**Suggested Segmentations – Data2Donors**

Data segmentation is a helpful way to ensure you communicate the right message to the right people in your audience. This document includes some potential segments to consider using with your data, as well as tips for how to effectively maintain and leverage these segments.

**Suggested Segmentations**

* Current Camper
* Past Camper (Alumni), Include last year attended, or each summer at camp
* Current Staff
* Past Staff and year
* Current Parent (and children)
* Past Parent (and children and years)
* Grandparent
* Past Grandparent (and children and years)
* Board Member
* Past Board Member (and years)
* Supporter
* Other – Vendor, Local Government Contacts, Schools, JCC

**Tips for Using Segments Effectively**

* Tip: Think about what reports you may want to run and what different eNewsletters and/or messaging you might have for different segments of your database. That will help you think about what segments/categories to create.
* Key: Do this consistently across users. If every record isn’t categorized consistently, your segments will never be complete.
* Key: **Prepare separate, relevant communications for each segment.** What would resonate with Alumni? Donors? Parents?