



feed your roots

CAMPAIGN DASHBOARD		BUDGET					ACTUAL					VARIANCE				
Type	Measures	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Donor Base	New Donors															
Donor Base	Retained Donors															
Donor Base	Donors with Increased Giving															
Donor Base	Donors with Decreased Giving															
Culture	Board Giving															
Culture	Employee Giving															
Major Gifts	Qualified Contacts															
Major Gifts	Closed Contacts															
Donor Base	Corporate Partners															
Performance	Overall Fundraising Goal															
Performance	Return on Investment															

Data as of	
20XX	