Contents

7.53.0 New Features ................................................................. 2
Account Home Page: Historical Giving Totals ......................................... 2
Home Page: Donor Retention Rate ......................................................... 2
eTapestry Mobile ............................................................................. 3
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

2700 of 3448 donors have been retained

#### Largest Lapsed Donors

<table>
<thead>
<tr>
<th>Donor</th>
<th>Raised</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Bank</td>
<td>$25,000.00</td>
<td>2</td>
</tr>
<tr>
<td>Kevin Jones</td>
<td>$10,000.00</td>
<td>4</td>
</tr>
<tr>
<td>Harper Family Trust</td>
<td>$8,000.00</td>
<td>1</td>
</tr>
<tr>
<td>Mary Smith</td>
<td>$7,500.00</td>
<td>1</td>
</tr>
<tr>
<td>Doug &amp; Linda Williams</td>
<td>$5,000.00</td>
<td>1</td>
</tr>
</tbody>
</table>

Displaying 5 of 748 Donors

Last Updated 11/5/2019 12:35 AM

**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.etapstry.com/mobile/Login.jsp](https://sna.etapstry.com/mobile/Login.jsp) on your mobile device. For more information, see [eTapestry Mobile](https://sna.etapstry.com/mobile/Login.jsp).