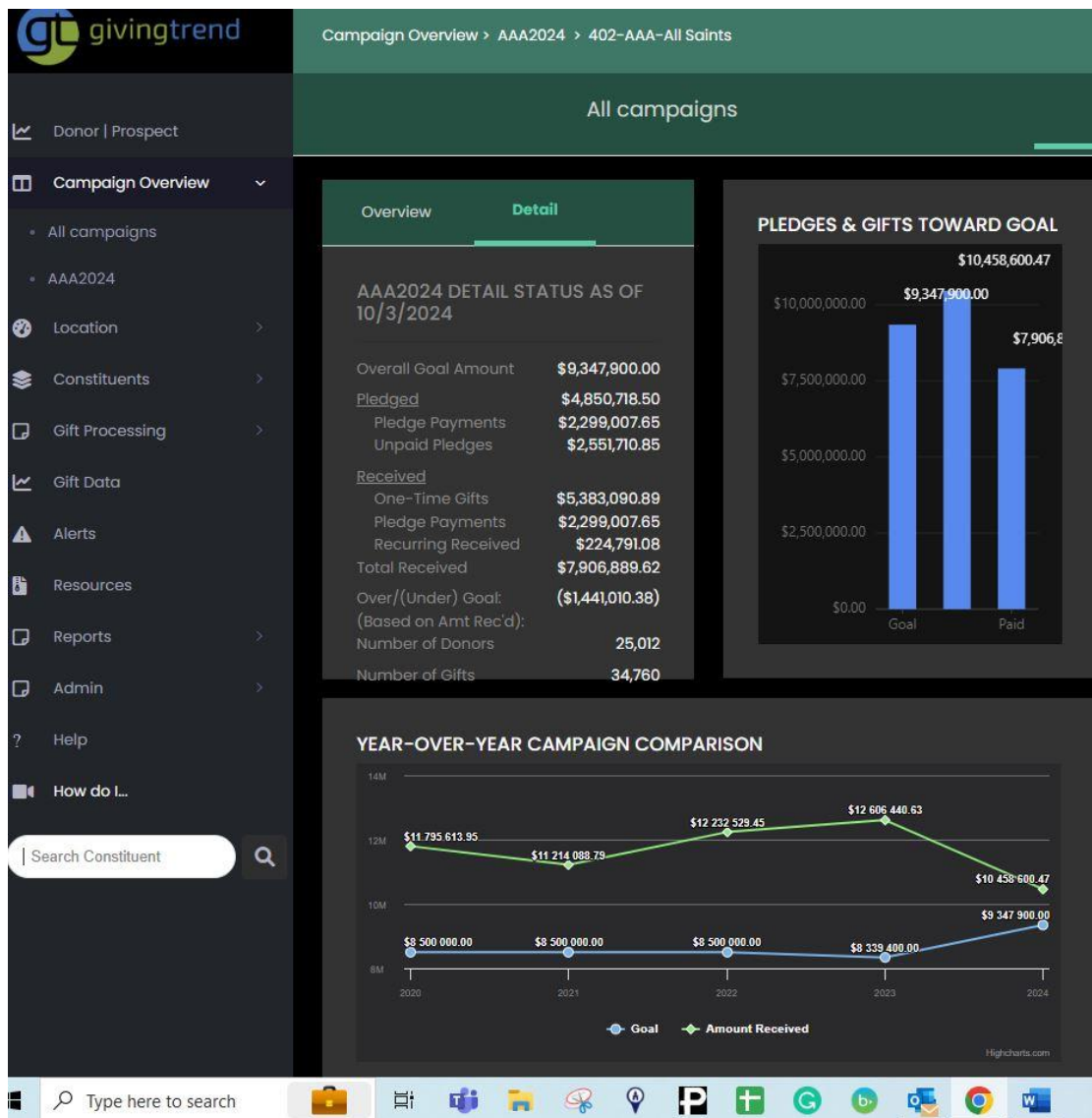
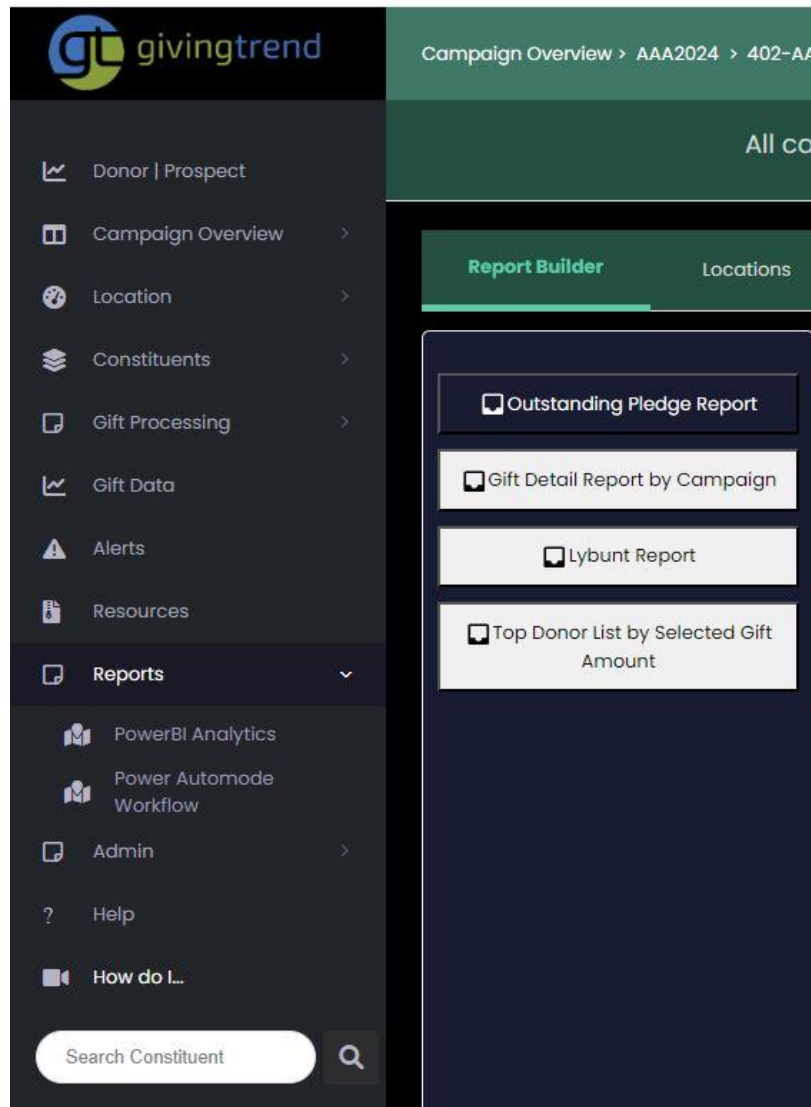


Annual Appeal Standard Reports Giving Trend

To access the reports in Giving Trend – please sign in to your dashboard at <https://archatl.givingtrend.com/auth/login>. Once you sign in, you will see a menu to the left. Select Reports. Contact either Suzanne Fusco, Parish and Donor Relations Officer, at sfusco@archatl.com or 404-920-7614 or Maria Betz, Donor Analytics Lead, at mbetz@archatl.com or 404-920-7505 with any questions or if you are unable to access the system.



After you select the Reports option, you will see a menu with the standard reports available. These reports include Outstanding Pledge, Gift Detail, and LYBUNT (*Last Year But Unfortunately Not This*). These user-friendly reports can be viewed online and easily exported to an Excel, Word, or PDF file, putting the information you need right where you need it.



The **Outstanding Pledge Report** lists donors with an unpaid pledge balance. It contains donor names and addresses, their total pledge, the total payments made toward their pledge, and the unpaid balance. Reaching out to donors with unpaid pledges increases the probability of meeting or exceeding the parish goal.

The **Gift Detail Report by Campaign** contains the names and addresses of all donors who have made pledges, one-time donations, or recurring gifts. This report can be used to view the detailed status of your parish's appeal and send thank-you letters to donors for their participation.

The **LYBUNT Report** contains the names and addresses of donors who donated to the 2023 appeal but have yet to donate to the 2024 appeal. It includes the amount donated to the 2023 appeal and the date of their last donation.

Sample letters that you can customize to donors can be found in this resource section.