Donor Type Performance by Channel

The **Donor Type Performance by Channel** viewport helps demonstrate how well each channel performed at generating specific donor types (e.g. Acquired, Retained, and Renewed) and the dollars associated with those donors.

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

Click on the donor counts in the table 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.
- **Acquired**: Donors who made their first gift to annual giving in the specified time period (had not given to annual giving in any previous fiscal year).
- **Retained:** Donors who gave to annual giving in the specified time period and were also annual giving donors in the previous fiscal year.
- **Renewed:** Donors who gave to annual giving in the specified time period who had donated to annual giving sometime in the past, but did not donate to annual giving in the previous fiscal year.