

First Time Major Donors by Month cumulative

The **First Time Major Donors by Month (cumulative)** viewport shows how many donors have given to your institution for the first time at or above a specific major donor level.

The **Fiscal Year** can be changed using the drop down at the top of the tab. This drop down will reload all viewports in the tab with the selected fiscal year.

The **Major Donor Level** can be changed using the drop down at the top of the viewport.

Click on the bars in the chart to see a detailed list of entity records.

Key Definitions Related to this Viewport:

- **First Time Major Donors:** The number of unique entities whose donor qualifying commitment transactions for the year were at or above the specified Major Donor Level, and had not had donor qualifying commitments above that level in any previous years.
- **Major Donor Level:** The level of giving that qualifies the donor as a major donor. The default is \$10,000, but other options include \$25,000, \$50,000, \$100,000, \$250,000, \$500,000, and \$1,000,000.
- **Commitment:** Includes gift and pledge transactions. This reflects dollars generated / committed during the period, and donors who made some kind of commitment during the period, whether or not they paid during the period.