

AG Performance FYTD

The **AG Performance FYTD** viewport compares this fiscal year period-to-date with the same period of time in the previous fiscal year.

Key Definitions:

- **Commitment Dollars:** The total legal amount of gift and pledge transactions designated for annual giving.
- **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.
- **Cash Dollars:** The total legal amount of annual giving cash transactions.
- **Cash Donors:** The number of unique entities with a donor qualifying cash transaction (donor indicator is set to true on the transaction) to annual giving.
- **Average Cash Giving:** Total Cash Giving divided by Cash Donors in the given time period.
- **Median Cash Giving:** The median credited (i.e. soft credit and hard credit) annual giving cash giving of all donors in the given time period. If all donors in the time period were ordered by credited annual giving cash giving, the median donor would be the one in the middle, with half of donors giving less than the median and half of donors giving more than the median.
- **Maximum Cash Giving:** The largest credited (i.e. soft credit and hard credit) annual giving cash giving to the selected school/unit giving designations for a single entity in the given time period.
- **Retained Donors:** The number of entities credited (i.e. soft credit and hard credit) with an annual giving cash donation in the given time period and in the entire preceding year period (in the case of fiscal year to date, the number of entities credited in the given period to date, and the entire preceding year period).
- **Retention Rate:** The number of Retained Donors in the given time period divided by the Cash Donors in the entire preceding year period (in the case of fiscal year to date, the number of Retained Donors fiscal year to date divided by the number of Cash Donors in the entire preceding year).