



New Member Submission Guide

TRG DATA CENTER
ARTS

AIM
AUDIENCE INSIGHTS MANAGER

Welcome to a TRG Community Network. This guide gives you everything you need to know to send us high-quality data, so you start off right! The guide is for new members, who are submitting data to the TRG Data Center for the first time. If you're already a member, ask for details on refreshing your data.

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Who do I talk to with questions?

For questions regarding any step of the Data Submission Process or Data Center functionality, please view the online trainings in Data Center. These can be accessed from the main page by clicking Help in the top bar of Data Center then select a training topic at left. Courses are organized by each part of Data Center so you know what each component does and how to use it.

If you still have questions after viewing training materials, contact Lee Henry, Training Lead for TRG Arts at help@trgarts.com.

For questions regarding your Community Network membership, local administration, or network policy, please contact ArtPride New Jersey. For a list of TRG Community Networks and partner organizations, go to:

<http://www.trgarts.com/Whatwedo/CommunityNetworks/FindaNetworknearMe.aspx>.

Timeline: When Can I Join?

New members can join TRG Community Networks on a schedule that is aligned with each Community Partner. The following dates have been slated by ArtPride New Jersey for 2018. Data that is submitted will be live in the Data Center within 5 business days of import; however, data will not be run through NCOA hygiene until 5 business days after the submission deadline.

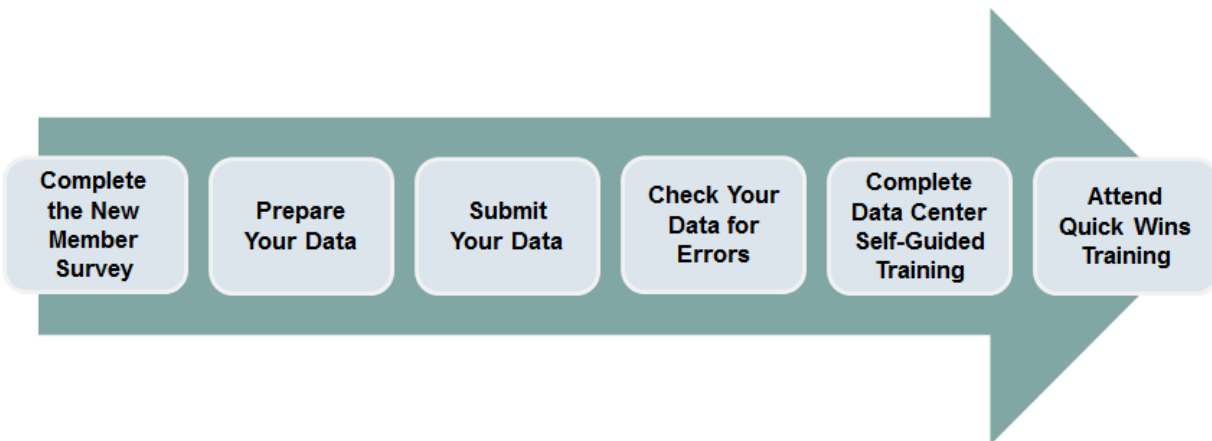
New Member Timeline to Join

	Date
ArtPride New Jersey Registration Deadline Each new member must fill out this survey, which lets TRG know how to create your organization account and user login credentials in Data Center: https://www.surveymonkey.com/s/newdatacenter .	1/25/19
Upload Window Begins (Friday) Login credentials are sent to all new members, to begin loading data.	2/1/19
Segmentation Strategy Training (Wednesday) This is a 60 minute session.	2/6/19
Submission Deadline (Friday) All data must be uploaded and import completed by 5pm MST on this day.	3/8/19
Error Correction Deadline (Friday) All files must be checked for errors and corrected files must be uploaded and imported by 5pm on this day.	3/15/19
Hygiene Begins (Monday) TRG will begin running all files through NCOA processing.	3/19/19
Data Live in Data Center (Monday) NCOA hygiene reports will be live in Data Center, and new organizations will be visible to their Community Network members for trade requests.	3/25/19
Data Center Quick Wins Training (Wednesday) This is a 75 minute session.	4/3/19

Once you submit your initial data at one of the deadlines above, you will be able to submit new data any time you would like throughout the year using the File Import Wizard, as part of your membership. Your data will be run through NCOA quarterly.

Submission Process Overview

Below is an overview of the process you'll go through to get started. We'll provide more detail on each step in subsequent pages.



Step 1 – Complete the New Member Survey– The survey lets us know your basic organization details and the contact information of your staff who will need login credentials.

Step 2 – Prepare Your Data – Take inventory of your data against the required fields for participation, and design your segmentation strategy for the data load.

Step 3 – Submit Your Data and PAF – Once you've prepared your data, you can begin submitting your data into TRG Data Center using the File Import Wizard tool. Training on the wizard is available on the Data Center Training page. Upon your first time login, you'll be prompted to complete your Processing Acknowledgement Form (PAF), required by the USPS. The PAF gives us permission to run your data through NCOA hygiene.

Step 4 – Check Your Data for Errors – Run the data quality reports in the Data Center to find and fix any errors in your data import.

Step 5 – Complete TRG Data Center Training – After you submit your data, it will be run through NCOA hygiene and ready for use by the date listed above. During this time, please login to view the full suite of training courses, including how to build lists, run reports, and more.

Step 6 – Attend Data Center Quick Wins – Attend this live, interactive training session to help you get started on building lists and conducting patron research.

Step 1 – Complete the New Member Survey

In order to best serve you, we ask that you take a few minutes to complete a brief survey about your organization. This will help us set up your account logins and ensure that you get the most out of Data Center. Before taking the survey, please be prepared with contact info for all staff members who will need login credentials to your Data Center account. The survey shouldn't take you more than a few minutes and can be completed by following this hyperlink:

<https://www.surveymonkey.com/s/newdatacenter>

Step 2 – Prepare Your Data

Think about the various types of patron lists (aka segments) you have within your organization, considering the past several seasons or memberships cycles. Consider where those segments

are housed: in your database, CRM, ticketing system, donor or fundraising system, education lists, staff or artist lists, volunteer lists, etc. The more segments you upload, the greater will be your capacity to use the system to its full advantage.

How much data should I submit?

We recommend that you treat the TRG Data Center as your own online communications tool (not just a trading mechanism) and import *ALL the data you have available on all patrons and their transactions from the last five years*. With complete data, you'll get a holistic view of each patron's total interactions with you—helping you better qualify prospects for your own campaigns. Plus, with all of your data in the system, you can create trade lists that do not need to be merged with external data from your database(s), saving you money at the mail house.

What if I don't want other organizations to see some of my data?

Any patron segments you upload can be hidden from trading partners, so that only your organization can use them. No one can see your lists without your permission, and strict security measures ensure that your data remains in your control. As an additional safeguard, you can upload valuable patrons as a Do Not Trade segment, ensuring that their names will never be traded, regardless whether they also appear in other segments.

What fields are required, and how should I segment my data?

Choose wisely when you segment, as this will impact how you use Data Center to build lists. As a basic member, you will upload two types of data: patron biographical data + basic segmentation data. For a complete list of fields, see *Appendix B – Data Preparation Worksheet*.

Biographical Data

These fields include standard contact info, such as patron name, address and email, as well as the ability to load unique IDs from your database or CRM. All records must contain a patron name and mailing address, to assist with the de-duplication and demographic append processes that will happen later in the TRG Data Center. You will not de-duplicate your lists at the time of upload; a patron will appear in multiple segments if they had multiple interactions with you.

Basic Segmentation Data

TRG requires three, standardized segmentation fields for all records you upload. These fields are the most important data you will send, so please ensure that you've defined a consistent strategy for their use *before* you begin the upload process:

- **Year** – The four-digit year in which the patron interaction occurred. If it crossed multiple years (e.g. the 2013-14 season), use the latest year in the series.
- **Segment Type Code** – This code describes the category of patron interaction represented in the segment (e.g. Single Ticket, Subscription, Suppression). You must choose from one of the TRG standard segment types. See Appendix A for a complete list.
- **Segment Description** – This field provides more detail about the segment type you've chosen. It is crucial that you use this field thoughtfully and consistently in order to make your data useful. *You'll want to create internal rules for your organization and stick to them, so that you can study patrons over time.* TRG

recommends the following segmentation strategy for these five, most commonly-used segment types:

Segment Type	What to put in the Segment Description field
Single Ticket	Name of the event (e.g. <i>Sleep No More, Van Gogh</i>)
Flex	Name of package or series (e.g. three-play)
Subscriber	Name of package or series (e.g. Pops, Story Ballets)
Member	Type of membership (e.g. dual, family, senior)
Donor	Donor level (e.g. \$500-\$1000, Conductor's Circle)

View Segmentation Training Materials

TRG Arts strongly recommends that you view the training materials on segmentation, which will help you organize your data in the most powerful, practical ways. To access these materials, log into Data Center and click Training>How to Plan Segmentation.

What if the files from my database don't contain the segmentation fields above?

The Basic Segmentation fields above can be submitted in one of two ways: 1) by adding them to your files before you import them to the TRG Data Center, or 2) by adding them at the time of import to the TRG Data Center. Note that the second option requires uploading your data one segment at a time (not recommended for large data loads).

Step 3 – Submit Your Data

Once your files have been prepared, you can submit them easily using the File Import Wizard within the TRG Data Center. You will be able to login to Data Center soon after you complete the new member survey from step 1. A TRG representative will send you login information via email and you will be able to begin submitting data at that time.

Do I need to format my files in a certain way?

The File Import Wizard accepts files in the following formats: .txt, .csv, .xls or .xlsx. You do not need to rename your fields or follow any specific file layout; instead, the Wizard will ask you to map your fields to TRG standard attributes during the import process.

How do I get my data into the TRG Data Center?

You'll use the File Import Wizard, which you can launch after you log into the TRG Data Center. File Import Wizard is divided into two parts, the File Manager and the Import Wizard:

File Manager

This tool allows you to upload files from your computer to the Data Center. Think of it like Google Drive, DropBox or an FTP website.

Import Wizard

After you have uploaded a file using File Manager, you'll use the Import Wizard to tell TRG how the data fields in your files line up with the standard fields in the TRG Data

Center. This helps us ensure that every organization in your community is able to work with a unified set of data fields.

How do I learn the File Import Wizard tool?

We've built training right into the Data Center, so you can learn at your own pace while logged into the system. You'll receive a log-in and password with instructions for how to access training once your account is ready in Data Center. Data Center training is self-guided, but we do understand that there are times when you need questions answered that are not covered in the training materials or when you may need additional assistance. If you still have questions after viewing the online training materials, please email help@trgarts.com.

How long will it take for my data to be ready for use, after I import a file?

To keep the TRG Data Center running smoothly during normal business hours, files are queued for import overnight, when fewer users are working in the system. TRG Arts guarantees that the data will be available for use within five business days, though data is often available the next business day. After you import your file, you'll see the status change to *Pending Approval* while TRG approves your file mapping, and TRG will be in touch with you if your file mapping is denied. Once the file mapping is approved, the status is *Import Queued* as it gets imported. It will say *Import Complete* once it the data is in Data Center. *Note that your data will not be run through NCOA hygiene until the date specified on page two; any lists built before that time should be hygiened by your mail house.*

NCOA PAF

The National Change of Address Processing Acknowledgement Form (PAF) gives us permission to run your data through NCOA hygiene, and is required by the USPS. The submission of your PAF is automated within Data Center, so when you log in the first time, you'll be prompted to complete the form. Click on the online help menu if you need assistance or write to help@trgarts.com.

Step 4 – Check Your Data for Errors

To help you identify and fix errors, the File Import Wizard gives you data quality reports, which identify uploaded data that is invalid or incomplete. These data quality reports can be found in Imports, as well as in the Reports module. It is your responsibility to view these reports and fix any errors *before the end of your upload window*. Charges may apply if TRG is asked to fix data errors after the upload window closes.

File Name	Status	Upload Date ↑	User	
for1118upload.csv	Ready for Import	11/08/2018 2:42pm	lhenry	⋮
Enter segment info.xlsx	Import Complete	08/04/2015 12:17pm	lhenry	<ul style="list-style-type: none">View ReportDownloadImport FileDelete

Will Data Center notify me of problems with my data import?

Yes. The user who imports the file will receive an email confirmation when the file import is complete and shows any validation, parse, or load errors. Organizations are expected to view the Import Details Report in File Manager and correct errors accordingly. If you have questions about your reports, feel free to email them to help@trgarts.com.

What types of errors might occur, and how do I fix them?

Once a file has been imported, the View Report link is activated in the More **...** menu of the Imports module. Click on the View Report link and you will see the results of the latest import for that file. Only records that do not contain errors will be loaded; records that do contain errors will not be loaded. There are three types of errors that appear in the Import Details Report:

Validation Errors

TRG Data Center performs a series of data validation checks on the field values being imported. For example, you'll get an error if you enter letters in a zip code field, numbers in the state field, or leave a required field blank.

To Fix: Download the records with errors, review and correct the errors in the spreadsheet, and reload the corrected records using the add (not update) function of Imports. Go to Data Center Help and search for validation import to learn the most efficient way to import validation errors.

Load Errors & Parse Errors

Load errors can occur for a variety of reasons but most often when Data Center encounters a problem. Parse errors occur when the fields in a file are not separated with an acceptable delimiter in a consistent manner. Delimiters include comma, tab and pipe delimiters.

Contact Data Center Help: Email help@trgarts.com to report these errors to TRG who will recommend a fix or will redirect internally for corrective action.

What else should I check for, besides the errors in the Import Details Report?

Common errors include incorrect counts (e.g. only a few 2013 subscribers show up when there should be 7,000) or incomplete data (e.g. only 10% of records have the First Name field populated.) To check these after your import is complete, you should run the following two reports, found in the My Reports section of Data Center:

Segment Inventory Report


This report will list the segments you have uploaded, along with the number of records in each field. After you've imported all of your segments, view this report to double check that each segment count matches the number of records you wanted to upload. This report is easiest to read if you export it to Excel.

Data Completeness – Organization Report

This report will tell you what percentage of the fields are populated in your data. For example, if the report tells you that the Last Name field is populated for only 20% of your records, you have likely loaded many segments incorrectly.

If you find significant gaps in either of these reports, you will need to override the segment(s) with new, corrected data.

Step 5 – Complete the Self-Guided Data Center Training

As soon as you get your login to the TRG Data Center, you'll be able to access training videos and materials easily, right in the Center Data. Go to the Help menu  where you can learn each module of Data Center by choosing that training category, or you can learn the module that you need right now.

If you still have questions after watching these videos, you can send support requests to help@trgarts.com.

Step 6 – Attend Quick Wins Training Session

Now that you've loaded your historical data, how can you jump in quickly to maximize Data Center? In this hands-on, interactive session, you'll build lists and run reports in real time, helping you better understand your market position. You'll walk away with a sense of how your audiences compare to your peer organizations by demographic characteristics and geographic distribution, as well as what other arts events your patrons attend in your community. You'll receive an email from TRG Arts which will include a registration link for this session the same data of the data submission deadline.

Appendix A – Segment Type Definitions

Below are the TRG standard Segment Types and definitions. All segments uploaded into the TRG Data Center must be labeled with one of the following Segment Type Codes (the *second column* in the table below). Also available in the Help menu in Data Center.

Segment Type	Segment Type Code	Definition
Single Ticket	STB	Patrons who purchased a ticket or admission to a single event, performance, museum, cultural facility, etc. This may also include free events.
Flex / CYO	FLX	Patrons who purchased a flexible ticket package, such as vouchers, choose-your-own packages, etc.
Subscription	SUB	Patrons who purchased a ticket package, typically to a single season, series, venue, etc...
Membership	MEM	Patrons who purchased a membership granting admission or other benefits, generally for a year or season.
Donation	DON	Patrons who made a charitable gift given to an organization or establishment, generally tax deductible
Do Not Mail	DNM	Patrons who do not want to be contacted via direct mail pieces.
Do Not Trade	DNT	Patrons who do not their contact information to be traded with other organizations in the TRG Data Center
Do Not Call	DNC	Patrons who do not want to be contacted via telephone
Do Not Email	DNE	Patrons who do not want to be contacted via email
Suppression	SUP	Patrons who do not want to be contacted via any channel or appear in trades. Only use this segment type for patrons who you never want to contact via any channel.
Class	CLA	Patrons who attended a workshop or class to learn a skill or gain knowledge of a particular subject matter.
Education	EDU	Patrons who attended an educational event. Common examples include lectures, talk-backs, demonstrations, etc.
Group Purchase	GRP	Patrons who attended as part of a bulk purchase of single tickets, subscriptions, memberships, etc., often at a discount. These purchases tend to be made by companies or clubs, or a large group of individuals together.
Prospect	PRO	Prospective patrons who have inquired about a program or organization. Common uses include patrons who have requested information via website, email or phone, filled out an interest card, entered a raffle/drawing, etc.

Trade	TRA	Patrons who are in another organizations database and have been shared for trading purposes outside of the My Trades tool in Data Center.
Demographic Rental	DEM	Data that may have been purchased or rented for direct mail use
General	GEN	Patron lists that do not fit into an existing segment type
Admission	ADM	Patrons who purchased an admission to an event, museum, or other.
All House	ALL	All patrons who purchased a ticket, admission, subscription or other and whose contact information belongs to your organization
Art Gallery	ART	Patrons who purchased entrance to an art gallery
Do Not Solicit	DNS	Patrons who do not want to be solicited
Mail Code	MAI	A group of patrons who received a specific mail code
Venue Rental	REN	Patrons who attended a performance or production that was part of a venue rental
Raffle	RFL	Patrons who participated in a raffle
Volunteer	VOL	Volunteers for an organization or special event
Magazine, Catalog & Other	MAG	Data that may have been purchased or rented for direct mail use
Email List	EMA	Group of patrons with email addresses
Survey	SUR	Group of patrons who may have participated in a survey or are survey responders
Comp	CMP	Patrons who attended an event with a complimentary ticket

Appendix B – Data Preparation Worksheet

The following table shows the available fields for import into the TRG Data Center. Fields denoted by an asterisk(*) are required to complete the import process.

To ensure that you have all the necessary data, you can use the worksheet below to check the fields from your database against the TRG standard fields. You do *not* need to change your field names to match. This worksheet is for your internal use only and is not required, but it will help you when it comes time to map your fields to TRG's during the import process.

TRG Standard Field	Definition	My Database Field Name
Prefix	Patron's name prefix, such as Mr., Mrs., Hon.	
Salutation	Patron's display name for mailings. For example, "Mr. John Smith" or "Mr. Smith." This field comes from the organization's database and will not be changed by TRG.	
First Name**	First name of the patron	
Middle Name	Middle name of the patron	
Last Name**	Last name of the patron	
Full Name**	Full name of the patron, including Prefix, First Name, Middle Name, Last Name, and Suffix	
Suffix	Suffix behind a name, such as Jr. or Sr.	
Company Name**	The name of the company associated with the interaction defined in the segment. This is used when the patron is a company or when the patron is associated with a company	
AddressLine1*	Primary address line. When only one address line is available, this field should be used and NOT AddressLine2 or AddressLine3	
AddressLine2	Secondary address line. Used when an address contains multiple lines, such as an apartment number	
City*	City where the address is located	
StateCode*	Two character abbreviation for a US state or Canadian province	
PostalCode*	US or foreign postal code	
OrgAddressID	A unique identifier for an address that is generated by an organization's database	
EmailAddress	A patron's primary email address	
EmailAddress2	An additional email address for the patron	
EmailAddress3	An additional email address for the patron	
EmailAddress4	An additional email address for the patron	
HomePhone	A patron's home phone number	
BusinessPhone	A patron's work phone number	

OrgPatron ID	Patron ID generated from an organization's database used to identify an individual
Segment Year	The four-digit year in which the patron interaction occurred. If it crossed multiple years (e.g. the 2013-14 season), use the latest year in the series. This field should be included for every segment type except suppressions.
SegmentTypeCode***	This field must match exactly one of TRG's standard Segment Type Codes (see Appendix A for a complete list)
SegmentDesc***	This field provides more detail about the segment type you've chosen and is the most important field to using the TRG Data Center effectively (see page 3 of this guide for more details on segmentation strategy)
<p>* Denotes a required field</p> <p>**You must submit <i>either</i> First Name and Last Name OR Full Name OR Company Name</p> <p>***If your files do not contain the segmentation fields, you may add this information at the time of upload. However, this option requires that you upload and import each segment individually, as a separate file. This is not recommended for large data uploads.</p>	