

Advancement Channel Summary

The **Channel Summary** viewport displays dollar and donor performance by channel 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.

Donor counts for the channels will count the unique relationships that have given to that channel during that time period. As a donor may give more than once in a fiscal year to more than one channel, it is possible that the total number of donors from all the channels is more than the unique donor counts listed elsewhere on the Operating Reports.

The **Overall** total represents the sum of all AF dollars across all channels and the sum of all unique donors across all channels. Since donors are able to give to multiple channels within a fiscal year, the Overall row only counts each donor once.

Key Definitions:

- **Cash:** Includes gift and pledge payment transactions. This reflects actual dollars received during the period, and donors who paid during the period.
- **Commitment:** Includes gift and pledge transactions. 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.
- **Channel:** The appeal type that led to a transaction. Appeal types in Fundraiser Performance Management are mapped to one of the following categories: Direct Mail, Phone, Email, Web, Officer, or Other. Appeal codes that have not been mapped to a type are listed as no type. Please see your system administrator or contact [Support](#) with any questions on your appeal type mapping.
- **Dollar Performance:** The total legal amount of the 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). 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.