

donorCentrics Higher Education Data Requirements

Required Data Files (See Data Specifications below)

1. **Constituent Data:** Records for all constituents including **alumni** (degreed and non-degreed, donors and non-donors), **non-alumni, current students, and organizations** (foundations and corporations). Please see FAQs for more information about sending name and address information.
2. **Gift Transaction Data:** Giving records for **all constituents** (all alumni, non-alumni, current students, and organizations). This file should contain individual records for each unique gift transaction (not aggregated or summary data).

Please also send a **layout description** for the data files. If your file includes field labels that are non-descriptive (e.g. "attribute1"), please provide definitions for the field names. If you would like to see the file layout from a past year of participation, we are happy to provide that information.

****Student and Graduating Class Giving: Please be sure to include class years for students and 2023 graduates. If the donors in your graduating class do not have a class year of '2023' in the constituent data file, the breakout in the graduating class giving section of the final reports will be incomplete. Similarly, if the donors from your current students do not have a class year greater than '2023', the breakout in the student giving section will be incomplete. If you anticipate a challenge with sending this information by the data deadline, please reach out to your Project Manager.***

It is very important for the integrity of the reporting that we receive all records on your databasedating as far back as possible, through present day. If you are a returning client, please inform Blackbaud Target Analytics of database conversions, upgrades, or coding changes when submitting data.

File Format

- Send a flat ASCII or UTF-8 file, either fixed-length or comma-separated (.txt, .csv, pipe-delimited files, preferably not tab-delimited and not Unicode).
- Use the following format for gift dates: DD-MM-YYYY, YYYY/MM/DD. Use the following format for graduation years: YYYY
- Do not send \$ signs and commas in any currency field.
- Be sure that all records end with a carriage return and a linefeed.

Data Specifications

You do not need to follow these field names exactly, but we do ask that you include the following information if your organization captures it (fields marked with "●" are optional).

If you are a returning client, please continue to send data in the same format and layout as previous years.

1. Constituent Data:

Optional	Field	Description
	Account ID	All field(s) that identify unique constituents.
	Account Type	Code or key indicator distinguishing alumni, current students, parents, friends, individuals, organizations, corporations, foundations, etc.
	Person/Organization Indicator	Code to distinguish a (P)erson/(I)ndividual from an (O)rganization constituent record. Not a required field, but helpful during data processing when there are many Account Types present in the data.
•	Full Name	e.g., Joseph K. Jones, or, if applicable, Mr. Joseph K. Jones and Mrs. Janet Jones
•	Address	e.g., 100 Target Avenue N., Apt. 2. Use HOME address whenever possible.
•	City	
•	State	
•	Zip Plus 4	
•	Home Phone	Include area code
•	Email Address	
	Alumni Type	Codes distinguishing undergraduate and graduate alumni, certificate holders, and non-degreed alumni. On some systems, this information may be apparent through the use of Degree and School fields.
	Undergraduate Degree 1	BA, BS, etc.
	Undergraduate Class Year 1	Graduation year
	Preferred Class Year	Class year to be used for analysis
	Undergraduate College/School 1	Universities: Biology, Liberal Arts, Business, etc.
	Undergraduate Degree 2	
	Undergraduate Class Year 2	
	Undergraduate College/School 2	
	Advanced Degree 1	Universities: MA, MS, PhD, MBA, etc.
	Advanced Degree Class Year 1	
	Advanced Degree College/School 1	Universities: Law, Medicine, Business, Philosophy, etc.
	Advanced Degree 2	
	Advanced Degree Class Year 2	
	Advanced Degree College/School 2	
	Expected grad year (or start year) of Parent's child (required for Parents benchmarking group only)	For each parent constituent, the expected grad year (or starting year) of their child. For families with multiple child attendees, year of first (oldest) child is desired.
	Gender	
	Donor Status	Active, inactive, lost, or deceased status, etc.
	Deceased Date/Flag	Include if not covered by Donor Status.
	Solicitation Restrictions	Include all codes for do-not-solicit, do-not-mail, do-not-phone, do not exchange, do-not-email. Include "lost" and "bad address" if not included in Donor Status field above.
•	Married to alum	Flag
	Spouse ID	Corresponding to the "Account ID" described above.
	Campus	If your school has multiple campuses.
	Assigned Account	This is a flag indicating if a gift officer is assigned to the donor

2. Gift Transactions:

Optional	Field	Description
	Account ID (of the Donor)	Same as in Constituent File.
	Gift ID	Unique identifier for each gift.
	Gift Date	Date field with year in DD-MM-YYYY or YYYY/MM/DD format. Please exclude timestamps.
	Gift Amount	Please format without \$ and commas. Where gifts are divided among two or more designations, please provide a separate gift record for each designation and designated amount.
	Transaction Type	Codes distinguishing between pledges, pledge payments and outright gifts. On some systems, may also indicate matching gifts, matching gift credits, etc.
	Gift Type	Codes indicating whether a gift is either recurring or single (one-time). Recurring gifts are donations that are set up to recur automatically by the donor without a need for additional solicitation.
	Payment Method	Credit card, check, EFT, payroll deduction
	Pledge ID/Installment ID	ID field linking pledge payments made on a particular pledge or installment series.
	Installment Indicator	Flag indicating a payment made as part of a pledge or installment series. Optional if already indicated by pledge ID, Gift Type or other field.
	Soft Credit Indicator	Flag indicating whether payment amount is a hard or soft credit. Optional if already indicated by Gift Type or other field.
	Soft Credit Amount	On some systems, soft credits are indicated by a memo credit or associated credit field. Please include all credit amount fields if applicable.
	Soft Credit ID	Linking hard credit gift record and soft credit gift records.
	Appeal/Source Code	How gift was motivated. (i.e. mail, volunteer phone call, paid phone call, event, publication, etc.) Raiser's Edge users: please include all relevant campaign and appeal fields.
	Appeal/Source Category	If there is a field that captures outbound channel, please include.
	Designation or Fund Code	The designated use for the money - restricted, unrestricted, etc.
	School Allocation Code/Fund Category	Indicates destination of gift within institution, e.g., Law School, Undergrad Biology program, Graduate Biology program, Liberal Arts, Business, etc. For some schools, this may be the same as the Designation Code.
	Athletic Gift Flag(s)	Include any flags that you need to differentiate between philanthropic and non-philanthropic transactions tied to your athletics program.
	Day of Giving Flag	Identify gifts made in connection with a DoG campaign.