How many Constituents are engaged with OSU?

350,401Constituents

14.04%

Constituents

Depth of Engagement



274,095 (78.2%) 1 Engagement Type **69,623** (19.9%) 2 Engagement Types

6,683 (1.9%) 3 Engagement Types



i) ≡

Analysis

Engaged via Time	198,730 7.96%	♯ Engaged via Talen	t 46,457 1.86%	Engaged via Treasu	188,203 ure 7.54%
0.88% Constituents Acquired	6.29% Constituents Lapsed	0.03% Constituents Acquired	0.24% Constituents Lapsed	1.54% Constituents Acquired	3.51% Constituents Lapsed
22,039 (11.1%) New	9 ,	645 (1.4%) New	9	38,420 (20.4%) New	2
159,433 (80.2%)) <u>&</u> \$	45,656 (98.3%)	42	98,996 (52.6%)	<u>4</u>
17,258 (8.7%) Reacquired	<u></u>	156 (0.3%) Reacquired	S	50,787 (27.0%) Reacquired	S
157,008 Lapsed from Previous FY		5,917 Lapsed from Previous FY		87,518 Lapsed from Previous FY	
1 Category	2 Categories				
159,476	30,290	1 Category	2 Categories	1 Category	2 Categories
3 Categories	4 Categories	45,604	853	188,185	18
7 290	1 674				



Engagement KPIs 7/1/2021 - 3/15/2022

Data as of: March 15, 2022

