

# Platform Glossary

Term	Definition
Accumulated Alumni Donors	Active Alumni who made a donation at any point from the first measured fiscal year to the last measured fiscal year.
Accumulated Participation	Accumulated Alumni Donors divided by Active Alumni. In other words, the percent of Active Alumni who gave at any point from the first measured fiscal year to the last measured fiscal year.
Acquired Donors	Donors who made their first ever donation in the given time period.
Active Alumni	Alumni who are currently active and graduated prior to the measured fiscal year.
AG EV	See Annual Giving Expected Value.
AG EVI	See Annual Giving Expected Value Index.
AG PDI	See Annual Giving Probability to Donate Index.
Alumni	Constituents with a valid degree record and a year of graduation from your institution.
Alumni Donors	The number of Active Alumni who made a donation in each fiscal year.
AG Expected Value (AG EV)	A probability adjusted dollar value forecast built by Blackbaud FPM that predicts how much an individual will give to the Annual Giving program in a particular fiscal year. Only individual records (not corporation and foundation prospect records) have AG EV scores.
Annual Giving Expected Value Index (AG EVI)	A Blackbaud score based on your predictive models, that places constituents into percentile groups based on their Annual Giving Expected Value (AG EV). Scores range from 1 to 99, with 99 being the highest and 1 being the lowest. Only individuals, not corporations or foundations, have AG EVI scores.
Annual Giving Probability to Donate Index (AG PDI)	A Blackbaud score based on your predictive models, that predicts the probability that individual will give to the Annual Giving program in a particular fiscal year. Scores range from 0 to 100, with 100 being the most likely and 0 being the least likely. Only individuals, not corporation and foundations, have AG PDI scores.
Annual Participation	Alumni Donors divided by Active Alumni. In other words, the percent of Active Alumni who gave in the measured fiscal year.
Appeal Code	The key code that university enters upon receipt of the gift to indicate the source promotion related to the gift.
Appeal Type	The communication format (direct mail, email, phone, web) that is used for an appeal.
Assigned	Prospects with a primary assigned gift officer.
Attachment (Contact)	The team member can attach documents to the Relationship Profile.
Audience (Annual Giving)	A mutually exclusive group of people who are in a segment for the purposes of annual giving.
Cash	Transactions that are cash or cash equivalent, including gifts and pledge payments but excluding pledges.
Channel	The communication format (direct mail, email, phone, web) that is used for an appeal.
Column	Users can add data related to relationships in the table in Targeter.
Commitment	Transactions where giving is in the form of a commitment to the institution, including gifts and pledges but excluding pledge payments.
Consecutive Fiscal Years Giving	Consecutive Fiscal Years Giving is the number of consecutive fiscal years the constituent made a cash gift or payment. The current fiscal year is counted, but if they have not given in the current year that does not count against them.
Cost (Appeals)	The estimated cost of the appeal.
Credit Amount	The credit or soft credit or memo credit dollar amount of a transaction.
Decade of Graduation	The ten year period during which an alum had their first year of graduation.

Demi-Decade of Graduation	The five year period during which an alum had their first year of graduation.
Dollars (\$)	The legal dollar amount of transactions. Dollars may be based on Cash giving, Commitments, or Pledges, among other measurements. If you are not sure of the measurement used in a particular feature, please reference the iHelp for that viewport or report for more information.
Donors	The number of constituents who were credited with a donation. Donors may be based on constituents associated with Cash transactions, Commitments, or Cash based Annual Giving transactions among other measurements. If you are not sure of the measurement used in a particular feature, please reference the iHelp for that viewport or report for more information.
Downgrades	Retained Donors who gave at a lower level in the measured fiscal year compared to the preceding fiscal year.
Filter	Users can select people from Targeter using these query statements.
Fiscal Year Initiated (Appeal Reporting)	The first year that the appeal code was used.
Generational Leader	A Generational Leader is an alum that fell into the top 10% of their class for giving, within the first 10 years after graduation.
Gift Band	The dollar range of total credited giving, both hard credit and soft credit transactions, in a given time period.
Given at Least Once	The percent of Alumni who have donated in at least one fiscal year.
Given at Least Twice	The percent of Alumni who have donated in at least two fiscal years.
Giving Level	The dollar range of total credited giving, both hard credit and soft credit transactions, in a given time period.
Home Region	The Home Region is based on the US Census Regions. The breakdown of the states that are in each region can be found here: <a href="https://www2.census.gov/geo/docs/maps-data/maps/reg_div.txt">https://www2.census.gov/geo/docs/maps-data/maps/reg_div.txt</a>
Households	For spouse pairs, Blackbaud FPM will determine who has the lower of the two Entity IDs of those two spouses and display the lowest as the primary in the household view.  Schools can define who displays as the primary spouse by providing the Primary Entity ID to Blackbaud during the nightly data transfer.
Legal Amount	The legal or hard credit dollar amount of a transaction.
LYBUNT	Donor in previous fiscal year, but not in current fiscal year.
Lifetime Commitments	The sum of all commitments that a prospect has been credited with over their lifetime.
MG Expected Value (MG EV)	A Blackbaud score based on your predictive models, that predicts how much an individual will commit in a particular fiscal year. Only individuals, not corporations or foundations, have MG EV scores.
Major Giving Expected Value Index (MG EVI)	A Blackbaud score based on your predictive models, that places constituents into percentile groups based on their Major Giving Expected Value (MG EV). Scores range from 1 to 99, with 99 being the highest and 1 being the lowest. Only individuals, not corporations or foundations, have MG EVI scores.
MG EV	See Major Giving Expected Value.
MG EVI	See Major Giving Expected Value Index.
Net Worth	A score that predicts the net worth of a constituent. The score is provided as a range, so for the purpose of adding net worth among constituents Blackbaud FPM assigns a single dollar value to each range. Only individuals with valid U.S. addresses are able to receive a Net Worth estimate.
Never Donor	No recorded donation to the institution that is credited to entity.
"Not Philanthropic"	Constituents with MG EVI scores less than 75. In other words, the bottom 75 percent of constituents.
"Not Wealthy"	Constituents with Net Worth of less than \$1 million.
"Not You"	Constituents with MG EVI scores between 75 and 94. In other words, the middle range of constituents between the 75th and 94th percentile.

Number of Years Giving	The number of fiscal years that a prospect has been credited with a commitment.
Past Donor	Prior donor, but not within the last 5 fiscal years.
PDI	See Annual Giving Probability to Donate Index.
Peer Group	A set of gift officers who have similar roles and should be evaluated as peers. Peer Groups are configured by your institution's system administrator in the Fundraiser Performance Management Platform.
Percent (%) Change	The most recent fiscal year's percent increase or decrease compared to the preceding fiscal year period.
Primary Prospect Assignments	The number of prospects with a primary assignment to the gift officer.
Primary Relationship Type	A constituent's primary type of relationship to your institution. A constituent may have more than one relationship type, such as Parent and Alumni, but your institution defines which type is primary.
Records Solicited (Appeal Reporting)	The list of people who received the piece.
Renewed Donors	Donor in this fiscal year, who have given previously, but did not give in the preceding fiscal year period.
Retained Donors	Donor in this fiscal year, who also donated in the preceding fiscal year.
Retention Rate	Retained Donors in the measured fiscal year divided by total Donors in the preceding fiscal year. In other words, the percent of donors in the previous year who gave again in the measured fiscal year.
Same Amount	Retained Donors who gave at the same level in the measured fiscal year compared to the preceding fiscal year.
School of Graduation	The school within the institution from which an alum first graduated. Some alumni may have more than one School of Graduation. If so, their Blackbaud FPM predicted scores and Net Worth are credited to each of their schools.
School/Unit of Designation	The School/Unit within the institution to which a transaction is designated. Transactions where no School/Unit is designated are categorized as "School/Unit Unavailable". Some donors may specify multiple School/Unit of Designation and could be credited as a donor for more than one School/Unit.
Sticky Users	Platform users that have logged in to Fundraiser Performance Management 20 out of the last 30 days.
SYBUNT	Donor within previous 5 fiscal years, but not in last fiscal year or current fiscal year.
Trailing Twelve Month Commitments	Total legal value of all Commitment transactions from prospects in an officer's portfolio received during the last twelve months.
Unassigned	Prospects who do not have a primary assigned gift officer.
Unit Change	The most recent fiscal year's unit increase or decrease compared to the preceding fiscal year period.
Upgrades	Retained Donors who gave at a higher level in the measured fiscal year compared to the preceding fiscal year.
"Wealthy"	Constituents with Net Worth of greater than \$1 million.
Years After Graduation	The number of years since an alum's first year of graduation.
Year of Graduation	The year in which an alum obtained their first degree from the institution.
"You're It"	Constituents with an MG EVI score of 95 or greater. In other words, the top 5 percent of constituents.