

AG EVI Performance

The **AG EVI Performance** viewport displays the selected fiscal year annual giving performance segmented by AG EVI scores.

Click on any of the blue numeric links in the columns to see a detailed list of entity records.

Key Definitions:

- **AG EVI Groups:** Annual Giving Estimated Value Index is a predictive model based score that best ranks your institution's constituents to determine who is the best annual giving prospect based on their predicted giving amounts (99= highest score and 1 = lowest score). Each record is assigned a value and is grouped into 10 ranges for the purposes of this report. No AG EVI means they do not have a current AG EVI value.
- **Number of Records:** The number of records that are scored with an AG EVI value in this range.
- **Non-Donors:** The number of unique entities without an annual giving cash donation in each EVI group.
- **Donors:** The number of unique entities with a donor qualifying transaction (donor indicator is set to true on the transaction) to annual giving.
- **Percent of Donors:** The percent of donors in the AG EVI group of the total donors fiscal year-to-date.
- **Participation:** The percent of donors in the AG EVI group of the total records in the AG EVI range.
- **Dollars:** The total legal amount of the annual giving transactions.
- **Percent of Dollars:** The percent of annual giving dollars from the AG EVI group of the total annual giving dollars raised fiscal year-to-date.

Frequently Asked Questions:

Which model scores from what fiscal year are entities segmented into when looking at earlier fiscal years?

Entities are segmented based on the AG EVI score from the selected fiscal year with the corresponding performance that year, not their current fiscal year score.

What is included in the total row?

The constituent count in the total row shows all constituents, regardless of whether they are active or deceased. The dollar and donor totals are all annual giving cash dollars and donors in the selected time period. These totals are to provide context for the Percent of Donors and Percent of Dollars figures displayed in the viewport.

Why am I seeing a "Scores do not exist for the selected fiscal year" message?

The earliest Fundraiser Performance Management provides predictive scores is for the year before your school went live with the Platform. Check the Fiscal Year drop-down menu at the top of the page and then advance the year until data appears in the viewport.