Classy

Strategic Reports for Fundraising Resources

These videos will guide you through the steps of creating diverse reports that can inform and improve your fundraising strategy. Use this as a reference point and share with your team.

Grow Your Recurring Giving Program

→ Reengage Failing Plans

→ Nudge Returning One-Time Donors to Become Recurring Donors

→ Show Gratitude

Motivate Your Fundraisers

→ Engage with Your Inactive Top Fundraisers

→ Highlight Your Top Performers

Donor Stewardship

→ Reengage Inactive Donors

→ Thank Your Top Donors

Donor Behaviors

→ How to Update Your Suggested Dollar Amount Buttons with Your Donation Averages

→ Learn Where a Donation Originated From

Event Management

→ Discover Custom Question Answers for Your Event

→ Attendees Who Purchased Auction Items or Goods

→ Discover Who Donated on the Day of Your Event

→ Monitor Your Ticket Sales

CLASSY COACHES FAVORITE TIP

Take advantage of the **Recommended Reports** in Classy Manager for prebuilt strategic reports!

Classy

Build Strategic Reports in Classy

Learn how to create custom strategic reports to enhance your fundraising strategy.

1. **Log in** to your account, and navigate to the *General Reports* tab, then to *Recommended Reports*. Here, you'll have some prebuilt reports to choose from, or, you can choose to build your own from scratch.

2. You can **build custom reports** within the *Campaigns, Supporters, Transactions,* or *Fundraising* tab within Classy Manager. For example, if you'd like to find all of your top donors for a specific campaign, you'll build that report within the *Transaction History* tab.

3. Your report will contain default columns, but to **include additional data,** simply add more using the Columns button, as well as narrow down your report with the Transaction Date, Filter, and/or Custom Question buttons.

4. Once you have customized your report, you can **export** and/or **save your report** to your account for future use. Both the *export* and the *Add to My Reports* buttons are in the upper right corner of your screen. Saved reports can be accessed in the *General Reports* > *My Reports* tab.

5. Use your Classy reports to enhance your donation experiences, create audiences for segmented outreach, and inform your overall fundraising strategy!

NEED MORE HELP?

You can follow along as we **walk through the process together.**