

# Top Donors Report

Last Modified on 05/22/2022 7:27 pm EDT

Track the top donors by the number of placed bids or revenue generated. Review the biggest supporters and make sure to include them in future fundraising!

## Locate

1. From the **Admin Navigation**, select **Reports > Top Donors**.

## Top donors measurement

### By bids

Top donors by the number of bids on silent items. For example, a donor who placed ten bids on one item and fifteen on another will have twenty-five bids total.

### By revenue

Top donors by the amount of their generated revenue. For example, a donor who purchased an item for \$100 and another for \$50, will have a total of \$150.

The screenshot displays the 'TOP DONORS' report interface. On the left is a sidebar with navigation options: REPORTS, Revenue (Auction Items, Donations, Instant Items, Raffles, Live Items, Tickets, Transaction Fees, Vote Items), Outstanding Balances (Pending, Unpaid), Payments Received (Cash, Check, Credit, Other), Top Items (By Bids, By Bidders, By % of FMV, By Price), Top Donors (By Bids, By Revenue), and Registered Users.

The main content area is titled 'TOP DONORS' and 'Top Donors Based on Two Measurements of Activity'. It includes a date filter set to '3/06/2019 12:00 pm'. The 'Summary' section contains two bar graphs: 'By Bids' and 'By Revenue \$'. The 'By Bids' graph shows Jerry Garcia with 6 bids, Jamie Baumgartner with 4, Aidan McGuire with 3, and Katie Steinbach and Beahy Smith with 0. The 'By Revenue \$' graph shows Jerry Garcia with 4,120, Sam Smith with 1,500, Anne McGuire with 1,026, Erin Phillips with 475, and Jamie Baumgartner with 370.

The 'Details' section features a search bar and a table of donor information. The table has columns for First Name, Last Name, Bid #, Phone Number, Revenue, Bids, Checked in, Email, Address, City, State/Province, Postal Code, Country, and Checked in Time.

First Name	Last Name	Bid #	Phone Number	Revenue	Bids	Checked in	Email	Address	City	State/Province	Postal Code	Country	Checked in Time
Jessica	Alessandra	0	+12025633406	\$0.00	0	GiveSmart	Jessica.Alessandra@communitybrands.com						
Jamie	Baumgartner	0		\$100.00	0	Did Not Check in							
Jamie	Baumgartner	0	+17089213090	\$370.00	4	Campaign Admin	patjamie@comcast.net					United States	Oct 09, 2018 12
Alessandra	Buckner	0	+12126865550	\$0.00	0	GiveSmart	alessandra@501auctions.com	3626 Crescent Street, Unit 2	Astoria	NY	11066	United States	

## Summary section

### Bar graphs

Top donors based on the number of bids or revenue generated.

## Details report

**Note:** User custom fields are included.

Breakdown by item. Search, sort, and export the content.

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