas in between the two
		Jacksonvine and areas in between the two
FL - Orlando to Miami - Primary and	South East	Orlando to Miami, down the east coast of Florida -
Additional Home		primary and additional home
FL - Orlando, 60-mile radius	South East	
EL - Orlando 60-mile radius - includes	South East	
additional home	South Last	
FL - Panhandle plus Mobile, AL -	South East	Florida Panhandle (includes Pensacola, Panama City and
Primary and Additional Home		Tallahassee) and Mobile, Alabama
additional home	South East	Sarasota -> South
EL - Southern Florida Primary and	South Fast	Florida areas south of Orlando: the porthernmost city
additional home	Journ Last	included is Tampa: other cities included: Sarasota Naples
		Miami, Palm Beach, Melbourne
FL - Tampa to Naples	South East	Preferred or additional home addresses used for Tampa,
		Naples, and all areas between the two
FL - Tampa/Ft. Mevers. 50-mile	South East	
Primary and SEASONAL		

Geographic Area Name	Region	Description
FL - Tampa/Ft. Meyers, 50-mile radius	South East	
FL - Tampa/Ft. Meyers, 50-mile radius SEASONAL	South East	Based on additional home
FL - Whole state - Primary and Additional Home	South East	All constituents with a Florida primary or additional home address
FL-Specific Zips North & South of Orlando - Primary	South East	Uses primary address, specific trip
GA - Atlanta area and parts of AL and TN	South East	NW Georgia: Atlanta, Athens NE Alabama: Huntsville, Birmingham South Central Tennessee: Chattanooga
GA - Atlanta small radius	South East	Zips 300 to 303; counties Walton, Barrow, Clarke, Oconee, Morgan
KY - Louisville, 60-mile radius	South East	Kentucy - Louisville, 60-mile radius - primary address
LA - New Orleans, 50-mile radius	South East	
LA - Southern Louisiana	South East	Primary addresses in southern Louisiana; includes cities of New Orleans, Baton Rouge, Lafayette and Lake Charles
MS - Southern Half	South East	Southern half of Mississippi - Jackson, Gulfport, Hattiesburg, Meridian
NC - Charlotte & Greensboro areas	South East	Charlotte area, including into South Carolina and Greensboro area
NC - Charlotte Small Radius	South East	Charlotte area, including into South Carolina
NC - Raleigh Area	South East	Raleigh/Durham area of North Carolina
NC - Western Half of State	South East	Includes cities of Charlotte, Greensboro, Raleigh, Fayetteville
SC - Hilton Head Island area	South East	Includes Charleston, South Carolina, along the coast to the north and Savanna, Georgia, to the south
TN - Knoxville 50-mile radius	South East	Includes Franklin and Murfreesboro
TN - Nashville 50-mile radius	South East	Includes Franklin and Murfreesboro
TN - Nashville, 75-mile radius	South East	Tennessee - Nashville, 75-mile radius - primary address
VA - Norfolk/VA Beach area	South East	
AZ - Chandler/Gilbert/Mesa area - Primary & Additional Home	South West	Arizona - Chandler, Gilbert, Mesa area - primary address and additional address
AZ - Phoenix, Maricopa and Pinal Counties	South West	Arizona - Phoenix, Maricopa and Pinal counties - primary address
AZ - Phoenix, Maricopa and Pinal Counties - Primary & Additional Home	South West	Arizona - Phoenix, Maricopa and Pinal counties - primary address and additional address
AZ - Phoenix, Maricopa, Pinal, Pima Counties	South West	Arizona - Phoenix, Maricopa and Pinal counties - primary address
AZ - Phoenix, Prescott and Flagstaff Areas - Primary & Additional Home	South West	Arizona - Phoenix, Prescott and Flagstaff Area - primary and additional home
AZ - Phoenix, Tucson, Primary & Additional	South West	Arizona - Phoenix, Maricopa and Pinal counties - primary address
AZ - Pima, Maricopa and Pinal Counties	South West	Arizona - primary address; includes Tucson and Phoenix
AZ - Sun City Area - Primary & Additional Home	South West	Arizona - zips 85373, 85375, 85351, 85374, 85387 - primary address and additional address

Geographic Area Name	Region	Description
AZ - Tucson - Primary & Additional	South West	AZ - Tucson, Pima County - primary address and
Home		additional address
AZ - Whole state - primary and additional home	South West	Constituents with a primary or additional home address in the state of Arizona
CA Belancefuld 20 mile militing	Sauth W/aat	Collifornia Debergfield 20 mile or disc
CA - Bakerstield, 30-mile radius	South West	California - Bakerstield, 50-mile radius
CA - Bay Area	South West	
CA - Eureka, 30-mile radius	South West	California - Eureka, 30-mile radius
CA - Fresno, 30-mile radius	South West	California - Fresno, 30-mile radius
CA - LA to San Diego - Primary & Additional Home	South West	San Diego, Santa Barbara, Orange, Ventura and Los Angeles counties in California
CA - LA, Ventura, & Santa Barbara Counties	South West	
CA - LA, Ventura, Santa Barbara, & San Luis Obispo Counties	South West	California – Los Angeles, Ventura, Santa Barbara and San Luis Obispo counties
CA - Los Angeles and Ventura Counties - Primary & Additional Home	South West	Primary and additional homes in Los Angeles and Ventura counties
CA - Los Angeles County	South West	
CA - Los Angeles Metro Area	South West	Primary address in Los Angeles, Orange and Ventura counties
CA - Los Angeles Metro Area - Primary & Additional Home	South West	Primary and additional homes in Los Angeles, Orange and Ventura counties
CA - Los Angeles, 150-mile radius	South West	Riverside, Kern, San Diego, San Bernardino, Santa Barbara, Orange, Ventura and Los Angeles counties in California
CA - Los Angeles, 150-mile radius - Primary & Additional Home	South West	Riverside, Kern, San Diego, San Bernardino, Santa Barbara, Orange, Ventura and Los Angeles counties in California
CA - Northern California	South West	Bay Area and north
CA - Northern California, Pebble Beach to Sacramento	South West	Pebble Beach area to Sacramento/Santa Rosa area
CA - Orange County	South West	
CA - Palm Springs Area - Primary & Additional Home	South West	Counties of San Bernadino and Riverside - primary address and additional address
CA - Palm Springs to LA	South West	San Bernadino, Riverside, Orange and Los Angeles counties, preferred and additional home
CA - Sacramento, 30-mile radius	South West	California - Sacramento, 30-mile radius
CA - Salinas, Santa Cruz, Monterey, 30- mile radius	South West	California - Salinas, 30-mile radius; includes Santa Cruz and Monterey
CA - San Diego and Orange Counties - Primary & Additional Home	South West	Primary and additional homes in San Diego and Orange counties
CA - San Diego County	South West	
CA - San Diego, 100-mile radius	South West	Primary and additional homes
CA - San Diego, metro	South West	Metro area, no Los Angeles or Palm Springs
CA - San Diego, metro - Primary and Additional Home	South West	Metro area, no Los Angeles or Palm Springs

Geographic Area Name	Region	Description
CA - San Francisco to Sacramento to Lake Tahoe - huge radius	South West	Large area
CA - San Francisco to San Jose	South West	Primary and additional home
CA - San Francisco, 100-mile radius	South West	Includes San Jose, Stockton and Sacramento
CA - San Francisco-San Jose- Sacramento	South West	Alameda, Yolo, Contra Costa, San Francisco, San Mateo, San Joaquin, Sacramento, Napa, Santa Clara, Santa Cruz, Monterey, San Benito, Sonoma and Solano counties in California
CA - San Jose, 30-mile radius	South West	California - San Jose, 30-mile radius
CA - South Los Angeles - Primary & Additional Home	South West	Primary and additional homes in Los Angeles and Orange counties
CA - Southern California	South West	Riverside, Kern, San Diego, San Bernardino, Santa Barbara, Orange, Ventura, Imperial and Los Angeles counties in California
CA - Southern California ALL	South West	Riverside, Kern, San Diego, San Bernardino, Santa Barbara, Orange, Ventura, Imperial and Los Angeles counties in California
CA - Specific Areas of San Diego	South West	92037, 92056, 92057, 92067, 92075, 92651, 92660, 92663, 92673
CA - Whole State	South West	
CA, NV - Sacramento to Reno	South West	
CA/NV - Nevada & Northern California	South West	Bay Area and north
CO - Colorado Springs, Metro Area	South West	Colorado Springs metro area - El Paso County in Colorado
CO - Denver and Colorado Springs	South West	Includes area around Denver and Colorado Springs, from Boulder south to Pueblo
CO - Denver and entire Northeast portion of state - primary and additional home	South West	Includes cities of Denver, Ft. Collins, Boulder, Colorado Springs
CO - Denver for RAO lists	South West	60-mile radius; includes Ft. Collins and Colorado Springs
CO - Denver Metro and North	South West	Denver metro and the whole state south; no Colorado Springs
CO - Denver Metro and south	South West	Denver metro and the whole state south; no Ft. Collins
CO - Denver Metro to Greeley	South West	Denver metro and Greeley and Fort Collins areas; no Colorado Springs
CO - Denver to Scottsbluff	South West	Drive from Denver to Scottsbluff
CO - Denver, 60-mile radius	South West	Includes Ft. Collins and Colorado Springs
CO - Denver, Metro Area	South West	Denver metro area, including Adams, Arapahoe, Denver, Douglas and Jefferson counties in Colorado
CO - Denver, Metro Area - including Boulder	South West	Denver metro area, including Adams, Arapahoe, Denver, Douglas, Jefferson and Boulder counties in Colorado
CO - Front Range-Fort Collins to CO Springs	South West	Approx. 50-mile wide path from Ft. Collins to Colorado Springs, Colorado
CO - Grand Junction Area	South West	Approx. 50-mile radius
CO - I-25 Corridor	South West	Includes Laramie and Albany counties in Wyoming
CO - Northeast CO, Denver, Ft Collins, Sterling	South West	Colorado - Northeast Colorado, Denver, Ft. Collins, Sterling



Geographic Area Name	Region	Description
CO - Pueblo, 50-mile radius	South West	Approx. 50-mile radius around Pueblo, Colorado
NM - Albuquerque large area	South West	Northwestern part of New Mexico; includes Albuquerque, Santa Fe, Gallup, Las Vegas and Farmington
NM - Albuquerque/Santa Fe 50 mi radius	South West	Approx. 50-mile radius
NM - Clovis/Roswell Area	South West	Approx. 50-mile radius
NM - Whole state - primary and additional home	South West	Constituents with a primary or additional home address in the state of New Mexico
NV - Las Vegas	South West	Clark County
NV - Reno Area	South West	Counties surrounding Reno, primary and additional
NV - Whole state - primary and additional home	South West	Constituents with a primary or additional home address in the state of Nevada
UT - Salt Lake City, 50-mile radius	South West	Wasatch, Morgan, Utah, Tooele, Davis, Summit, Weber and Salt Lake counties in Utah