

# Appeal Trending by Channel

The **Appeal Trending by Channel** viewport displays the number of appeals in the last five fiscal years. The report focuses on the primary channels for most annual giving campaigns, which includes Direct Mail, Phone, and Email. All other appeals are grouped into the category called All Other Appeal Types for the purpose of this report.

Appeals are counted even if there is not a transaction registered against it. This will include all appeals even if they are not designated as Annual Giving appeals. The dollars and donors associated however, will only be those identified as Annual Giving.

Click on the markers on the lines within this report to see a list of the appeals included in the count.