

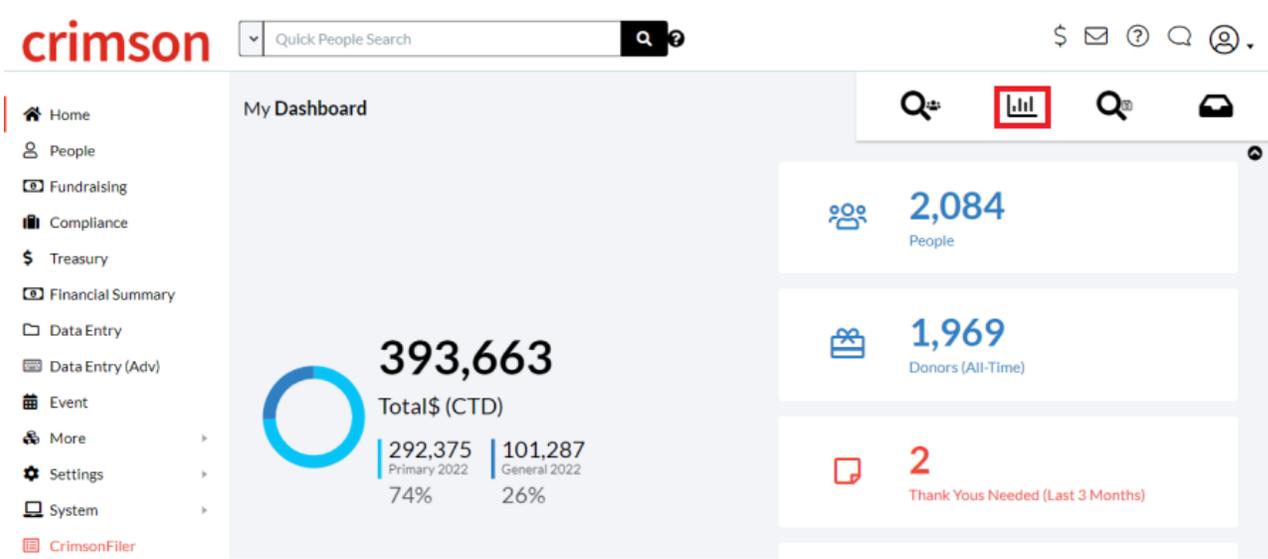
Crimson has a new Report, **#2998 Press Release Report**, that will produce fundraising statistics for your campaign or organization. This report is particularly helpful in preparing press releases for after a fundraising drive or a recent FEC filing.

This report is designed to quickly answer questions such as how much you raised, the number of donors, undisclosed VS disclosed donors, average gift size, and more.

**NOTE:** The Press Release Report does not include your final quarterly fundraising numbers. Please wait to pull it until your final FEC report is reconciled with the bank.

### How to Run the Press Release Report in Crimson 3

1. From the **Home** dashboard, click on the **Reports**  icon from the **Navigation Bar** in the top-right hand corner.



The screenshot shows the Crimson 3 dashboard interface. On the left is a navigation menu with items: Home, People, Fundraising, Compliance, Treasury, Financial Summary, Data Entry, Data Entry (Adv), Event, More, Settings, System, and CrimsonFiler. The main area is titled 'My Dashboard' and displays a large blue circle with the number '393,663' and the text 'Total\$ (CTD)'. Below this, there are two columns of data: '292,375 Primary 2022 74%' and '101,287 General 2022 26%'. On the right side, there are three summary cards: '2,084 People', '1,969 Donors (All-Time)', and '2 Thank You's Needed (Last 3 Months)'. In the top right navigation bar, the 'Reports' icon (a bar chart) is highlighted with a red box.

2. In the new window that appears, type in the name of the report, "Press Release," and Report #2998 will appear in the results.

## All Reports

Search report #, name, or description

### #2998



Press Release Report

Report designed to give you fundraising stats. Provides number of gifts, donors, first time donors, gifts less than \$100, gifts less than \$200, average gift, and gifts/totals from selected state and congressional district. For a national campaign, select is not empty for State and district. For a statewide campaign, select is not empty for District



Edit



Add to My Reports



Run

3. Click on the green **Run** button. This will open the filters for the report.
4. Enter your criteria. For example, if running a report for Q1 stats, adjust the **Date Range** to **Between** and select 1/01/19 to 3/31/2019. You can also further define which fund codes, states, and congressional districts you want to search for. Click on the green  button when ready.

### Report #2998: Press Release Report ✕

State	Equal to	Virginia	✕
District	is NOT empty		✕
Fund Code	P2022 - Primary 2022	P2022	✕
Date Range	Between	4/1/2022	✕
		6/30/2022	

 **Cancel** **Run**

5. The results of your search will appear. Click on the blue button to download them into a CSV that you can share with your Communications team or others.

# Report #2998: Press Release Report



Results

Metric	Value
NumberOfGifts	3,710
NumberOfDonors	1,963
NumberOfFirstTimeDonors	1,960
AverageGift	90.56
NumberOfGiftsLessThanorEqualTo100	3,407
TotalOfGiftsLessThanorEqualTo100	86,323.17
<b>NumberOfGiftLessThanorEqualTo200</b>	<b>3,548</b>
TotalOfGiftsLessThanorEqualTo200	105,868.00
NumberOfGiftsFromSelectedState	2,349
TotalOfGiftsFromSelectedState	312,126.86

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