

Channel Performance Trending

The **Channel Performance Trending** viewport shows the trends in dollar and donor performance by channel. The report focuses on the primary channels for most annual giving campaigns, which include Direct Mail, Phone, and Email. All other appeals are grouped into the category called All Other Appeal Types for the purpose of this report.

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

Click on the markers on the lines within this report to see a list of the constituent records that donated.

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.