

CAMPAIGN TOP 25 BY GIFT TYPE

Job Aid

WHAT IS A CAMPAIGN TOP 25 BY GIFT TYPE REPORT?

The Campaign Top 25 by Gift Type report shows a list of the top 25 donors to the campaign – either overall, by unit, or by department. Each top donor’s campaign total is broken out by commitment type (Pledge, Payment, or Deferred). 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 GIFT TYPE REPORT

1. Log in to [ABE CRM](#).
2. On the navigation bar, click **WFAA Reports**.
3. Click **Campaign Top 25 by Gift Type Report**.
4. Select **All units** or a specific unit.
5. Select **All departments** or a specific department.
6. Include Anonymous Gifts
 - a. Select **No** if this report will be shared with a campus partner.
 - b. Select **Yes** if this report will be used internal to WFAA.
7. Click **View Report**.

HOW TO INTERPRET A CAMPAIGN TOP 25 BY GIFT TYPE REPORT

What is included in the Campaign Top 25 by Gift Type 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 current 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 totals by commitment type summarized?

Pledges	Includes the unpaid balance of any pledges made since the start of the campaign.
Payment	Includes outright gifts and pledge payments received since the start of the campaign.
Deferred	Includes the unpaid balance of deferred pledges made since the start of the campaign.