EverTrue Classic Filters

An asterisk* below indicates that **some or all** the data in that category comes from EverTrue (ET) enriched data that is not in our database of record, Advance, and should be treated with cau�on/validated.

- **Capacity**
  - Your Capacity Score
  - Rated? (Do not use. Use "Your Capacity Score" and "Donor Score" instead.)
  - Lives In A Wealthy Neighborhood*
  - Neighborhood Median Home Value* (Based on all addresses coming from Advance)
  - Neighborhood Median Income* (Based on all addresses coming from Advance)

- **Engagement**
  - Your Engagement Score (UVA Affinity Score)
  - Engaged With Facebook Posts?*
  - Last Facebook Post Engagement Date*
  - Total Facebook Post Likes*
  - Total Facebook Post Comments*
  - Facebook Post Engagement: Type*
  - Facebook Post Engagement: Page*
  - Facebook Post Content*
  - Facebook Post Engagement: Date*
  - Event Engagement* (Event Data is coming directly from EventBrite and only for EventBrite managed events. Whether this data is entered in Advance is dependent on the event host.)

- **Giving History**
  - Donor?
  - Lifetime Giving
  - Largest Gift
  - Last Gift
  - Last Gift Date
  - Giving Pattern
  - Recurring Payment?
  - Pledge Balance
  - Donor Potential Score*
  - Gift Transaction
  - Categorized Giving

- **Career**
  - Industry*
  - Company*

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- Title*
- Function

- **Donor Status**
  - Donor Score (UVA Propensity)
  - Assigned To
  - Assigned?
  - Prospect Status (UVA Prospect Stage)
  - Solicitation Code (UVA Omit Codes)
  - Deceased?
  - Has Primary Email Address?

- **Education**
  - Graduation Year (UVA preferred class year for any UVA degree)
  - Reunion Year Group (UVA graduates from any school who earned any UVA degree with a preferred graduation year in the 5-year reunion cycles of 0's&5's, 1's&6's, 2's&7's, 3's&8's, 4's&9's)
  - Education (Both UVA and non-UVA institutions, where data is in Advance)
  - Degree (Both UVA and Non-UVA, where data is in Advance)
  - Major (Both UVA and Non-UVA, where data is in Advance)
  - Athletics (UVA)
  - Education Year (UVA and non-UVA degrees)
  - Activities (UVA)

- **Location**
  - EverTrue Enriched Metro Area* (All ET enriched data)
  - City*
  - State*
  - Country*
  - Address Type
  - Zip Code

- **Donor Info**
  - Gender (Currently no data exists in this field)
  - Ethnicity (Currently no data exists in this field)
  - Constituency (Includes parent status)
  - Interests* (All ET enriched data and can be used to filter for philanthropic interests)

- **Interactions** (Contacts)
  - Interaction Type
  - Interaction Content
  - Interaction Date
  - Interaction Author (Person who entered the interaction in ET)

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- o Interaction Solicitor (Person who had the contact)
- o Interaction Label

- **Proposals**
  - o Proposal Ask Amount
  - o Proposal Ask Date
  - o Proposal Status
  - o Proposal Solicitors
  - o Has Active Proposal?

- **Volunteers*** (Refers to the ET Volunteer platform that our constituents use)
  - o Is A Volunteer? *
  - o Pool*
  - o Assigned To Volunteer*
  - o Prospect Is Assigned? *

- **Wealth Enrichment*** (All ET enriched data updated quarterly)
  - o Net Worth*
  - o Wealth Indicators*
  - o Physical Assets*
  - o Wealth Life Events*
  - o Wealth Life Event Date*
  - o Wealth Enrichment Last Update Date*

- **Career Moves***
  - o Career Move Type*
  - o Career Moves Last File Date*
  - o Career Moves Start Date*

- **Custom Fields**
  - o Alert
  - o Committee Membership (Active members)
  - o Current Parent
  - o Current Philanthropy (Options are: **1.** All UVA graduates from any UVA school who earned any UVA degree with a preferred graduation year in the FY reunion segment; **2.** Same as 1, but only those who have not given a gift during the FY of their reunion)
  - o Major (UVA only)
  - o Member Of: (Active members of the three pan University giving societies)
  - o School (UVA only)
  - o Spouse Assigned
  - o Suspect Pool (UVA code for potential campaign prospects to specific areas, see below for code definitions)
  - o Todal Years of Giving
  - o Undergraduate Degre

Suspect Pool Codes

Code in EverTrue/Advance	Program
AAS	Alumni Association
ACU	Need-Based Scholarships
AG	Annual Giving
ALD	University Library
ARC	Architecture
ART	Arts
AS	Arts & Sciences
BAY	Fralin Museum of Art
BRI	UVA Brain Institute
CAN	Cancer Center
CGS	Center for Politics
CMC	Children's Hospital
COM	Commerce
CSC	Contemplative Sciences Center
CVC	UVA's College at Wise
DAR	Darden
DEI	Diversity, Equity & Inclusion
ED	Education
ENG	Engineering
FAC	Faculty Excellence
FDR	Foundation Relations
GBL	Global Initiatives
HCP	Healthcare Philanthropy
HSC	Health System
JBG	Jeffersonian Grounds
JS	Jefferson Scholars
JTR	The Jefferson Trust
LAW	Law
LPP	Batten School of Leadership
MAD	Madison House
MC	Miller Center
MED	Medicine
NUR	School of Nursing
PAR	Parents
PG	Gift Planning
REU	Reunion Giving
SDS	School of Data Science
UDO	University Development Office
VFH	Virginia Humanities
VSA	VAF/Athletics
WC	Women's Center

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