

UC Davis Campaign Reports

Supplemental Documentation

CASE District VII Awards of Excellence, 2019

Index

- Examples of paper-based mockups
- Linking Advance allocations to Big Ideas
- Reports Main Menu in Power BI
- Report View in Power BI
- Annotated Reports (1 through 8 plus Glossary)
- Training Materials

Examples of Post-it Note Report Mock-Ups

Low Tech, Highly Effective

Each sheet of paper represents a report (approximate dimensions of a screen in Power BI).

Color-coded Post-its represent different data visualization modules.

We repositioned the Post-its within and between the report screens, which made it possible for us to do quick mockup revisions with stakeholders during meetings.

The mockups are organized into several sections:

- Top Navigation:** Includes 'Campaign', 'Big Ideas', 'Report description', 'Reporting Type' (with checkboxes for 'cash' and 'commit'), '\$ amount', '# distinct entities', and 'FISCAL YR' (with checkboxes for 2018, 2017, 2016, 2015).
- Left Sidebar:** 'Big Idea' section with a list of checkboxes, including 'Champagne Foundation'.
- Main Content Area:**
 - A central visualization showing 'total dollars' with lines connecting to 'RECORD TYPES' on the left and 'DEV AREAS' on the right.
 - A 'Progress to Goal' chart showing a semi-circle with a percentage.
 - A 'TreeMap \$bydev' showing categories like 'LCDMC', 'vetmed', and 'Bio'.
 - A table with columns for '\$ avg per donor', 'goal', and '# donors needed to acquire goal'.
 - A 'Goal v Actual by Dev Area' chart showing 'Actual %' and 'Goal %' for various dev areas.
 - A 'Giving by Rec Type' pie chart.
- Bottom Section:**
 - A 'Big Idea Leaderboard' table:

Big Idea	# gifts	\$ amount
Big Idea 1		
Big Idea 2	#	\$
Big Idea 3	#	\$
Big Idea 4	#	\$
Big Idea 5	#	\$
 - A 'date last refreshed' note with the date '06/21/17'.
 - Two bar charts showing data over 'Time' (July, Aug, Sept).
 - Another 'date last refreshed' note with the date '06/21/2017'.

Linking Allocations to Big Ideas

ADVANCE Mintzloff, Kim [Logoff]

Home x Allocation Overview x Veterinary Medical Cente...

Allocation Overview

Veterinary Medical Center Fund (v0D8650)

Account 407486-47595 Agency UC Regents

School School of Veterinary Medicine Campus

Department Veterinary Medicine

Allocation Detail New Actions Help

Agency* R Active

Allocation* V0D8650 Annual

Account* 407486-47595 Athletics

Investment

Kuali/Payout 3-V0D8650

UC Fund 47595

Campus

School* VETM School of Veterinary Medicine

Dept* AD15170 Veterinary Medicine

Sub Dept

Division

Steward ID

Endow Pool

Start Date 11/18/2016

Long Name 2

Allocation Detail

Agency* R Active

Allocation* V0D8650 Annual

Account* 407486-47595 Athletics

Investment

Kuali/Payout 3-V0D8650

UC Fund 47595

Campus

School* VETM School of Veterinary Medicine

Dept* AD15170 Veterinary Medicine

Sub Dept

Division

Steward ID

Endow Pool

Start Date 11/18/2016

Long Name 2

Rest #

Category BIC Big Ideas Campaign 2017

Sub Category

CAE Purp*

CAE Sub

Steward ID

Endow Pool

Start Date

Alloc Type

Long Name 2

- Global Education for All at UCD (E)
- Healthy Aging in a Digital World (F)
- Healthy Brain Aging Initiative (G)
- Institute for Global Human Rights (H)
- Leading the Way to Climate Neutrality (I)
- Precision Health (J)
- Smart Farm (K)
- Veterinary Medicine Center (L)**
- World Water Institute (M)

We used the Category and Sub Category feature of the Allocation Detail section in Ellucian Advance to map individual allocations to a single Big Idea (no double dipping permitted.)

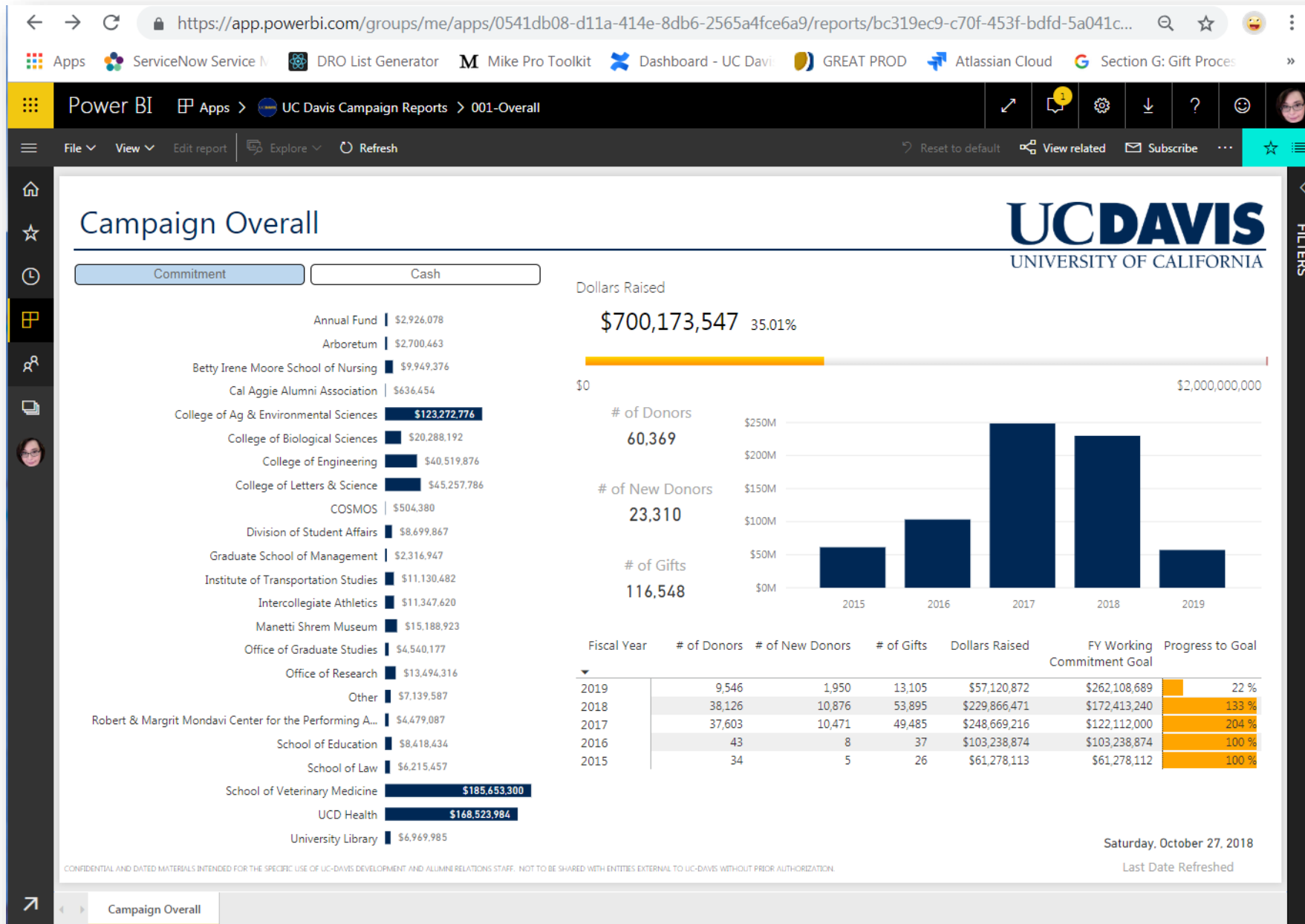
Campaign Reports Main Menu in Power BI

NAME	ACTIONS
001-Overall	Refresh, Help, Share
002-Development Area	Refresh, Help, Share
003-Development Reporting Area	Refresh, Help, Share
004-Geographical Giving	Refresh, Help, Share
005-Geographical Giving Table	Refresh, Help, Share
006-Big Ideas	Refresh, Help, Share
007-Donor Population	Refresh, Help, Share
008-Trending	Refresh, Help, Share
009-Glossary	Refresh, Help, Share

Users click on any one of the these 8 menu items to gain access to the report of their choice.

Handy glossary of terms used within the reports.

Report View in Power BI



Annotated Campaign Reports 1- 8 + Glossary

High-level overview of university-wide progress-to-date.



Toggling between cash and commitments changes the data displayed in the charts, tables and graphs.

 Dotted-lined boxes indicate distinct 'visualization' components, as represented by the individual Post-it notes in the paper mockups.

Campaign Overall

Commitment

Cash

UNIVERSITY OF CALIFORNIA

Entity	Amount
Annual Fund	\$2,851,946
Arboretum	\$2,616,656
Betty Irene Moore School of Nursing	\$9,936,229
Cal Aggie Alumni Association	\$650,824
College of Ag & Environmental Sciences	\$122,044,852
College of Biological Sciences	\$20,173,720
College of Engineering	\$38,794,239
College of Letters & Science	\$45,227,387
COSMOS	\$503,181
Division of Student Affairs	\$8,611,388
Graduate School of Management	\$2,218,750
Institute of Transportation Studies	\$10,745,232
Intercollegiate Athletics	\$11,292,382
Manetti Shrem Museum	\$14,728,751
Office of Graduate Studies	\$4,540,177
Office of Research	\$13,490,516
Other	\$7,338,827
Robert & Margrit Mondavi Center for the Performing A...	\$4,446,912
School of Education	\$8,416,342
School of Law	\$6,188,263
School of Veterinary Medicine	\$182,412,322
UCD Health	\$165,807,847
University Library	\$6,957,325

Dollars Raised

\$689,986,165 34.5%

of Donors

59,856

of New Donors

22,982

of Gifts

113,662

Fiscal Year	# of Donors	# of New Donors	# of Gifts	Dollars Raised	FY Working Commitment Goal	Progress to Goal
2019	7,795	1,618	10,045	\$46,857,612	\$262,108,689	18 %
2018	38,261	10,877	54,067	\$229,939,415	\$172,413,240	133 %
2017	37,607	10,474	49,487	\$248,672,151	\$122,112,000	204 %
2016	43	8	37	\$103,238,874	\$103,238,874	100 %
2015	34	5	26	\$61,278,113	\$61,278,112	100 %

CONFIDENTIAL AND DATED MATERIALS INTENDED FOR THE SPECIFIC USE OF UC-DAVIS DEVELOPMENT AND ALUMNI RELATIONS STAFF. NOT TO BE SHARED WITH ENTITIES EXTERNAL TO UC-DAVIS WITHOUT PRIOR AUTHORIZATION.

Tuesday, October 09, 2018

Last Date Refreshed

Year-over-year, high level gift metrics and donor attributes

Data refresh date

Campaign progress narrowed by development area

Campaign Development Area

Commitment Cash

Fiscal Year: All

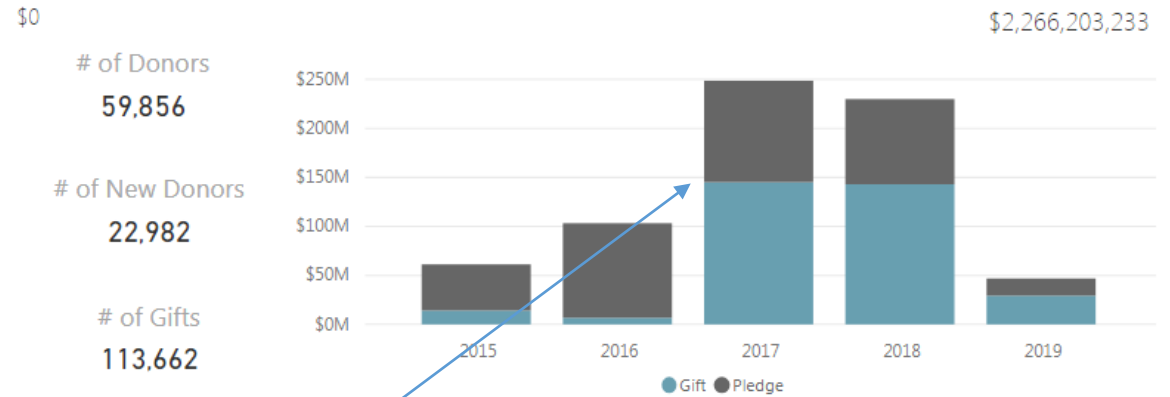
Gift Type: All

Development Areas: All

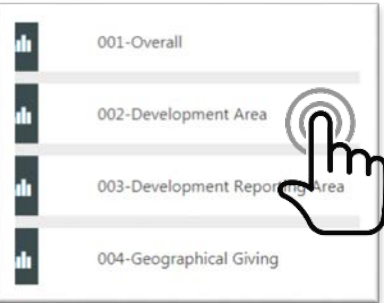
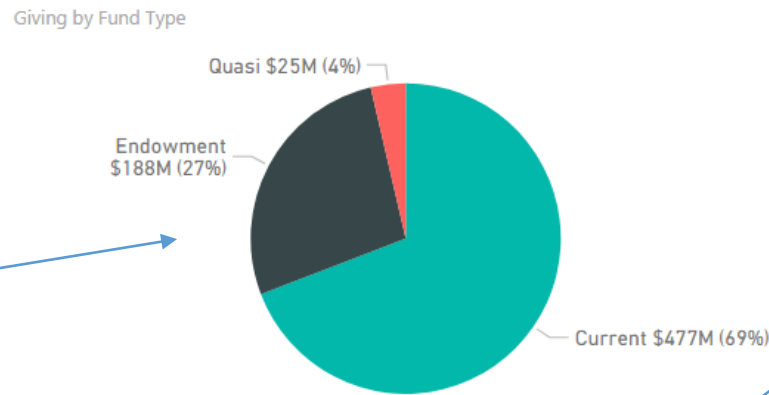
Department: All

Dollars Raised

\$689,986,165 30.45%



Fiscal Year	# of Donors	# of New Donors	# of Gifts	Dollars Raised	FY Working Commitment Goal	Progress to Goal
2019	7,795	1,618	10,045	\$46,857,612	\$262,108,689	18 %
2018	38,261	10,877	54,067	\$229,939,415	\$172,413,240	133 %
2017	37,607	10,474	49,487	\$248,672,151	\$122,112,000	204 %
2016	43	8	37	\$103,238,874	\$103,238,874	100 %
2015	34	5	26	\$61,278,113	\$61,278,112	100 %



Drop down filters that narrow the data used in the visualizations (similar to the column filter feature in Excel).

Department drop-down will dynamically populate based on the selected Development Area.

Pie chart of dollars raised per fund type e.g. endowment, or FFE

Grey = pledges; blue = gifts

Breakdown of key campaign progress metrics.

Progress per major development area towards its established campaign goal.

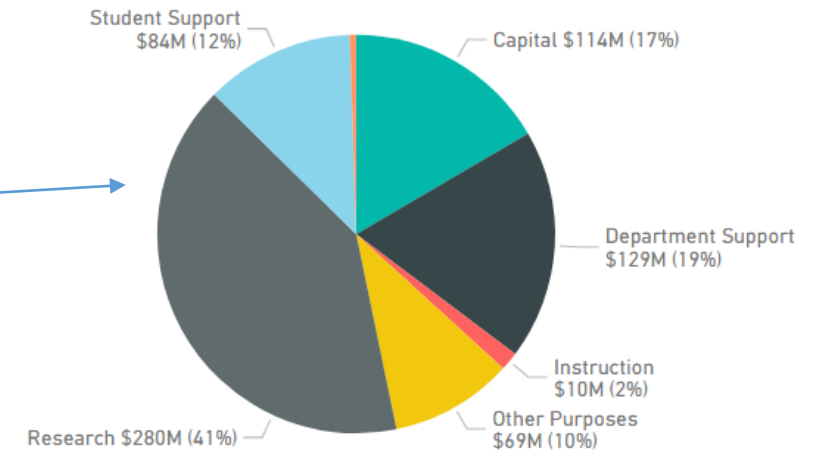


Campaign Development Reporting Area

Development Reporting Area	Commitment	Cash		
	Working Commitment Goal	Dollars Raised	Progress to Goal	
Annual Fund	\$10,000,000	\$2,851,946		29 %
Arboretum	\$25,966,667	\$2,616,656		10 %
Betty Irene Moore School of Nursing	\$24,292,408	\$9,936,229		41 %
Cal Aggie Alumni Association	\$400,000	\$650,824		163 %
College of Ag & Environmental Sciences	\$504,672,362	\$122,044,852		24 %
College of Biological Sciences	\$71,650,616	\$20,173,720		28 %
College of Engineering	\$97,825,334	\$38,794,239		40 %
College of Letters & Science	\$196,730,000	\$45,227,387		23 %
COSMOS	\$1,030,000	\$503,181		49 %
Division of Student Affairs	\$35,625,000	\$8,611,388		24 %
Graduate School of Management	\$44,785,834	\$2,218,750		5 %
Institute of Transportation Studies	\$47,128,334	\$10,745,232		23 %
Intercollegiate Athletics	\$73,028,334	\$11,292,382		15 %
Manetti Shrem Museum	\$19,587,500	\$14,728,751		75 %
Office of Graduate Studies	\$7,500,000	\$4,540,177		61 %
Office of Research	\$56,089,792	\$13,490,516		24 %
Other	\$2,500,000	\$7,330,927		293 %
Robert & Margrit Mondavi Center for the Performing Arts	\$18,733,334	\$4,446,912		24 %
School of Education	\$23,575,000	\$8,416,342		36 %
School of Law	\$27,083,334	\$6,188,263		23 %
School of Veterinary Medicine	\$521,580,967	\$182,412,322		35 %
UCD Health	\$445,918,417	\$165,807,847		37 %
University Library	\$10,500,000	\$6,957,325		66 %
Total	\$2,266,203,233	\$689,986,165		30 %

UCD Health	Working Commitment Goal	Dollars Raised	Progress to Goal
UCD Medical Center	\$44,300,000	\$2,052,664	5 %
School of Medicine	\$401,618,417	\$163,755,183	41 %

Giving by Purpose



Goals and progress listed for all development units (and visible by all users). This “radical transparency” was new for us.

Pie chart shows dollars raised by gift purpose, such as student support, research or capital projects (extracts this information from Advance allocations.)

Tuesday, October 09, 2018

Last Date Refreshed

- 001-Overall
- 002-Development Area
- 003-Development Reporting Area
- 004-Geographical Giving

Campaign Geographical Giving



Fiscal Year:
 Gift Type:
 Geographic Area:

Dollars Raised by Latitude and Longitude



These buttons toggle between geographical areas (map, chart, and table adjusts accordingly).

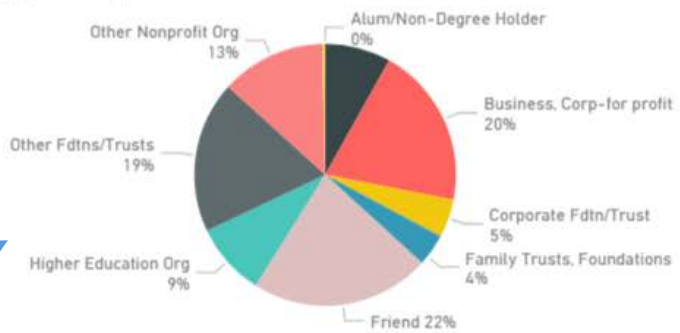
These filters further narrow the region.

The bigger the purple circles, the more money raised in that geographical area.

Pie chart shows the distribution of dollars raised per donor type (e.g. friend, alumni)

Dollars Raised
\$161,732,844

Giving by Record Type



Geographic Area	# of Donors	# of New Donors	# of Gifts	Dollars Raised	CAAA Members
Arizona	357	122	709	\$7,131,610	102
Austin Metro	109	52	133	\$121,631	45
Boston Metro	391	148	549	\$7,371,754	104
Chicago Metro	224	119	333	\$4,391,800	22
Colorado	423	177	562	\$12,080,984	101
Dallas Metro	193	93	823	\$3,349,633	37
Houston Metro	146	49	234	\$1,862,055	55
Los Angeles County	2,595	1,045	3,774	\$27,949,236	954
New York Metro	912	388	1,439	\$30,760,621	140

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Last Date Refreshed

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Progress-to-date of strategic regions associated with filter selection.



Table of donors and gifts per gift level, per region(s) as selected in filters. Data set extended to include all previous fiscal years to enhance comparative capability.



Campaign Geographical Giving Table

Fiscal Year

All

Gift Type

All

Geographic Area

All

Dollars Raised
\$161,732,844 8.09%



of Donors: 10,113 # of New Donors: 4,098 # of Gifts: 15,572

These filters allow users to customize the contents of the table to reflect the geographic region selected.

FY-comparative breakdown of donors per top gift levels.

Can use “# of New Donors” column to quickly identify new donor acquisitions, how much they gave, and in which region they were acquired (as per filter selection).

Fiscal Year Gift Level	Previous FYs				2018				2019			
	# of Donors	# of New Donors	# of Gifts	Dollars Raised	# of Donors	# of New Donors	# of Gifts	Dollars Raised	# of Donors	# of New Donors	# of Gifts	Dollars Raised
\$10M+												
\$5M - \$9.9M	1	0	1	\$7,628,405								
\$1M - \$4.9M	16	0	19	\$37,949,321	7	0	7	\$12,235,131	1	0	1	\$1,000,000
\$500K - \$999K	10	3	12	\$7,931,313	10	0	11	\$9,166,954	3	0	3	\$2,232,212
\$250K - \$499K	26	3	30	\$9,704,025	33	4	37	\$13,474,239	6	1	7	\$2,279,777
\$100K - \$249K	55	4	65	\$9,535,281	55	6	67	\$10,385,103	17	1	19	\$2,815,737
\$25K - \$99K	174	38	204	\$10,315,941	164	24	208	\$11,461,189	50	10	49	\$2,745,941
Less than \$25K	6,163	1,827	6,787	\$4,794,829	6,178	1,945	7,054	\$5,195,641	900	232	1,046	\$881,806


Tuesday, October 09, 2018

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This project made it possible to track this crucial information for the first time.

Progress to goal for Big Ideas per gift type; top 10 Big Idea allocations.

- 004-Geographical Giving
- 005-Geographical Giving Table
- 006-Big Ideas 
- 007-Donor Population

These filters allow users to customize report contents by gift type and Big Idea.

The top 10 Advance allocations (per Big Idea, shifts as filters applied).

Bow-tie chart provides visual comparison of progress-to-date for Big Ideas, divided by gift source (an aggregate of different gift sources per Advance gift record.) The larger the "branch" the more funds raised.

Campaign Big Ideas



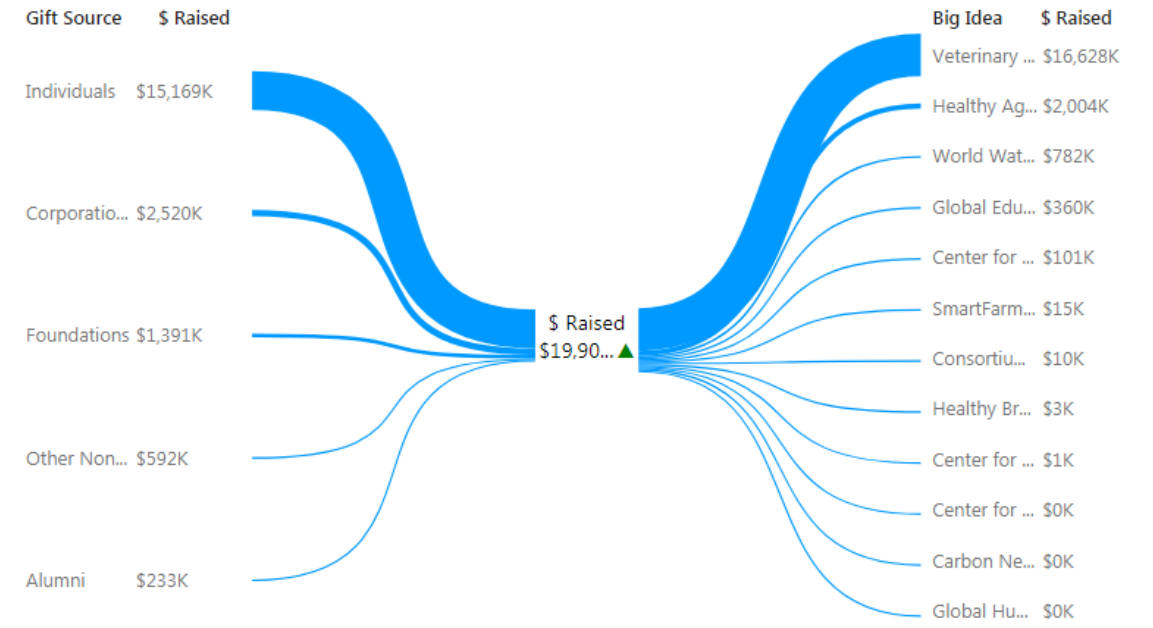
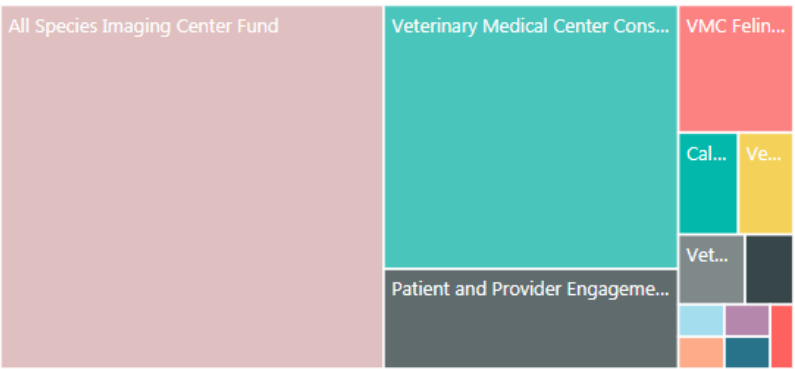
Fiscal Year:

Gift Type:

Big Idea:

of Donors: 415
 # of New Donors: 111
 # of Gifts: 450

Top 10 Allocations by Big Idea Giving



Tuesday, October 09, 2018
Last Date Refreshed

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The definitions of each Gift Source provided in the Glossary.

Campaign progress-to-date by entity type and level of donor loyalty.

- 004-Geographical Giving
- 005-Geographical Giving Table
- 006-Big Ideas
- 007-Donor Population



These filters allow users to customize report contents by fiscal year and development area.

A new metric for us: dollars raised by entity type & donor loyalty level (Renewed, Reactivated, Lapsed, & Acquired)

Dollars raised per FY quarter by donor loyalty level.

Campaign Donor Population



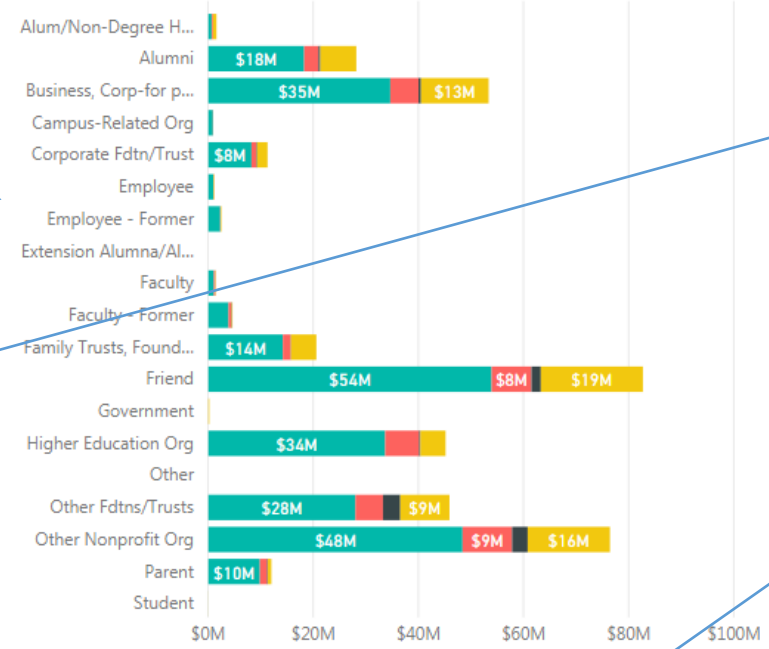
This report is a cash-based report only.

Fiscal Year

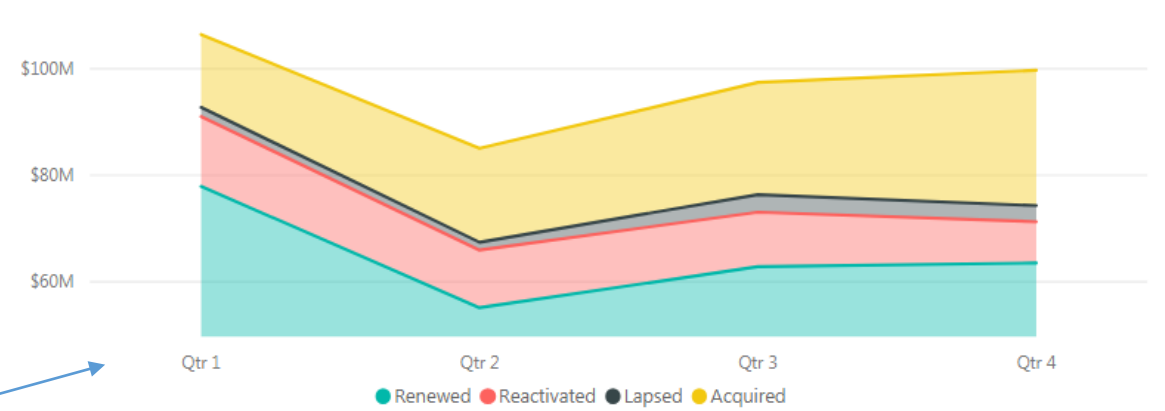
Development Area

Dollars Raised by Record Type and Population

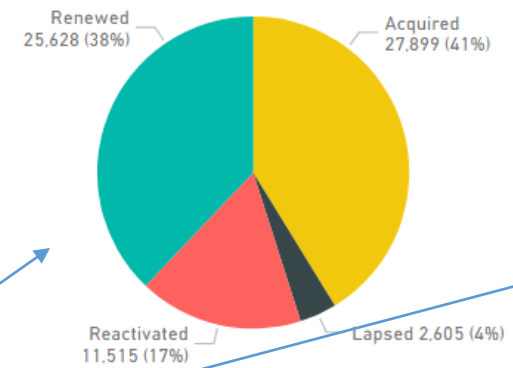
Population ● Renewed ● Reactivated ● Lapsed ● Acquired



Donor Count by Quarter and Population



Donor by Population



Fiscal Year	Donor Count	Household Count
2019		
Renewed	5,182	4,111
Reactivated	986	722
Lapsed	240	184
Acquired	1,838	1,515
2018		
Renewed	19,129	13,630
Reactivated	5,124	3,784
Lapsed	1,253	947
Acquired	12,954	10,614
2017		
Renewed	18,399	13,074

Tuesday, October 09, 2018

Last Date Refreshed

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Breakdown (pie and table) of donor loyalty level. Definitions in glossary.

- 005-Geographical Giving Table
- 006-Big Ideas
- 007-Donor Population
- 008-Trending



These filters allow users to customize report contents by development area.

Top CA counties by dollars raised & Top 10 donors.

Line graph of dollars raised by fiscal year.

Pie chart of dollars by gift or pledge type.

Bar graph of dollars raised by gift source (entity type).

Campaign What's Trending?

This report is a commitment-based report only.

Development Area

All

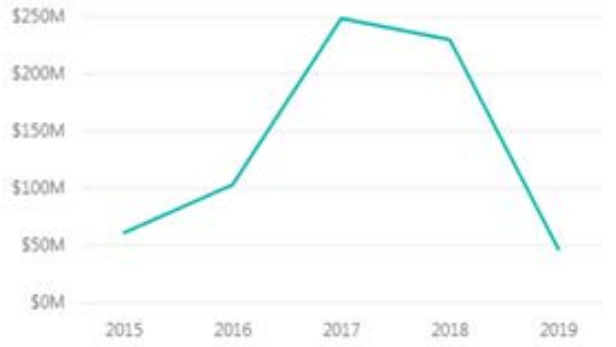
Top 8 CA Counties by Dollars Raised

Sacramento	\$76,675,491
Alameda	\$74,695,637
Yolo	\$57,139,625
Los Angeles	\$27,919,688
San Francisco	\$26,326,467
Santa Clara	\$23,167,050
Stanislaus	\$15,445,353
San Mateo	\$14,238,694

Top 10 Donors

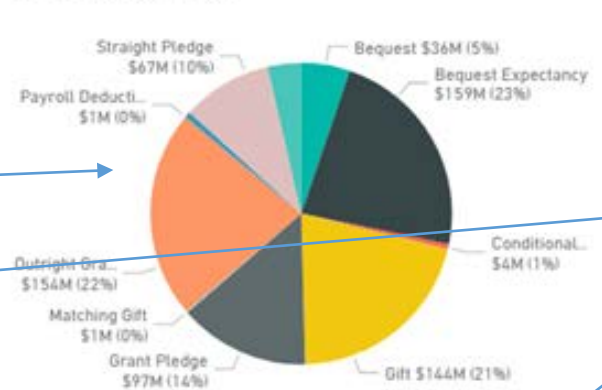
Preferred Name	Dollars Raised
...	\$50,100,000
...	\$37,000,000
...	\$12,087,689
...	\$10,000,000
...	\$9,632,849
...	\$9,551,750
...	\$9,536,732
...	\$9,500,000
...	\$7,634,977
...	\$7,420,407

Dollars Raised by Fiscal Year



Appeal Description

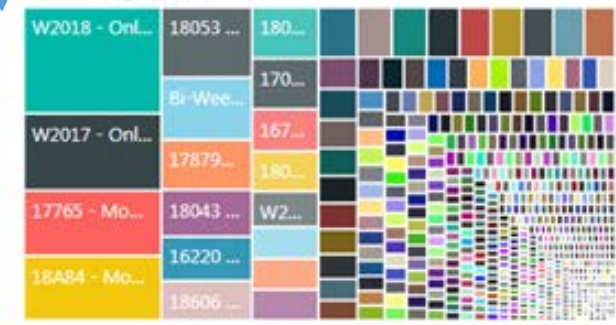
Dollars Raised by Gift Type



Dollars Raised by Gift Source



Top Grossing Appeals



Tuesday, October 09, 2018

Last Date Refreshed

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Top-grossing appeals, drop down box allows a typed-input or selected search of appeal code.

Explanation of terms and factors considered in report calculations.

Campaign Glossary

Term	Definition
# of Donors	Count of distinct entities who have made gifts within the given timeframe selected
# of Gifts	Count of distinct gifts made within the given timeframe selected
# of New Donors	Count of distinct entities who have made their first gift to the University within the given timeframe
Acquired	Donors who made their first gift to the University in the current fiscal year and have no other gift history
Area	Geographic location of a gift based on a donor current valid address
Big Idea	Big Idea for UC Davis
CAAA Member	The distinct count of entities that have an active, CAAA Membership (Annual, Parent, Student, or Life)
Cash	Sum of dollars raised from gifts and payments
Commitment	Sum of dollars raised from gifts and pledges
Department	Department of the Allocation that the gift was made to
Development Area	Area of the Allocation that the gift was made to
Dollars Raised	Sum of totals for the gifts using cash or commitment logic based on selection
Donor Count	Distinct count of entities
Fiscal Year	"7/1/_" to "6/30/_" of prior fiscal years and "7/1/_" to the last date the data was last refreshed for the current fiscal year
Gift Level	Amount of a single gift transaction
Gift Source	Grouping of entity Record Types. Alumni= Alumna/Alumnus, Alumni, Alum/Non-Degree Holder, Estate Alum, Student; Campus Related Orgs.= Campus-Related Org; Corporations= Business, Corp-for profit, Corporate Fdtn/Trust; Foundations= Family Trusts, Foundations, Other Fdtns/Trusts; Individuals= Employee, Employee – Former, Estate Friend, Estate Parent, Extension Alumna/Alumnus, Faculty, Faculty – Former, Friend, Parent; Other Nonprofit= Government, Higher Education Org, Other Nonprofit Org
Gifts	Bequest(BQ), Grants(GR), Gifts(GF), Matching Gifts(MG), Outright Grant(GR), and Planned Gifts(PG)
Household Count	Distinct count of household
Lapsed	Donors in the current fiscal year who made a gift and have a gift history that was from 5+ years ago, but no gift history since then

Campaign Glossary

Term	Definition
Development Area	Area of the Allocation that the gift was made to
Dollars Raised	Sum of totals for the gifts using cash or commitment logic based on selection
Donor Count	Distinct count of entities
Fiscal Year	"7/1/_" to "6/30/_" of prior fiscal years and "7/1/_" to the last date the data was last refreshed for the current fiscal year
Gift Level	Amount of a single gift transaction
Gift Source	Grouping of entity Record Types. Alumni= Alumna/Alumnus, Alumni, Alum/Non-Degree Holder, Estate Alum, Student; Campus Related Orgs.= Campus-Related Org; Corporations= Business, Corp-for profit, Corporate Fdtn/Trust; Foundations= Family Trusts, Foundations, Other Fdtns/Trusts; Individuals= Employee, Employee – Former, Estate Friend, Estate Parent, Extension Alumna/Alumnus, Faculty, Faculty – Former, Friend, Parent; Other Nonprofit= Government, Higher Education Org, Other Nonprofit Org
Gifts	Bequest(BQ), Grants(GR), Gifts(GF), Matching Gifts(MG), Outright Grant(GR), and Planned Gifts(PG)
Household Count	Distinct count of household
Lapsed	Donors in the current fiscal year who made a gift and have a gift history that was from 5+ years ago, but no gift history since then
Last Date Refreshed	Data valid through
Payments	3rd Party Pmt(3P), Bequest Pmt(PD), Pig Pmt(Pi)
Pledges	Bequest Pledge(BE), Pledge(ST), and Testamentary Pledge(TP)
Reachbacks	Selected gifts/pledges
Reactivated	Donors in the current fiscal year who made a gift and have a gift history that was from 5+ years ago, but no gift history since then
Region/State/International	Toggle buttons that filter by geographic territories (excluding Alaska and Hawaii)
Renewed	Donors in the current fiscal year who made a gift and have a gift history that was from 5+ years ago, but no gift history since then
To Date	"7/1/_" - to current date

Tuesday, October 09, 2018

Last Date Refreshed

Tuesday, October 09, 2018

Last Date Refreshed

Training Materials

User guides in PDF format. Materials used in the 15+ mandatory classroom training sessions we conducted across campus (which granted access to Power BI.)

Campaign Reports | Advancement Services

ais.ucdavis.edu/learningcenter/campaign_reports/index.html

Advancement Services

Make a gift now

Option 2 | Learning Center | Technical Services | DataHub | Gifts | Centralized Gift Processing | About Us

Home > Learning Center > Campaign Reports

Campaign Reports

Log In!

- ADVANCE WEB
- MICHELANGELO
- REEHER
- GREAT
- DO METRICS
- CAMPAIGN

How to Gain Access

First time log in instructions (Access can be requested by emailing devarhelpdesk@ucdavis.edu)

Campaign Reports User Guides

- 001 - Overall
- 002 - Development Area
- 003 - Development Reporting Area
- 004 - Geographical Giving
- 005 - Geographical Giving Table
- 006 - Big Ideas
- 007 - Donor Population
- 008 - Trending

[Glossary](#)

DEVELOPMENT & ALUMNI RELATIONS
ADVANCEMENT SERVICES

001 - Overview

Tracks Commitment or Cash progress to overall campaign goal. Displays dollars raised, number of donors, number of new donors, and number of gifts. Allows users to isolate by Unit or Fiscal Year.

Campaign Overall

UC DAVIS UNIVERSITY OF CALIFORNIA

Cash or Commitment Total: \$844,306,945 (42.2%)

Development Area: \$2,805,000,000

of Donors: 139,807

of New Donors: 44,429

of Gifts: 191,151

Unit	Commitment	Cash
Alumni Affairs	\$1,144,000	\$1,144,000
College of Agricultural & Environmental Sciences	\$1,000,000	\$1,000,000
College of Biological Sciences	\$1,000,000	\$1,000,000
College of Engineering	\$1,000,000	\$1,000,000
College of Letters & Science	\$1,000,000	\$1,000,000
CSRE&S	\$1,000,000	\$1,000,000
Division of Student Affairs	\$1,000,000	\$1,000,000
Executive Office of Administration	\$1,000,000	\$1,000,000
Faculty Senate	\$1,000,000	\$1,000,000
Institute of Transportation Studies	\$1,000,000	\$1,000,000
International Programs	\$1,000,000	\$1,000,000
Research & Innovation Center for Learning & Technology	\$1,000,000	\$1,000,000
School of Education	\$1,000,000	\$1,000,000
School of Journalism, Media & Public Affairs	\$1,000,000	\$1,000,000
School of Law	\$1,000,000	\$1,000,000
School of Veterinary Medicine	\$1,000,000	\$1,000,000
UCD Health	\$1,000,000	\$1,000,000
University Library	\$1,000,000	\$1,000,000
University Student & Involvement Programs	\$1,000,000	\$1,000,000

Key Definitions:

- # of Donors: Count of distinct entities who have made gifts within the given timeframe selected
- # of Gifts: Count of distinct gifts made within the given timeframe selected
- # of New Donors: Count of distinct entities who have made their first gift to the University within the given timeframe
- Cash: Sum of dollars raised from gifts and payments
- Commitment: Sum of dollars raised from gifts and pledges
- Development Area: Area of the Allocation that the gift was made to
- Dollars Raised: Sum of totals for the gifts using cash or commitment logic based on selection
- Fiscal Year: "7/1_" to "6/30_" of prior fiscal years and "7/1_" to the last date the data was last refreshed for the current fiscal year
- Last Data Refreshed: Data valid through

Hover cursor over specific regions within the report to get more details:

of Donors: 139,807

of New Donors: 44,429

of Gifts: 191,151

Fiscal Year: 2017

Dollars Raised: \$279,944,944

All training materials and user guides are posted on our website.