

AG EVI Performance by Channel

The **AG EVI Performance by Channel** viewport illustrates the dollars and donors generated for the primary appeal types by the current fiscal year's AG EVI scores.

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. 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.