

Appeal Type

The **Appeal Type** mapping allows you to change the way your institution's appeal types are categorized for reporting purposes in the Platform. You can map each appeal type to one of the following options:

- Crowdfunding
- Direct Mail
- Email
- Event
- Officer
- Other
- Phone
- Social Media
- Text Message
- Volunteer
- Web

Any changes you make to the appeal type mapping will be reflected immediately in the Platform.

The Edit Appeal Type Mapping table shows all of the codes you have defined, even if the codes are not in use (these will have 0 records). The table also shows all codes that are in use, even if a code definition was not found (Your Description will show "No Description Found").

The [Appeals Tab](#) also allows you to assign appeal types for individual appeals if there is no appeal type being tracked within your system. Changing the appeal type mapping through this tool overrides any mapping you have done to individual appeals in the Appeal Tab.

Please note we may have built custom logic around your data if this was requested or necessary for implementing your data feed. If so, the codes and descriptions shown here may not match exactly what is in your system. Please contact [Support](#) with any questions about the information presented here.

Click the thumbnail below for a closer look!

Edit Appeal Type Mapping

Mapping Missing on 0 of 7

Your Code	Your Description	Reeher Mapping	# Appeal Type
dm	Direct Mail	Direct Mail	421
em	Email	Email	428
off	Officer	Officer	419
ot	Other	Other	459
p	Phone	Phone	463

Submit

Cancel

Examples of where this shows up in the platform:

[Channel Performance](#)

[Channel Performance Trending](#)