

# Activist Code Glossary

Activist Codes are the way Audubon flags interests, affiliations, and actions in EveryAction, which puts them in a particular category of Audubon supporter.

Unlike [Source Codes](#), which combine a lot of information into a single code, Activist Codes usually just add one piece of information. You can describe a particular kind of engagement or interaction by combining several.

## Activist Codes are Shared Where They Are Useful

Nearly every activist code to date has been created in the National Audubon Society committee ([read more about committees](#)), and then shared with whatever data-sharing committee it appears to be useful in either because,

1. You will want to apply it to records as a result of your engagement or communications work
2. It will be useful knowledge for you in evaluating a contact

If you happen to search through the full list below but don't see that code in the dropdown menus where you choose to apply them, let us know and we'll hook you up.

There is also a new procedure for [Local Managers creating program-specific activist codes](#), which are not shared with the National Audubon Society committee, and therefore will not be in the below list.

## Activist Code Types

All activist codes have a *type* — in the full list below, it's what appears before the colon. Here are descriptions of each type. Remember that activist codes always indicate interests, affiliations, or actions of that type.

| Type               | Description  |
|--------------------|--|
| Acquisition        | Acquisition sources — usually paid.  |
| Activism           | General or specific advocacy, both digital and grassroots.   |
| Bird Friendly Comm | Audubon's Bird-Friendly Communities strategic priority, such as Native Plants and Bird-Friendly Buildings.   |
| Campaign           | "Partnerships" would be more accurate, but it wasn't available. This is for Brand Marketing and Product Licensing actions.   |
| Chapter Leader     | The Audubon Network team's work with Audubon Chapter Leaders.  |
| Climate            | Audubon's Climate strategic priority.  |
| Coast              | Audubon's Coasts strategic priority.   |
| Communications     | Used in Audubon's email segmentation business rules; can be applied due to feedback from our supporters, or Audubon's internal rules.  |
| Donor              | Used sparingly — primarily for certain Development needs, such as Planned Giving.  |
| Email Interests    | <b>These are very special.</b> An Email Interest activist code will appear as a checkbox on an unsubscribe page for the committee it was made in. We have used these very sparingly, and some changes EveryAction is making to "user portals" might render them obsolete. I'd leave these alone. |
| Events             | Used primarily for fundraising events (a.k.a. Special Events), conventions, and donor prospect events.   |
| Fundraising        | Mostly online fundraising — indicates a gift to a particular office or program. Also used in canvassing.   |
| Issues             | Sort of a catch-all for issues that don't fit one of Audubon's strategic priorities, such as "Owls".   |
| Legacy             | Legacy information from contacts that used to be in Convio, Audubon's digital marketing platform before EveryAction.   |

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|---------------|---|
| Location      | All of Audubon's centers have a corresponding code of this type, but it can also be used for non-center locations, such as the Everglades or Kittatinny Ridge.          |
| Member        | Used to indicate specific types of donor membership, such as the Great Egret Society or Center Membership.  |
| Misc          | cellaneous.   |
| Mobile        | Audubon's current mobile field guide app, as well as legacy apps.   |
| Region        | All of Audubon's state offices have a corresponding code of this type.  |
| Roles         | Internal Audubon roles, such as categories of staff or board membership.  |
| Suppression   | Like Communications it pertains to Audubon's email segmentation, but particularly when we know that we DON'T want to be sending particular things to particular people. |
| Volunteer     | A popular type that contains all manner of volunteer activity, including center volunteers, advocacy volunteers, and community science volunteers.                      |
| Water         | Audubon's Water strategic priority, and as such, usually refers to Western Water affairs.   |
| Working Lands | Audubon's Working Lands strategic priority.   |

## Every Single Active Audubon Activist Code

This is a list of every Activist Code Audubon uses in EveryAction, along with a brief description. Remember that in your work, you will most likely see only a small fraction of these.

With over 450 codes, this list can be a bit hard to digest. To make it a bit easier, try searching the page for keywords that might appear in what you're looking for.

For instance, if you were looking for any activist code associated with a particular Audubon Center — say, Silver Bluff — you could search for "Silver" and see what shows up. To do this, type **CTRL+F** (+F on a Mac) and then type silver into the search field that appears. This will jump to the first instance of the word "silver" and highlight every instance of the word "silver" on the page. To cycle through every instance of the word "silver" use the keyboard shortcut **CTRL+G** (+G on a Mac).

If you see an Activist Code in this list you want to use to flag your contacts, but it's not available in your committee, please contact [digital@audubon.org](mailto:digital@audubon.org) to request it. Likewise if you don't see a code. Also, if you're a "Local Manager", [here's a way to add your own activist codes specific to your local programs](#).

| Type        | Long Name                  | Description  |
|-------------|----------------------------|--|
| Acquisition | alt_welcome_advocate       | Activist code acquisition leads selected to receive an alternative welcome series. |
| Acquisition | Bing PPC                   | Clicked on a Bing internet search pay-per-click ad.                                |
| Acquisition | Care2                      | Acquired through Care2   |
| Acquisition | <a href="#">Change.org</a> | Acquired through <a href="#">Change.org</a>  |
| Acquisition | ConservativeCampaign       | Those who've responded to an acquisition campaign for conservatives names.         |
| Acquisition | CQ_Roll_Call               | Acquired through CQ Roll Call  |
| Acquisition | Epsilon                    | Donor emails acquired through the append service Epsilon.                          |
| Acquisition | Facebook                   | Acquired through Facebook  |
| Acquisition | Google PPC                 | Clicked on a Google internet search pay-per-click ad.                              |
| Acquisition | LCV Joint Action           | Acquisition from a joint action sponsored by League of Conservation Voters         |
| Acquisition | TargetSmart                | Acquired through TargetSmart   |
| Acquisition | Twitter                    | I dunno, tweeted or something?   |
| Acquisition | YPB                        | Young Professional Birder - Under 40   |

|                    |                        |   |
|--------------------|------------------------|---|
| Activism           | Advocacy - action      | Has taken advocacy action AND Migrating   |
| Activism           | Advocacy - call        | Use ONLY on advocacy forms that are call alerts   |
| Activism           | Advocacy - interest    | Opted in to AudubonAction or state advocacy email interests AND Migrating                   |
| Activism           | Advocacy - webinar     | Registered for a Find Your Flock Advocacy Webinar   |
| Activism           | Alaska - action        | Used on advocacy forms related to Alaska issues (Arctic Refuge, Tongass, NPRA, etc.)        |
| Activism           | Aveda OneVoice         | Member of "201510_NAS_OneVoice " AND Migrating  |
| Activism           | Endangered - action    | Used on advocacy forms related to Endangered Species/ESA                                    |
| Activism           | Find Your Flock- int   | Interested in Campaigns / Find Your Flock   |
| Activism           | Find Your Flock-act    | Action on Campaigns / Find Your Flock   |
| Activism           | FYF-Manual             | Find Your Flock - signed up for advocacy manual   |
| Activism           | FYF-Training           | Completed a Find Your Flock training  |
| Activism           | Gulf - action          | Used on advocacy forms related to Gulf Coast restoration                                    |
| Activism           | In-Person Adv - inte   | Interested in in-person a.k.a. grassroots advocacy  |
| Activism           | Land Conserv - actio   | Took an action related to land conservation, such as conserving land                        |
| Activism           | MBTA - action          | Used on advocacy forms related to Migratory Bird Treaty Act (MBTA)                          |
| Activism           | Public Land - action   | Used on advocacy forms related to public lands (protection, monuments, refuges, LWCF, etc.) |
| Activism           | Rehab Admitter         | Admitted a bird or some other critter to an Audubon rehab facility                          |
| Activism           | Text Action mConnect   | Taking an action via Audubon's former texting tool Mobile Commons                           |
| Bird Friendly Comm | BFC - action           | Used on advocacy forms related to bird friendly communities (Bird-safe Buildings, etc.)     |
| Bird Friendly Comm | Bird-friendly Building | Interested in Audubon's Bird-Friendly Building program                                      |
| Bird Friendly Comm | Bird-friendly Commun   | Opted into NC BFC (2601) OR [NAS] Native Plants Sign-ups OR Next Boxes (2121) AND Migrating |
| Bird Friendly Comm | Cons Educ - Interest   | People interested in conservation/environmental education                                   |
| Bird Friendly Comm | Invasive Plants        | Interested in invasive plants (well, probably stopping them)                                |
| Bird Friendly Comm | Local Roots gardener   | Based on Local Roots gardener email interest opt-in AND Migrating                           |
| Bird Friendly Comm | Local Roots grower     | Based on Local Roots grower email interest opt-in AND Migrating                             |
| Bird Friendly Comm | Local Roots pro        | Based on Local Roots pro email interest opt-in AND Migrating                                |

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|--------------------|----------------------|--|
| Bird Friendly Comm | Local Roots retailer | Based on Local Roots retailer email interest opt-in AND Migrating  |
| Bird Friendly Comm | Native Plant: Action | Took action related to native plants, such as I dunno, planting some   |
| Bird Friendly Comm | Native Plants        | Member of [NAS] Native Plants Sign-ups AND Migrating   |
| Bird Friendly Comm | Nest Boxes Bluebirds | Interested in Audubon's deal where we make nest boxes for bluebirds  |
| Bird Friendly Comm | Nest Boxes Nhatches  | Based on Nest Boxes email interest opt-in AND Migrating  |
| Bird Friendly Comm | Plants - Got List    | Requested a list through the Native Plants website.  |
| Bird Friendly Comm | Plants - Made Pledge | Made a pledge on the Native Plants site.   |
| Bird Friendly Comm | Plants - Searched    | Searched for plants on the Native Plants site.   |
| Bird Friendly Comm | Professional Partner | Contact for a business partner in our Bird-Friendly Communities program  |
| Bird Friendly Comm | Schoolyard Habitat   | Contact for a school partner in our Schoolyard Habitat program   |
| Campaign           | Canon Subscriber     | Interested in Audubon and Canon's 'Birds in Focus' event partnership   |
| Campaign           | Retail - Bags        | Audubon's online store - purchased a bag   |
| Campaign           | Retail - Drinkware   | Audubon's online store - purchased a drinkware   |
| Campaign           | Retail - Hats        | Audubon's online store - purchased a hats  |
| Campaign           | Retail - Home Goods  | Audubon's online store - purchased a home goods  |
| Campaign           | Retail - Menswear    | Audubon's online store - purchased a menswear  |
| Campaign           | Retail - Womenswear  | Audubon's online store - purchased a womenswear  |
| Campaign           | Webinar Series Reg   | Anyone who signed up to attend one of the Campaigns webinars/trainings.  |
| Campaign           | Year of Bird Pledge  | Took a pledge to like care about birds and stuff as a part of the 2018 Year of the Bird partnership between Audubon, National Geographic, Birdlife International, and the Cornell Lab of Ornithology |
| Chapter Leader     | Advisor - Campus Chp | Anyone who serves as an advisor for a campus chapter of Audubon.   |
| Chapter Leader     | Annual Report '18-19 | Marks which chapter already submitted their annual report, so we can pester the rest.  |
| Chapter Leader     | Campus Ambassador    | Anyone who has become an Audubon on Campus Ambassador  |
| Chapter Leader     | Chap Lead - interest | Opted into Chapter Leader center AND Migrating   |
| Chapter Leader     | Chapter - PolicyCall | People who have requested notification of the monthly chapter policy calls.  |

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|----------------|----------------------|--|
| Chapter Leader | Conservation Chair   | Chapter Conservation Chairs (Directors of Conservation, etc.)  |
| Chapter Leader | Established Campus   | A Campus Chapter that is approved and established.   |
| Chapter Leader | Executive Director   | Chapter Executive Director   |
| Chapter Leader | Expert CTP User      | Expert users of the CTP system for chapter leaders.  |
| Chapter Leader | In Progress Campus   | A Campus Chapter still in the building phase and not yet approved.   |
| Chapter Leader | Membership Chair     | Membership Chairs  |
| Chapter Leader | New Birder Mentor    | Anyone who volunteered to mentor a fledgling birder. Started with the virtual birding program from University of Vermont during COVID quarantines. |
| Chapter Leader | Prospect Campus      | A university that is a prospect for a Campus Chapter, but the process hasn't started yet.  |
| Chapter Leader | Student Member       | Anyone who is a lay member of an Audubon on Campus chapter.  |
| Chapter Leader | Student Officer      | Any student who serves on the board of a campus chapter.   |
| Climate        | Ambassador           | Has taken 3 or more 'actions' that are part of Audubon's Climate work.   |
| Climate        | Climate - action     | Member of [LP] Climate Segment OR > 1 climate action groups AND Migrating  |
| Climate        | Climate - interest   | Member of [LP] Climate Segment OR >1 climate action groups OR Opted into 2481, 1142, 2361, 2441 AND Migrating                                      |
| Climate        | Climate - Transpo    | Anyone who has completed advocacy in favor of more sustainable transportation.   |
| Climate        | Climate Watch        |  |
| Climate        | Conservative - CO    | Member of [CLIMATE] CO Conservatives AND Migrating   |
| Climate        | Conservative - NC    | [NC] NC Conservatives - All-inclusive AND Migrating  |
| Climate        | Conservative - OH    | Member of Ohio Conservatives - All-inclusive AND Migrating   |
| Climate        | Conservative - WA    | Member of [CLIMATE] WA Conservatives AND Migrating   |
| Climate        | NC/OH climate action | Member of Ohio Activists with 1 or more actions on climate OR North Carolina Activists > 1 actions on climate AND Migrating                        |
| Climate        | NC/OH survey takers  | Member of [LB] OH/NC conservatives - completed SurveyMonkey survey AND Migrating   |
| Climate        | Solar Energy         | Expressed interest in a solar action   |
| Coast          | Coasts - action      | Used on advocacy forms related to coast/ocean issues (forage fish, ACAP, etc.)   |
| Coast          | Coasts - interest    | Opted into interest with coast or beach or gulf OR member of [DC] Oil Spill Volunteers   |
| Communications | At-Event Signup      | Contacts collected in-person at events of various kinds, often via "tabling".  |
| Communications | Child Origin         | This is applied only when the automated data job applies a NAS subscription based on subscription status and activity from a child committee.      |
| Communications | Graylist: Newerfolk  | Email on contact unsubscribed on 05/24/2018 or 11/056/2018 because it's less than a year old but no opens or contributions and not yet verified    |
| Communications | GREAT UNSUBSCRIBING  | In March 2020, About a million people were unsubscribed via upload. They got this code.  |

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| Communications  | Greylist: YearPlus    | Email on contact unsubscribed on 05/24/2018 or 11/05/2018 because no EA opens or contributions for more than a year     |
| Communications  | Local Postal News     | To flag people who opt in to a paper-mail newsletter.   |
| Communications  | NO CC UPDATE REQUEST  | Has requested not to be emailed with a request to update failed credit card information                                 |
| Communications  | NO CONTACT            | Don't talk to me. Did you just talk to me? Don't talk to me.  |
| Communications  | NO CONTACT - PHONE    | Enough with the phone calls already.  |
| Communications  | NO CONTACT - POSTAL   | Mail me nothing.  |
| Communications  | NO SOLICIT            | Synced from Millennium - Record is flagged for no fundraising solicitations   |
| Communications  | NO SOLICIT - EMAIL    | Please do not send me emails asking for money.  |
| Communications  | NO SOLICIT - PHONE    | Synced from Millennium - Record is flagged for no phone fundraising solicitations                                       |
| Communications  | NO SOLICIT - POSTAL   | Synced from Millennium - Record is flagged for no postal fundraising solicitations                                      |
| Communications  | Personal Contact      | Proof of reality: someone at Audubon has been in contact with this person via email, phone, or in person.               |
| Communications  | Pre-Migrate Opener    | Contact migrated to EA who opened an email recently in the source system  |
| Communications  | Public Info Agree     | Has agreed that their personal information (mainly their name) can be used in Audubon's public communications materials |
| Donor           | DM Delta Load         | Direct Mail Migration Contacts  |
| Donor           | DM Migration Effort   | Direct Mail Migration Contacts AGAIN  |
| Donor           | dmp_sustainer         | DMP sustainer migrated into EA  |
| Donor           | Major Donor /Prospect | Either a major donor or a prospect to become one.   |
| Donor           | Planned Giving        | Prospects for or Participants in Audubon's Planned Giving Program, The Grinnell Society.                                |
| Donor           | SF Load 10/17 /2018   | Salesforce database upload 10/17/2018   |
| Email Interests | Email - 1/month       | Member of "Wingspan only - Suppress from all other mailings" AND Migrating  |
| Email Interests | Email - 1/week        | By virtue of dynamic email throttling, these folks only get one email a week. On email preferences page for NAS.        |
| Events          | 2019 Convention inte  | Interested in the 2019 convention by way of a signup form.  |
| Events          | 2019 Convention Reg   | Registered for the 2019 Audubon Convention.   |
| Events          | 2021 Convention Int.  | Are you interested in attending the 2021 Audubon Convention?  |
| Events          | Art Show              | Pertaining to Art Events  |
| Events          | Conservative Prosp    | Conservative Event Prospect   |
| Events          | CT Envr. Lead Awards  | Invited to the Connecticut Environmental Leadership Awards.   |
| Events          | Donor Cultivation     | Attended a donor cultivation event.   |

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| Events      | Fundraiser Attendee  | Attended a fundraising event, A.K.A. Special Event.   |
| Events      | Fundraiser Prospect  | Someone who would be good to invite to a fundraising event.   |
| Events      | General Interest     | Generally interested in things that, you know, happen   |
| Events      | Prospect             | Likely to attend an event in the future (based on your judgement)                                       |
| Events      | Social               | Attended an Audubon social event, otherwise known as a "do".  |
| Events      | Weddings             | Generally the host and sometimes wedding party of a wedding that happened on an Audubon property.       |
| Fundraising | Adopted a bird       | Has made an eCommerce transaction AND Migrating   |
| Fundraising | Alaska - donated     | Online donation to Audubon Alaska   |
| Fundraising | Anonymous Donor      | What a bunch of sneaks, am I right?   |
| Fundraising | Arizona - donated    | Online donation to Audubon Arizona  |
| Fundraising | Arizona Gives Day    | A special state giving day for Arizona. Folks gave to Audubon through it.                               |
| Fundraising | Arkansas - donated   | Online donation to Audubon Arkansas   |
| Fundraising | Bingham Islands Sanc | Prospects for the Audubon Island Sanctuary Program at Bingham Island, FL                                |
| Fundraising | Birdies for Charity  | Honestly, I think someone just made this up. It just seems too farfetched.                              |
| Fundraising | Birds of Prey Center | 1101 Audubon Way Maitland, FL 32751   |
| Fundraising | Bobcat - donated     | At least one donation supporting Audubon programs in Bobcat   |
| Fundraising | California - donated | At least one donation supporting Audubon programs in California   |
| Fundraising | Canvass - Donated    | Donated in canvass committee  |
| Fundraising | CanvassRecurring     | Contacts tagged with this activist code have recurring commitment in the Fundraising Canvass committee. |
| Fundraising | Connecticut - Donate | Online donation to Audubon Connecticut  |
| Fundraising | Cons Marsh - donated | Online donation to Audubon's Constitution Marsh Center in New York                                      |
| Fundraising | Convio - donated     | At least one donation supporting Audubon programs in Convio   |
| Fundraising | Corkscrew - donated  | Online donation to Audubon's Corkscrew Swamp Sanctuary in Florida                                       |
| Fundraising | Craig's Big Year     | Can't remember, but it's a real thing. Texas, maybe?  |
| Fundraising | Dakota - donated     | Online donation to Audubon Dakota   |
| Fundraising | Debs Park - donated  | Online donation to Audubon Center at Debs Park in beautiful Los Angeles, CA                             |
| Fundraising | Dogwood Can - donate | Online donation to the mysterious Dogwood Canyon Audubon Center on the fringes of Dallas, TX.           |
| Fundraising | Florida - donated    | Online donation to Audubon Florida  |
| Fundraising | Grange - donated     | Online donation to The Grange Insurance Audubon Center in Columbus, OH.                                 |

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| Fundraising | Great Lakes - donate | Online donation to Audubon Great Lakes  |
| Fundraising | Hog Island - donated | Online donation to the bucolic Hog Island Audubon Camp in Mid-Coast Maine               |
| Fundraising | John James - donate  | Online donation to Audubon Center John James Mill Grove                                 |
| Fundraising | Kern - donated       | At least one donation supporting Audubon programs in Kern                               |
| Fundraising | Louisiana - donated  | Online donation to Audubon Louisiana  |
| Fundraising | Maryland-DC - donate | Online donation to Audubon Maryland-DC  |
| Fundraising | Minnesota - donated  | Online donation to Audubon Minnesota  |
| Fundraising | Mississippi - donate | Online donation to Audubon Mississippi  |
| Fundraising | Missouri - donate    | Online donation to Audubon Missouri   |
| Fundraising | Mitchell Lk - donate | Online donation to Audubon Center at Mitchell Lake                                      |
| Fundraising | N. Carolina - Donate | Online donation to Audubon North Carolina   |
| Fundraising | NAS - donated        | At least one donation supporting Audubon programs in NAS                                |
| Fundraising | NAS - gala ticket    | Purchased a ticket for the annual gala in New York                                      |
| Fundraising | Nebraska - donated   | Online donation to Audubon Nebraska   |
| Fundraising | New Mexico - Donated | Online donation to Audubon New Mexico   |
| Fundraising | New York - Donated   | Online donation to Audubon New York   |
| Fundraising | Pascagoula - donated | Online donation to Pascagoula River Audubon Center                                      |
| Fundraising | Patterson P - donate | Online donation to Patterson Park Audubon Center  |
| Fundraising | Pennsylvania - Donat | Online donation to Audubon Pennsylvania   |
| Fundraising | Pick Creek - Donated | Online donation to Pickering Creek Audubon Center                                       |
| Fundraising | Proj Puff - Donated  | Online donation to Audubon Project Puffin of Seabird Restoration Program fame           |
| Fundraising | Project Puffin AC    | Have adopted an Atlantic Puffin from the Adoption Center                                |
| Fundraising | Richardson - donated | Donated to Richardson Bay form AND Migrating  |
| Fundraising | Riverlands - donated | Online donation to Audubon Center at Riverlands in bucolic St. Louis, MO                |
| Fundraising | Rockies - donated    | Online donation to Audubon Rockies  |
| Fundraising | Rowe - donated       | Online donation to Rowe Sanctuary and Audubon Center in the fabled fields of Gibbon, NE |
| Fundraising | S Carolina - donated | Online donation to Audubon South Carolina   |
| Fundraising | Seward Park - donate | Online donation to Seward Park Audubon Center in Seattle, WA                            |



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| Fundraising | SpringCreek - donate | Online donation to Spring Creek Prairie Audubon Center, somewhere in Nebraska                               |
| Fundraising | Starr - donated      | Donated to Starr Ranch form AND Migrating   |
| Fundraising | Starr Ranch - donate | Online donation to the spooky Starr Ranch Audubon Center in the desert of California                        |
| Fundraising | Strawberry - donated | Online donation to the delicious Strawberry Plains Audubon Center in northern Mississippi                   |
| Fundraising | Texas - donated      | Online donation to Audubon Texas  |
| Fundraising | Theo Roos - Donated  | Online donation to the historic Theodore Roosevelt Audubon Sanctuary and Center                             |
| Fundraising | Trinity riv - donate | Online donation to the fabulous Trinity River Audubon Center in Dallas, TX                                  |
| Fundraising | Vermont - donate     | Online donation to Audubon Vermont  |
| Fundraising | W.S. - donated       | Donor through Welcome Series  |
| Fundraising | Washington - Donated | Online donation to Audubon Washington   |
| Issues      | Bird Cams            | Enjoys one of various video feeds of birds taken by sneaky cameras  |
| Issues      | Hummingbirds         | Member of [NAS] Hummingbird Campaign 2016 OR Hummingbirds at Home AND Migrating                             |
| Issues      | IBA Landowners       | Owners of Land in designated Important Bird Areas   |
| Issues      | Important Bird Areas | Somehow related to one Important Bird Area or another.  |
| Issues      | Owls                 | Users interested in owls.   |
| Issues      | Photography Interest | Aficionados of the snappy-snap. May also hold a special photography pass issued by an Audubon Center.       |
| Issues      | Project Puffin       | Interest in Project Puffin, which uses wooden birds as lures to get Puffins to hang out on rocks. It works! |
| Issues      | Science              | Makes STEM an acronym with a real-word equivalent. Not much useful otherwise.                               |
| Legacy      | Convio - 1 mo donors | Convio 30 day donors  |
| Legacy      | Convio - 1 yr clicks | Users with engagement factor 6 (12 month email click count) greater than 0                                  |
| Legacy      | Convio - 1 yr opens  | Users with engagement factor 3 (12 month email open count) greater than 0                                   |
| Legacy      | Convio - 3 mo clicks | Users with engagement factor 10 (3 month email click count) greater than 0                                  |
| Legacy      | Convio - 3 mo opens  | Users with engagement factor 9 (3 month email open count) greater than 0                                    |
| Legacy      | Convio - 6 mo clicks | Users with engagement factor 5 (6 month email click count) greater than 0                                   |
| Legacy      | Convio - 6 mo opens  | Users with engagement factor 4 (6 month email open count) greater than 0                                    |
| Legacy      | Convio - 9 mo clicks | Users with engagement factor 8 (9 month email click count) greater than 0                                   |
| Legacy      | Convio - 9 mo opens  | Users with engagement factor 7 (9 month email open count) greater than 0                                    |
| Legacy      | PlanGiv Aud Wingspan | Convio legacy group for the NAS newsletter planned giving audience  |
| Location    | Advocacy Include     | PA-4 and PA-8   |

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| Location | Advocacy Suppression | PA-7 & PA-15  |
| Location | Appleton Research    | Appleton Research Ranch in the Arizona Desert. Almost certainly a black-ops alien research facility.                              |
| Location | Beidler Forest       | Audubon Center about an hour outside of Charleston, SC. It's a swamp!   |
| Location | Bent of the River    | Audubon Center in the hills of Connecticut. Let's just say the river isn't straight.  |
| Location | Birds of Prey Cent.  | Audubon Center in the lakelands of Florida. They fix broken raptors.  |
| Location | Bobcat Ranch         | Opted into Bobcat Ranch interests OR Bobcat Ranch donors AND Migrating  |
| Location | Constitution Marsh   | Audubon Center in the estuarial Marshes of New York's Hudson River.   |
| Location | Corkscrew Sanctuary  | 375 Sanctuary Road Naples, FL 34120   |
| Location | Debs Park            | 4700 North Griffin Ave Los Angeles, CA 90031  |
| Location | Discovery Center     | Audubon Center in Philadelphia, PA co-run by those scrappy salts at Outward Bound Philadelphia. They have a climbing wall!        |
| Location | Dogwood Canyon       | Audubon Center on the fringes of Dallas, TX featuring a lush, Ozarkian canyon.  |
| Location | Everglades           | Everglades email interest opt-in AND Migrating  |
| Location | FL Gulf Coast        | RESTORE Florida's Gulf email interest opt-in AND Migrating  |
| Location | Fourche Creek        | Opted in to Friends of Fourche Creek Updates AND Migrating  |
| Location | Grange Insurance Cn. | Audubon Center in the Columbus, OH area where you know they know that if something happens to them, their kids are taken care of. |
| Location | Green Mountain       | Audubon Center in the mountains of Vermont. They're green!  |
| Location | Greenwich Center     | Audubon Center in Greenwich, CT, where Knots meet yachts.   |
| Location | Guilford Salt        | Meadowlands Road, Guilford, CT 06437  |
| Location | Hog Island           | Audubon Center (er, "Camp") on an island of mid-coast Maine. Part of the Seabird Restoration Program.                             |
| Location | John Jam Audubon Cnt | Audubon Center in the exurbs of Philadelphia where ol' Johnny Jimmy used to live.   |
| Location | Kern River           | Opted into Kern River interests OR Donated to Kern River AND Migrating  |
| Location | Kittatinny Ridge     | An Important Bird Area in the Appalachian region of Pennsylvania.   |
| Location | Little Rock Center   | Audubon Center in Little Rock, AR on the Fourche Creek River.   |
| Location | Mitchell Lake        | Audubon Center near San Antonio, TX. I hear it's nice.  |
| Location | Montezuma Center     | Audubon Center in the lake country of central New York state. Associated with Onandaga Lake.                                      |
| Location | Pascagoula River     | Audubon Center on the delta of the Pascagoula River in southern Mississippi.  |
| Location | Patterson Park       | Audubon Center in Baltimore, MD.  |
| Location | Pickering Creek      | Audubon Center on Pickering Creek, a tributary of Chesapeake Bay in Maryland.   |
| Location | Pine Island          | 300 Audubon Drive Corolla, NC 27927   |
| Location | Puffin VisitorCenter | Want to get your Puffin on without boating out to some rocks? Visit this fine establishment in Rockland, Maine!                   |
| Location | Randall Davey Center | 1800 Upper Canyon Road Santa Fe, NM 87501   |
| Location | Richardson Bay       | 376 Greenwood Beach Road Tiburon, CA 94920  |

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| Location | Rio Salado Center   | Audubon Center abutting the Rio Salado river in the heart of Phoenix, Arizona.                                   |
| Location | Riverlands Center   | Audubon Center on a bend of the Mississippi River near St. Louis, MO. They get hella Pelicans there.             |
| Location | Rowe Sanctuary      | Audubon Center world famous for the Sandhill Crane Migration. It's in the grasslands of central Nebraska.        |
| Location | Seward Park         | Audubon Center in the eponymous park of Seattle, Washington. There, a good time is had by all.                   |
| Location | Sharon Center       | Audubon Center near Sharon, Connecticut. They fix birds there.   |
| Location | Silver Bluff Center | Audubon Center on Silver Bluff in South Carolina. They have horses.  |
| Location | Spring Creek Center | Audubon Center near Lincoln, Nebraska. Dig the Very Tall Grass.  |
| Location | Starr Ranch         | Opted into Starr Ranch interests OR donated to Starr Ranch AND Migrating   |
| Location | Stratford Point     | A marine point on the north edge of Long Island Sound in Connecticut.  |
| Location | Strawberry Plains   | Audubon Center in northern Mississippi that hosts a very popular hummingbird festival.                           |
| Location | Theodore Roosevelt  | Audubon Center in western Long Island near Throg's Neck. Teddy was totally buried here!                          |
| Location | Trinity River       | Audubon Center on the Trinity River in southern Dallas, Texas. Good place to learn about urban floods.           |
| Location | Wildcat Glades      | Used to be an Audubon Center near Joplin in the Missouri Ozarks. Now managed by the State Parks Dept.            |
| Member   | Campus Chapter      | Member, leader, or university host of a chapter in the Audubon On Campus network.                                |
| Member   | Center Membership   | also known as Annual Pass  |
| Member   | Chapter Member      | Member or Leader of one of Audubon's 450+ traditional chapters.  |
| Member   | Great Egret Society | Member of Audubon's mid-level giving program, the Great Egret Society.   |
| Member   | Supporter           | Is an identified Audubon Supporter   |
| Misc     | Audubon Adventures  | Audubon's program for providing educational materials about birds to schools all over the place.                 |
| Misc     | Boy Scout Leaders   | Leader of a Boy Scout troop who has participated programs Audubon runs for such folks.                           |
| Misc     | Center Visitor      | Has visited an Audubon Center.   |
| Misc     | Education           | An educator who has used Audubon's educational materials or engaged their classes in its programs.               |
| Misc     | Girl Scout Leaders  | Leaders of Girl Scout troops who have participated in programs Audubon runs for such folks.                      |
| Misc     | Homeschool Nature   | Nature educational programs Audubon throws down for homeschoolers. Probably their parents.                       |
| Misc     | K-8 Curriculum Dir. | A K-8 curriculum director who has used Audubon's educational materials or engaged their classes in its programs. |
| Misc     | K-8 Principal       | A K-8 principal who has used Audubon's educational materials or engaged their classes in its programs.           |
| Misc     | K-8 Teacher         | A K-8 teacher who has used Audubon's educational materials or engaged their classes in its programs.             |
| Misc     | Photo Release Agree | Has signed an Audubon photo release agreement for one of our programs.   |
| Misc     | Program Participant | Has participated in an Audubon program of any kind.  |
| Misc     | River Keepers       | Audubon Arizona program. Give up rivers? Not these folks.  |
| Misc     | River Pathways      | Audubon Arizona Program. Rivers impassable? Not for these folks.   |

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| Misc   | Scout Leaders        | Leaders of any sort of youth Scout program who have participated in some sort of Audubon jam. |
| Misc   | Spanish Speaker      | Habla español.  |
| Misc   | Summer Camp          | Probably the parent of a participant in an Audubon summer program.                            |
| Misc   | US Military Veteran  | A former soldier or officer in America's Armed Forces.  |
| Misc   | Vegetarian           | No eats the meats   |
| Misc   | Wendy Paulson Walker | Audubon Great Lakes program. Takes Wendy Paulson out for a walk every once in a while.        |
| Misc   | Youth Programs       | Probably the parent of a youth who has participated in an Audubon program for same.           |
| Mobile | Bird Guide App       | Member of "[NAS] Audubon app customers - API ONLY" AND Migrating                              |
| Mobile | Has an Android app   | Has downloaded any of our Android apps  |
| Mobile | Has an iOS app       | Has downloaded any of our iOS apps  |
| Mobile | Hummingbirds @Hm App | Downloaded and created an account for Audubon's Hummingbirds at Home Mobile App.              |
| Mobile | Paid Bird Guide App  | Member of "[NAS] Audubon app - Legacy App Customers" AND Migrating                            |
| Region | Alaska - interest    | Contacts interested in Audubon Alaska.  |
| Region | Arizona - interest   | Contacts interested in Audubon Arizona.   |
| Region | Arkansas - interest  | Contacts interested in Audubon Arkansas.  |
| Region | California - interes | Contacts interested in Audubon California.  |
| Region | Connecticut - intere | Contacts interested in Audubon Connecticut.   |
| Region | Dakota - interest    | Contacts interested in Audubon Dakota.  |
| Region | Florida - interest   | Contacts interested in Audubon Florida.   |
| Region | Great Lakes - intere | Illinois, Indiana, Michigan, Wisconsin, Ohio  |
| Region | Louisiana - interest | Contacts interested in Audubon Louisiana.   |
| Region | Maryland-DC - intere | Contacts interested in Audubon Maryland-DC.   |
| Region | Minnesota - interest | Contacts interested in Audubon Minnesota.   |
| Region | Mississippi - intere | Contacts interested in Audubon Mississippi.   |
| Region | N Carolina - interes | Contacts interested in Audubon North Carolina.  |
| Region | Nebraska - interest  | Contacts interested in Audubon Nebraska.  |
| Region | New Mexico - interes | Contacts interested in Audubon New Mexico.  |
| Region | New York - interest  | Contacts interested in Audubon New York.  |
| Region | Pennsylvania - Inter | Contacts interested in Audubon Pennsylvania.  |

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| Region      | Rockies - interest   | Contacts interested in Audubon Rockies.  |
| Region      | S Carolina - interes | Contacts interested in Audubon South Carolina.   |
| Region      | Seabird Restore Prog | Contacts interested in Audubon's Seabird Restoration Program, including Project Puffin and/or Hog Island Audubon Camp. |
| Region      | Texas - interest     | Contacts interested in Audubon Texas.  |
| Region      | Vermont - interest   | Contacts interested in Audubon Vermont.  |
| Region      | Washington - interes | Contacts interested in Audubon Washington.   |
| Roles       | Audubon Staff        | A tall walking stick with magical powers formerly wielded by John James Audubon.                                       |
| Roles       | CBC Compiler /Editor | Member of [NAS] CBC Compiler/Editor  |
| Roles       | Center Director      | This individual is a Director of an Audubon Center   |
| Roles       | Dev - center board   | Synced from Millennium   |
| Roles       | Dev - national board | Synced from Millennium   |
| Roles       | Dev - state board    | Synced from Millennium   |
| Roles       | Development Staff    | Audubon Development staff member.  |
| Roles       | Government Official  | Government official with which Audubon has or wants a relationship.  |
| Roles       | Media Contact        | Person at a media outlet with which Audubon has or wants a relationship.   |
| Roles       | Webinar Registrant   | Signed up for an Audubon webinar. Could be a training, or merely an informational presentation.                        |
| Suppression | Advocacy - no        | (Opted out of AudubonAction OR member of "[NAS] No Action Alerts") AND Active  |
| Suppression | C4 origin: NoSolicit | New contacts from Audubon Action Fund acquisition that we don't want the C3 to ask for money.                          |
| Suppression | Chap Lead - no       | Opted out of Chapter Leader emails.  |
| Suppression | Chap Lead - only     | Opted into Chapter Leader emails but not any other types of emails.  |
| Suppression | CommSci - only       | Member of Community Science only - suppress from all other mailings OR CBC Compiler                                    |
| Suppression | FastAction - no      | For contacts who have FastAction set up but do not wish to receive FastAction type communications                      |
| Suppression | NAS - no             | Opted out of National emails.  |
| Suppression | No Offshore Drilling | No Offshore Drilling Alerts, created for the 2nd send of the 2018 offshore drilling alert                              |
| Suppression | No Paris Emails      | Emails who complained about Paris Agreement messages   |
| Suppression | No Pruitt Emails     | Suppress from Pruitt related emails  |
| Suppression | Remove from General  | For special audiences you want to exclude from engagement and fundraising emails                                       |
| Suppression | Working lands - only | Based on Working Lands Owners email interest opt-in AND Migrating  |

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| Volunteer | Administration         | A volunteer engaged in administrative tasks.  |
| Volunteer | Bird Banding           | Enjoys banding. Especially birds.   |
| Volunteer | Bird Counter           | Enjoys counting. Especially birds.  |
| Volunteer | Bird-Friendly Communit | Engaged or interested in an Audubon Bird-Friendly Communities-type volunteer activity.  |
| Volunteer | Canvassing             |   |
| Volunteer | Center Volunteer       | Engaged or interested in volunteering at an Audubon Center.   |
| Volunteer | Coastal Steward        | Engaged or interested in an Audubon coastal stewardship program.  |
| Volunteer | Coastal Surveyor       | Engaged in an Audubon coastal survey program.   |
| Volunteer | CommSci - action       | Has taken an Audubon community science action.  |
| Volunteer | CommSci - interest     | Member of [NAS] Community Science new names AND Migrating   |
| Volunteer | Event Host             | Anyone who signs up to host an event.   |
| Volunteer | GBBC participant       | Member of 2011 Great Backyard Bird Count Participants OR 2012 GBBC Participants OR 2013 GBBC Participants OR GBBC 2014 participants OR 2016 GBBC participants AND Migrating |
| Volunteer | Habitat Restoration    | Engaged or interested in an Audubon habitat restoration program.  |
| Volunteer | Habitat Stewardship    | Engaged in or interested in an Audubon habitat stewardship program.   |
| Volunteer | Hummingbirds @Home     | Member of Hummingbirds at Home AND Migrating  |
| Volunteer | IBA - Advocate         | Initially created for Audubon MD-DC's IBA Champion Pledge form.   |
| Volunteer | IBA - Monitor          | Initially created for Audubon MD-DC's IBA Champion Pledge form.   |
| Volunteer | IBA - Steward          | Initially created for Audubon MD-DC's IBA Champion Pledge form.   |
| Volunteer | Letter-to-the-Editor   | People who are willing to write Letters to the Editor   |
| Volunteer | Lobbying               | Anyone interested in lobbying their MoC or State Senator/Rep.   |
| Volunteer | Op Ed                  | Opinion Editorial Writer  |
| Volunteer | Organizer              | Has shown an interest in being a local, community organizer.  |
| Volunteer | Program Volunteer      | A volunteer or potential volunteer for an Audubon program, often run by a Center.   |
| Volunteer | Txt - Hustle           | Someone who has volunteered to Text on behalf of audubon  |
| Volunteer | Vol Interest I-1631    | Volunteers interested in helping on WA's I-1631 2018 campaign.  |
| Volunteer | Volunteer - Calls      | Used on volunteer/sign up forms to capture a volunteer interest in making phone calls   |
| Volunteer | Volunteer - Donating   | Used on volunteer/sign up forms to capture a volunteer interest in donating to support an issue   |
| Volunteer | Volunteer - Doors      | Used on volunteer/sign up forms to capture a volunteer interest in going door-to-door/walking neighborhoods   |
| Volunteer | Volunteer - Endorse    | Used on volunteer/sign up forms to capture a volunteer interest in outreach to elected officials/businesses in support of an issue  |
| Volunteer | Volunteer - interest   | Groups with "volunteer" in their name AND Migrating   |
| Volunteer | Volunteer - Leaflet    | Used on volunteer/sign up forms to capture a volunteer interest in handing out flyers/leaflets  |

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| Volunteer        | Volunteer -<br>Tabling   | Used on volunteer/sign up forms to capture a volunteer interest in outreach/tabling at festivals and other events |
| Water            | Water - action           | Has taken an action related to Audubon's Water programs.  |
| Water            | Water - interest         | Opted into WRAN center OR Opted into WRAN interest OR opted into interest with swamp or everglades AND Migrating  |
| Water            | Western Water<br>- inte  | Interested in Audubon's Western Water Action Network.   |
| Water            | Western Water-<br>action | Used on advocacy forms related to drought/western waters  |
| Working<br>Lands | Cons Ranching<br>- Int   | Interested in conservation ranching   |
| Working<br>Lands | Land Owner               | Owner of land that works for birds so you don't have to!  |
| Working<br>Lands | Professional<br>Partner  | A professional partner in Audubon's Working Lands, er, work.  |
| Working<br>Lands | Sage-Grouse -<br>action  | Created to apply to advocacy forms  |
| Working<br>Lands | Sage-grouse -<br>Intere  | LEK LOVERS!   |
| Working<br>Lands | Survey<br>Volunteer      | Has participated in a survey of one of Audubon's current or potential Working Lands                               |
| Working<br>Lands | Working lands<br>- inte  | Based on Working Lands Owners email interest opt-in AND Migrating   |