

ONEAPPEAL
FILE EXPORT GUIDE
VERSION 2018.2



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Overview

The OneAppeal File Export Guide is designed to provide you with information on the output files created for you by Reeher as a part of your OneAppeal subscription.

Nightly File Export

As a part of your subscription, Reeher provides you with files containing your student fundraiser call history data and your constituent profile update, donation, and pledge card request data entered by your staff and student fundraisers through OneAppeal. This data is refreshed each night, and always contains all data entered by your users, as opposed to only containing the daily updates. The file is exported to your folder's SFTP "download" folder, which is on the same site as the "upload" folder that your institution uploads its files for Reeher, and is updated at the same time that we process your nightly data files.

File Format

The files are exported as text files, and use a || delimiter.

Naming Conventions

The exported files are named oneappeal_agent_call_logs_2018_2.txt, oneappeal_profile_updates_2018_2.txt, oneappeal_donations_2018_2.txt, oneappeal_pledge_card_requests_2018_2.txt.

File 1: OneAppeal Agent Call Logs

This file contains your student fundraiser call history data. Agents and entities can show up multiple times in the file for each call they are associated with.

Number	Name	Description	Format
1	Agent Call Log ID	Unique reference ID of the call	string/text
2	Date	Date/time	YYYY-MM-DD hh:mm:ss
3	Agent ID	ID of the student fundraiser related to the call	string/text
4	Agent First Name		string/text
5	Agent Last Name		string/text
6	Entity ID	ID of the entity related to the call	string/text
7	Entity First Name		string/text
8	Entity Last Name		string/text
9	Result	Result of the call (i.e. Callback, Specified Pledge, Not Available, Answering Machine, etc.)	string/text
10	Notes	Notes related to the call	string/text
11	Call Duration (seconds)		numeric value

File 2: OneAppeal Profile Updates

This file contains all constituent profile data updates entered by your staff and student fundraisers through OneAppeal. Entities can show up multiple times in the file for each field updated in their profile.

Number	Name	Description	Format
1	Profile Update ID	Unique reference ID of the profile update	string/text
2	Entity ID	ID of the entity related to the call	string/text
3	Entity First Name		string/text
4	Entity Last Name		string/text
5	Agent ID	ID of the student fundraiser related to the call	string/text
6	Agent First Name		string/text
7	Agent Last Name		string/text
8	Date of Request	Date/time	YYYY-MM-DD hh:mm:ss
9	Additional Info		string/text
10	Field	The name of the field getting updated data	string/text
11	Old Value	The entity's existing value from your Reeher platform upload files	string/text
12	New Value	The updated field value entered by your staff and student fundraisers	string/text

File 3: OneAppeal Donations

This file contains all donations entered by your staff and student fundraisers through OneAppeal.

Number	Name	Description	Format
1	Donation ID	Unique reference ID of the donation	string/text
2	Entity ID	ID of the entity related to the call	string/text
3	Entity First Name		string/text
4	Entity Last Name		string/text
5	Agent ID	ID of the student fundraiser related to the call	string/text
6	Agent First Name		string/text
7	Agent Last Name		string/text
8	Type	Donation payment method (i.e. Pledged, Other)	string/text
9	Date	Date/time	YYYY-MM-DD hh:mm:ss
10	Amount	Total amount of the donation	numeric value
11	Recurrence	Donation payment frequency (i.e. Monthly, Yearly)	string/text
12	Matching Gift	Indicates whether the donor's employer has a matching gift program (i.e. Yes, No, Not Sure)	string/text
13	Matching Gift Amount	Total amount of the matching gift	numeric value
14	Company Name	Donor's employer	string/text
15	Additional Info		string/text
16	Designation 1 Amount		numeric value
17	Designation 1		string/text
18	Designation 2 Amount		numeric value
19	Designation 2		string/text
20	Designation 3 Amount		numeric value
21	Designation 3		string/text
22	Designation 4 Amount		numeric value
23	Designation 4		string/text
24	Designation 5 Amount		numeric value
25	Designation 5		string/text

File 4: OneAppeal Pledge Card Requests

This file contains all pledge card requests entered by your staff and student fundraisers through OneAppeal.

Number	Name	Description	Format
1	Pledge Card Request ID	Unique reference ID of the pledge card request	string/text
2	Entity ID	ID of the entity related to the call	string/text
3	Entity First Name		string/text
4	Entity Last Name		string/text
5	Agent ID	ID of the student fundraiser related to the call	string/text
6	Agent First Name		string/text
7	Agent Last Name		string/text
8	Date	Date/time	YYYY-MM-DD hh:mm:ss
9	Amount	Total amount of the donation	numeric value
10	Address Line 1		string/text
11	Address Line 2		string/text
12	City		string/text
13	State		string/text
14	Zip		string/text
15	Address Updated	Yes = Address was updated by the agent, No = Address was not updated by the agent (address on file was used)	Yes/No
16	Designation 1 Amount		numeric value
17	Designation 1		string/text
18	Designation 2 Amount		numeric value
19	Designation 2		string/text
20	Designation 3 Amount		numeric value
21	Designation 3		string/text
22	Designation 4 Amount		numeric value
23	Designation 4		string/text
24	Designation 5 Amount		numeric value
25	Designation 5		string/text

