AG Donor Type Comparison

The **Donor Type Comparison** viewport compares year-over-year annual giving dollar and donor performance based on defined donor types. Those donor types are **Acquired, Retained**, and **Renewed.**

Select from the Measurement drop down above the chart to view the data from various donors or dollars measurements.

Click on the bars in the chart to see a detailed list of entity records.

Key Definitions:

- **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.
- **Cash:** Includes gift and pledge payment transactions designated for annual giving. This reflects actual dollars received during the period, and donors that paid during the period.
- **Commitment:** Includes gift and pledge transactions designated for annual giving. This reflects dollars generated/committed during the period, and donors who made any commitment during the period, whether or not they paid during the period.
- **Pledge:** Includes only pledge transactions designated for annual giving.
- **Dollars:** The total legal amount of annual giving transactions.
- **Donors:** The number of unique entities with a donor qualifying transaction (donor indicator is set to true on the transaction) to annual giving.

Frequently Asked Questions:

When reviewing the current fiscal year what time period is it comparing against?

This viewport provides a fiscal year to date comparison for the current year against the previous year's performance on the same numerical date.