

AG Designation Purpose Comparison

The **Designation Purpose Comparison** viewport displays the donor and dollar performance by designation purpose for the selected fiscal year. The % Change column displays the percent increase or decrease from the previous fiscal year to the selected fiscal year.

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 Related to this viewport:

- **Designation Purpose:** Based on the codes populated in the "Designation Purpose" on the transaction records.
- **Cash:** Includes gift and pledge payment transactions designated for annual giving. This reflects actual dollars received during the period, and donors who 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. Some constituents may designate transactions for more than one purpose and would be counted for each purpose. The overall row represents only unique total donors.