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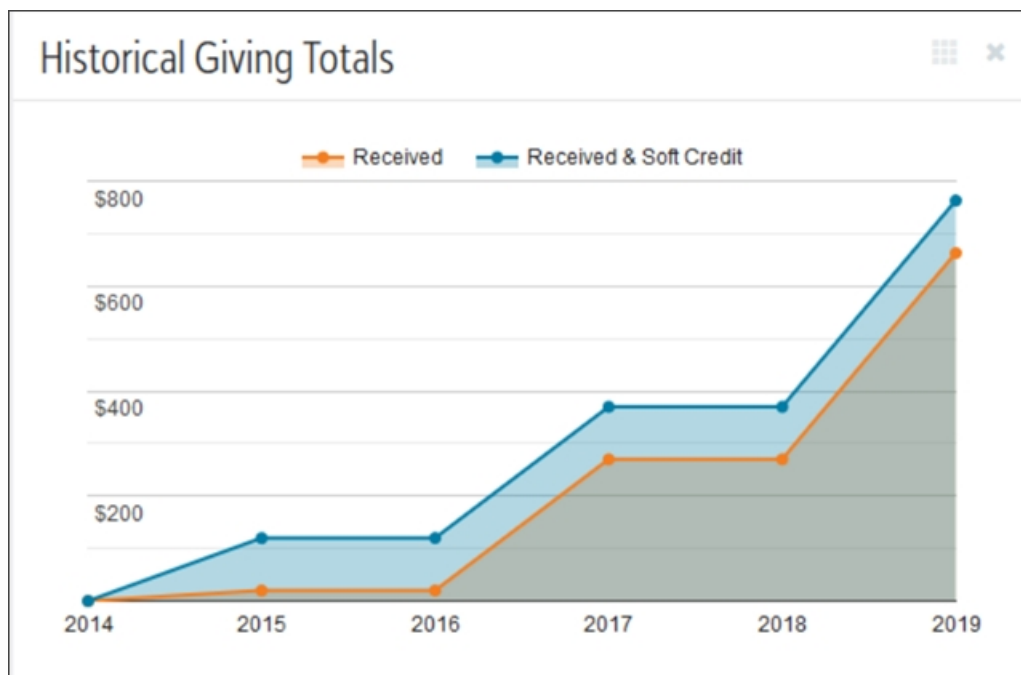
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7.53.0 New Features

This guide lists new features available in **eTapestry** 7.53.0, released on November 17, 2019.

Account Home Page: Historical Giving Totals

To quickly view performance statistics for a donor's giving history, the **Historical Giving Totals** tile now appears on account home pages.



The **Historical Giving Totals** tile displays the cumulative yearly total amount of pledge payments and gifts that has been received from a constituent. If the account has any soft credits, those display in addition to the received totals.

Note: Amount totals are shown in the currency of your database.

For more information, see [Custom Account Home Page and Header](#).

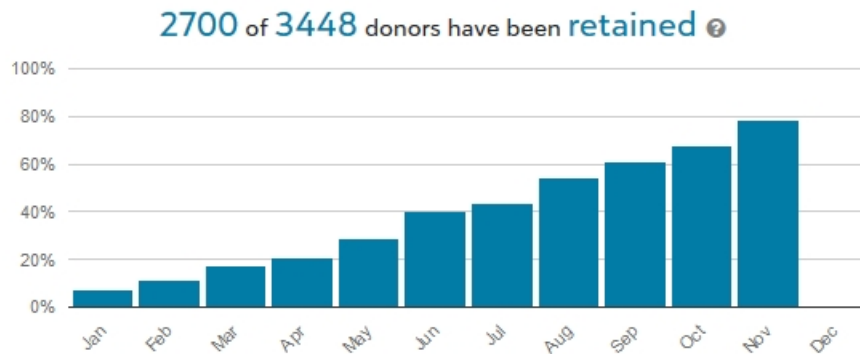
Home Page: Donor Retention Rate

To quickly view performance statistics for your organization's donor retention, the **Donor Retention Rate** tile now appears on your custom home page. Donor retention rate is based on the number of

donors that gave to your organization last year and this year.

Tip: Prior year retention and lapsed data display during the entire month of January. If your organization operates on a fiscal year calendar, this data displays during the first month of your fiscal year.

Donor Retention Rate



Largest Lapsed Donors

Donor	Raised	Transactions
Central Bank	\$25,000.00	2
Kevin Jones	\$10,000.00	4
Harper Family Trust	\$8,000.00	1
Mary Smith	\$7,500.00	1
Doug & Linda Williams	\$5,000.00	1

Displaying 5 of 748 Donors [See Full Report](#)
 Last Updated 11/5/2019 12:35 AM [Refresh](#)

Donor Retention Rate displays details such as:

- The rate of donors who gave this year versus last year
- The percentage of donors you retained as of a particular month
- A report of your top lapsed donors

Note: This report is only available to users with rights to view all accounts and journal entries.

For more information, see [Custom Home Page](#).

eTapestry Mobile

Note: The mobile site is subject to the same concurrent user subscriptions as the standard database.

With this release, **eTapestry Mobile** has been updated to improve its look and feel and reflect a more modern look at your data. To access the mobile-friendly version of **eTapestry**, go to <https://sna.etapestry.com/mobile/Login.jsp> on your mobile device. For more information, see [eTapestry Mobile](#).