American Cancer Society®
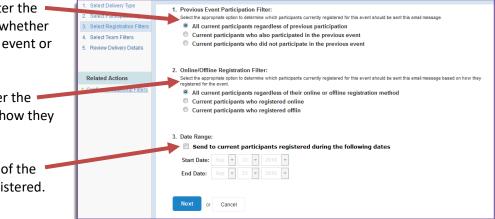
┤ Email **Filtering** ├

You can use Participant and Team filters to target your **Engagement** emails to a specific audience of current event participants, based on team captain status, dollars raised or emails sent!

Participant Filters:

As you are working through the delivery setup of your **engagement message**, step 3 gives you the opportunity to select filters based on the participant's registration:

1. **Previous Event Participation:** Filter the recipients of the email based on whether they participated in the previous event or not.

2. **Online/Offline Registration:** Filter the recipients of the email based on how they registered – online or offline.

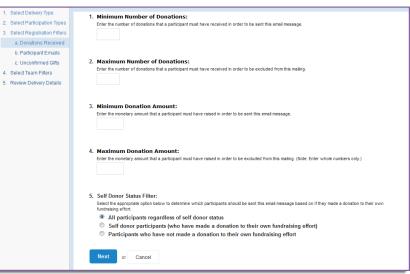3. **Date Range:** Filter the recipients of the email based on the date they registered.

Click **NEXT** to apply your filters.

Looking to further refine your email audience? Click **Configure Additional Filters** under Related Actions.

*If you have any questions, please open an **event support case***

a. **Donations Received:** Filter the recipients based on the number of donations received or the amount the participant has raised as of the email delivery date.
   i. You can also filter on whether a participant has made a self-donation or not (participant must have been logged in at the time of making the self-donation in order for them to filter correctly).

b. **Participant Emails:** Filter the recipients based on the number of emails they have sent from their dashboard!

c. **Unconfirmed Gifts:** Filter the recipients based on the number of outstanding unconfirmed gifts that the participant has in their Gift History

Click **FINISH** to apply your participant filters.

*If you have any questions, please open an **event support case***

Team Filters

As you are working through the delivery setup of your **engagement message**, step 4 gives you the opportunity to select filters based on the recipients' team information:
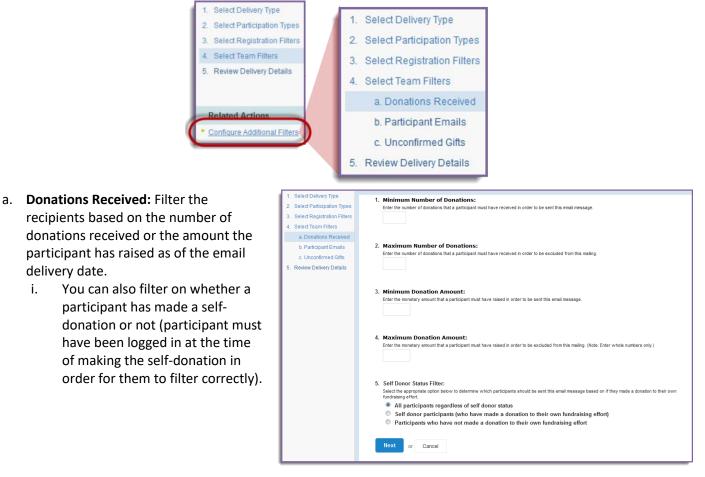
1. **Team Membership Filter:** Filter the recipients of the email by team captains, team members, or individual walkers.

2. **Company Affiliation Filter:** Filter the email list further by the participants' corporate affiliation.

Click **NEXT** to apply your filters.

Looking to further refine your email audience? Click **Configure Additional Filters** under Related Actions.

a. **Donations Received:** Filter the recipients based on the number of donations received or the amount the participant has raised as of the email delivery date.
   i. You can also filter on whether a participant has made a self-donation or not (participant must have been logged in at the time of making the self-donation in order for them to filter correctly).

b. **Participant Emails:** Filter the recipients based on the number of emails they have sent from their dashboard!

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c. **Unconfirmed Gifts:** Filter the recipients based on the number of outstanding unconfirmed gifts that the participant has in their Gift History

Click FINISH to apply your filters.