

Donor Type Summary

The **Donor Type Summary** viewport displays dollar and donor performance by Donor Type over a five year period. All metrics are within the context of the selected school/unit giving designations, primary relationship types, measurement and time period.

Key Definitions:

- **Cash:** Includes gift and pledge payment transactions designated to annual giving. This reflects actual dollars received during the period and donors who paid during the period.
- **Commitment:** Includes gift and pledge transactions designated to annual giving. This reflects dollars generated/committed during the period, and donors who made any commitment during the period, whether or not they paid during the period.
- **Pledge:** Includes only pledge transactions designated for annual giving.
- **Acquired:** Donors who made their first gift to annual giving in the specified time period (had not given to annual giving in any previous fiscal year).
- **Retained:** Donors who gave to annual giving in the specified time period and were also annual giving donors in the previous fiscal year.
- **Renewed:** Donors who gave to annual giving in the specified time period who had donated to annual giving sometime in the past, but did not donate to annual giving in the previous fiscal year.
- **Dollar Performance:** The total legal amount of annual giving transactions. This includes only transactions designated to one of the selected school/unit giving designations, and from entities with one of the Primary Relationship Types selected.
- **Donor Performance:** The number of unique entities with a donor qualifying transaction (donor indicator is set to true on the transaction) to annual giving. This includes only transactions designated to one of the selected school/unit giving designations, and from entities with one of the Primary Relationship Types selected.