

Channel Performance Comparison

The **Channel Performance Comparison** viewport compares the dollars and donors raised by appeal type by the selected fiscal year to the previous fiscal year. The appeal types listed in this Viewport are a standard set provided in Fundraiser Performance Management. Your institution's specific types were mapped to these categories during the implementation process. Any appeal without an appeal type is classified as Other for the purpose of this report.

The **Overall** total represents the sum of all AG 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.

Select the Donor or Dollar radio button above the chart to toggle between the two values for this report.

Click on the bars in the chart to see a detailed list of constituent records that donated to the channel in the selected period.

Key Definitions:

- **Dollars:** The total legal amount of annual giving cash transactions.
- **Donors:** The number of unique entities with a donor qualifying cash transaction (donor indicator is set to true on the transaction) to annual giving.