

SOURCE CODE

Helps track a gift back to the marketing effort

Find me on the segments tab!

★ Finder numbers help track gifts back to a specific individual in the marketing effort.

TIP: Source codes need to be unique to each marketing effort.

BUBU17EAPOTCOBSS2017

Dept/Program

Who does this effort belong to?

Appeal

What year did the effort count to?

Channel

Did you send by mail or email?

Package

Where does your content live?

Segment

Who did you send your effort to?