











ADVANCEMENT SCORECARD

DATA THROUGH DEC 31 2017	FY16	FY17	FY17 TO 12/31	FY18 TO 12/31	STATUS	FY18 GOAL
A FISCAL YEAR MEASURES						
1. GIFTS AND PLEDGES	\$454.2M	\$532.6M	\$356.3M	\$353.5M		\$550M
2. CASH	\$388.1M	\$403M	\$238.2M	\$253.6M		\$430M
3. TOTAL DONORS	245,571	267,274	186,151	187,286		273,000
A. RENEWED DONORS	125,936	133,494	103,042	108,849		139,000
B. REACQUIRED DONORS	119,635	133,780	83,109	78,437		134,000
B EVENTS						
1. UNIQUE CONSTITUENT ATTENDANCE	37,825	37,900	21,907	22,380		35,000
2. AVERAGE NET PROMOTER SCORE	67	72	73	73		70
			TARGET BASED ON LAST 3 FY PERFORMANCE		COMPARED TO PREVIOUS FY	
			 >=95%  90% - 94.9%  <90%		