Advanced Statistics Report

The purpose of this report is to list information for donors who have given for the first time within the last 3 months, or who have given previously but have not given in the past 9 or 12 months.

The custom Donor Status filter may also be used to identify donors who have given for the first time within some specified time frame, or donors who have given before (but have not given again) within a specified time frame.

Each row in the report represents an individual donor.

## Use Case(s)

* A user would like a full or partial list of new donors (gave for the first time within the last 3 months) so that they can communicate with them and encourage them to be returning donors.
* A user would like a full or partial list of at-risk donors (have given previously but have not given in the past 9) so that they can communicate with them and try to prevent them from becoming lapsed donors.
* A user would like a full or partial list of lapsed donors (have given previously but have not given in the past 12 months) so that they can communicate with them and try to win them back.
* A user would like to see all new donors who have given within the last week

## Search

|  |  |
| --- | --- |
| **Search** | **Description** |
| Donor Name | All or part of a donor’s first and last name |
| Donor Email | All or part of a donor’s email |
| Donor Phone Number | All or part of a donor’s phone number |

## Filters

|  |  |
| --- | --- |
| **Filter** | **Description** |
| Donor Status | Donor Status: New, At-Risk, Lapsed, Custom |

## Web-Based Columns

|  |  |
| --- | --- |
| **Column** | **Description** |
| Name | Donor first and last name |
| Email | Email address |
| Phone | Phone number |
| Donations Count | Number of donations |
| Total Donated | Total donations amount |
| Average Donation | Average donation amount |

## Standard Download Columns

|  |  |
| --- | --- |
| **Column** | **Description** |
| First Name | Donor first name |
| Last Name | Donor last name |
| Email | Email |
| Email Data Mapping | Data mapping configured for this event if applicable |
| Phone | Phone |
| Company | Company |
| Address | Mailing address |
| City | Mailing city |
| State | Mailing state |
| Zip | Mailing zip |
| Country | Mailing country |
| Donations Count | Number of donations |
| Total Donated | Total amount donated |
| Average Donation | Average donation amount |
| First Transaction ID | First Transaction ID |
| First Transaction Date | First Transaction Date |
| First Transaction Amount | First Transaction Amount |
| First Transaction Status | First Transaction Status |
| Last Transaction ID | Last transaction ID |
| Last Transaction Date | Last transaction date |
| Last Transaction Amount | Last transaction amount |
| Last Transaction Status | Last Transaction Status |