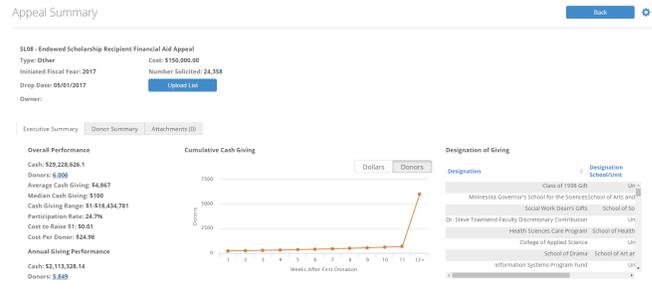


Appeal Summary

The **Appeal Summary** provides metrics for analyzing the performance of your appeals. Appeal Summary is made up of the following sections:

- Appeal Information
- Overall Performance
- Annual Giving Performance
- Cumulative Cash Giving Chart
- Designation of Giving Table



Appeal Information

This is the top section of the Appeal Summary which contains the basic information about your appeal. Fields in this section can be edited if no data was provided from your institution in the nightly feed. For example, if your institution did not provide the Drop Date in the nightly feed, you are able to edit it here. Information that was provided in the nightly feed, however, is not editable. The following terms are used in this section:

- **Type:** The type of solicitation, which is mapped to one of the following options: Direct Mail, Phone, Email, Web, Officer, Volunteer, or Other.
- **Initiated Fiscal Year:** The fiscal year that the appeal was initiated. If this information is not provided, Fundraiser Performance Management calculates this by looking at the first fiscal year that the appeal received a transaction.
- **Drop Date:** For Direct Mail and Email appeals, the date the solicitation was sent.
- **Owner:** Person responsible for the appeal. This field must be entered through the Platform and cannot be provided through your data file. Must be a user in Fundraiser Performance Management.
- **Cost:** Total cost of the appeal.
- **Number of Solicited:** The number of people solicited by the appeal. You can either enter only the number, or upload a list of IDs of everyone solicited the appeal.

If the appeal does not have any transactions related to it, you will also see a "Deactivate Appeal" button. Clicking this button will make it so that the appeal does not display in the Appeal reporting tab.

Users with permission to edit appeal information will be able to edit Type, Initiated Fiscal Year, Drop Date, Owner, Cost, and Number Solicited, with the option to upload a list of entities solicited. For any of those fields, if data has been populated via your institution's nightly data feed, that field will not be editable in FPM. For example, if your institution's nightly data feed provides the Appeal Type for half of your institution's appeals, the Appeal Type field will not be editable for the half that have an Appeal Type populated, but the other half will still be editable.

SL08 - Endowed Scholarship Recipient Financial Aid Appeal

Type: Other

Cost: \$150,000.00

Initiated Fiscal Year: 2017

Number Solicited: 24,358

Drop Date: 05/01/2017

Upload List

Owner:

Overall Performance

This section summarizes the appeal's overall results. The following terms are used in this section:

- **Cash:** The total legal amount of all cash transactions related to this appeal. Cash includes gifts and pledge payments.
- **Donors:** The number of unique entities with a donor qualifying cash transaction (donor indicator is set to true on the transaction) related to this appeal.
- **Average Cash Giving:** Cash divided by Donors.
- **Median Cash Giving:** Credited cash giving of the median Cash donor for the appeal.
- **Cash Giving Range:** The range of the lowest credited Cash giving to the highest credit cash Cash giving of all Cash donors for the appeal.
- **Participation Rate:** Donors divided by the Number of Solicited. Requires that the Number of Solicited is provided for the appeal.
- **Cost to Raise \$1:** Cost divided by Cash.

- **Cost Per Donor:** Cost divided by Donors.

Overall Performance

Cash: \$29,228,626.1

Donors: 6,006

Average Cash Giving: \$4,867

Median Cash Giving: \$100

Cash Giving Range: \$1-\$18,434,781

Participation Rate: 24.7%

Cost to Raise \$1: \$0.01

Cost Per Donor: \$24.98

Annual Giving Performance

This section summarizes the appeal's Annual Giving results. The following terms are used in this section:

- **Cash:** The total legal amount of all annual giving cash transactions related to this appeal. Cash includes gifts and pledge payments.
- **Donors:** The number of unique entities with a donor qualifying annual giving cash transaction (donor indicator is set to true on the transaction) related to this appeal.

Annual Giving Performance

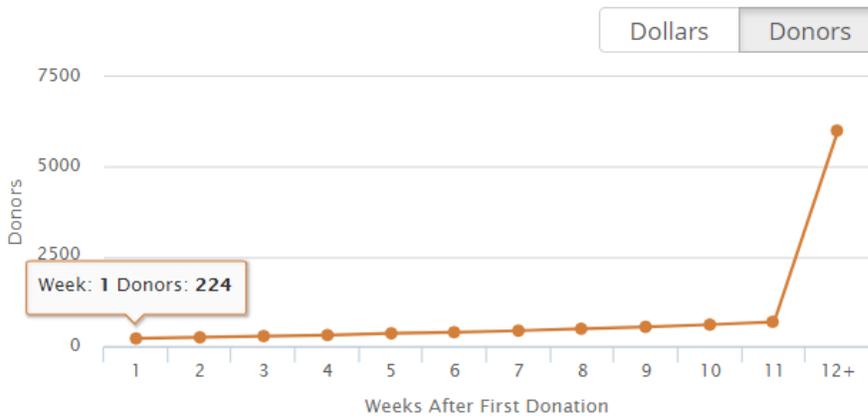
Cash: \$2,113,328.14

Donors: 5,849

Cumulative Cash Giving Chart

This chart displays the cumulative overall Cash dollars or donors for the appeal over time, beginning with the date of the first Cash transaction and ending with the date of the last Cash transaction (Cash includes gifts and pledge payments).

Cumulative Cash Giving



Designation of Giving Table

This table summarizes all of the Cash transactions related to the appeal based on which designation they funded. The School/Unit of the designation, as well as the overall Cash Dollars and Donors for each designation are displayed.

Designation of Giving

Designation	Designation School/Unit	Cash Giving
Class of 1998 Gift	Unspecified	\$19,145,625
Minnesota Governor's School for the Sciences	School of Arts and Sciences	\$938,686
Social Work Dean's Gifts	School of Social Work	\$745,306
Dr. Steve Townsend Faculty Discretionary Contribution	Unspecified	\$707,246
Health Sciences Care Program	School of Health Sciences	\$525,494
College of Applied Science	Unspecified	\$439,369
School of Drama	School of Art and Design	\$421,935
Information Systems Program Fund	Unspecified	\$306,355