CAMPAIGN TOP 25 BY PURPOSE
Job Aid

WHAT IS A CAMPAIGN TOP 25 BY PURPOSE REPORT?

The Campaign Top 25 by Purpose report shows a list of the top 25 donors to the campaign overall, by unit, or by department. Each top donor's campaign total is broken out by fund purpose. This includes campaign commitments from the start of the campaign (7/1/2013) to the current date, based on revenue that has been entered in ABE CRM as of the date the report is run.

This report is only available as a PDF.

HOW TO ACCESS A CAMPAIGN TOP 25 BY PURPOSE REPORT

1. Log in to ABE CRM.
2. On the navigation bar, click **WFAA Reports**.
3. Click **Campaign Top 25 by Purpose Report.**
4. Select **All units** or a specific unit.
5. Select **All departments** or a specific department.
6. Consolidate Purposes:
    a. Select **Yes** to see certain fund purposes aggregated.
    b. Select **No** to see each fund purpose distinctly.
7. Include Anonymous Gifts:
    a. Select **No** if this report will be shared with a campus partner.
    b. Select **Yes** if this report will be only used internally with WFAA.
8. Click **View Report**.

HOW TO INTERPRET A CAMPAIGN TOP 25 BY PURPOSE REPORT

What is included in the Campaign Top 25 by Purpose Report?

For the donors listed, this report includes:

- Gifts received since July 2013, including Gifts In Kind and Informational Gifts
- Pledge payments received since July 2013 that were not counted in the previous campaign
- Deferred pledges documented since July 2013

- Pledge commitments received since July 2013, excluding any payment amounts that have also been received since July 2013
- Estate gifts realized after July 2013 that were not counted in the previous campaign
- A small number of gifts received prior to July 2013 are included in campaign totals, at the discretion of the Chief Development Officer.
- Revenue totals are as of the date the report is run. Only gifts that have been entered in ABE CRM will show in this report.

How are the fund purposes summarized if I select "Consolidate Purposes?"

Faculty Support	Includes Faculty Support and Endowed Chairs/Professorships use codes.
Student Support	Includes Undergraduate Student Financial Support, Graduate Student Financial Support use codes.
Research and Programs	Includes Research, Programs, and Research Equipment use codes.
Buildings and Grounds	Includes the Buildings and Grounds use code.
Discretionary	Includes the Discretionary use code.
Planned Gifts Undetermined	Includes planned gifts committed during the campaign and will be received by WFAA in the future. These have yet to be assigned to a specific fund purpose.