CSRconnect Campaign Tracker

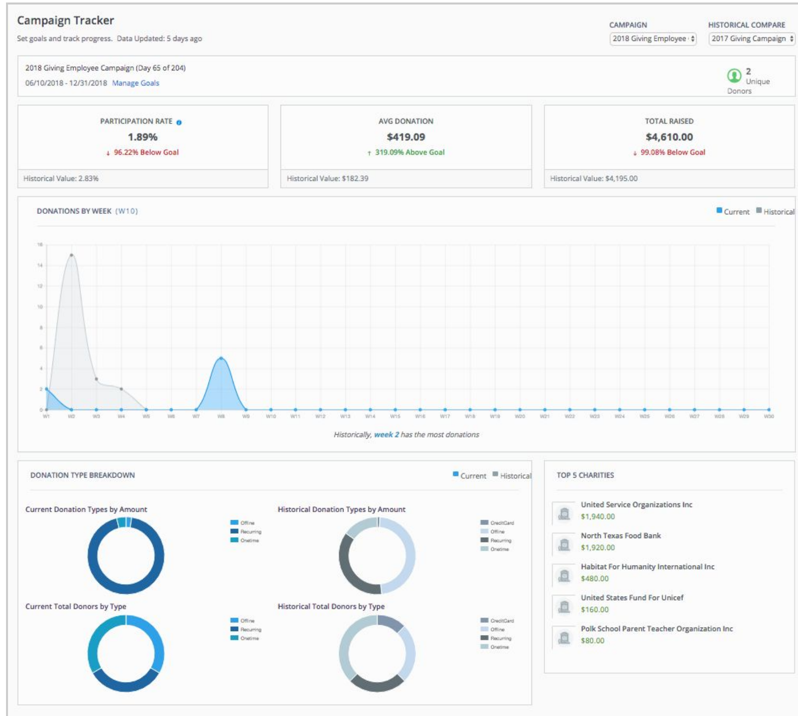
ABOUT

The Campaign Tracker allows Clients to view a snapshot of their Giving Campaign. After setting specific goals, Program Administrators can track progress through percentages, charts, and graphs. These high-level details can be compared to historical data.

The Campaign Tracker is not a custom report or transactional report, but a standard set of useful information aimed at providing a quick snapshot of the Campaign's progress.

FEATURES

Choose the Campaign, select a historical Campaign (optional), and set your goals (optional).



DATA

Once goals are set, the following data can be viewed as it's updated approximately once each hour.

Participation Rate: View current percent of participation based off the most current HR file as it compares to your participation goal. Compare to historical data.

Average Donation Amount: View the average dollar donation as it compares to your average donation amount goal. Compare to historical data.

Total Raised: View the total raised in the campaign as it compares to your total goal. Compare to historical data.

Donation by Week Graph: View donations each week and see a visual comparison to a historical campaign. NOTE: Week 1 begins on the Start Date of your Campaign, Week 2 begins on day 8, etc.

Donation Type Breakdown: Each graph tells a story about donations:

- Donation types by dollar amount vs. historical donation types by dollar amount
- Total donors by donation type vs. historical total donors by donation type

Charity Information: View the top five charities in the selected campaign, ranked by donation amount.

PERMISSIONS

The Campaign Tracker is viewed in the Client Admin Panel under Dashboards. Work with your Account Manager to give permissions to those that can view the Campaign Tracker.