Report Builder 101

Download tailored spreadsheets of fundraising data for compliance and strategy.

With ActBlue's **Report Builder**, you can build and download fully custom CSV spreadsheets of your fundraising data. Save templates for reports that you want to download regularly, or **schedule automatic, customized reports to be sent to Google Sheets™** on a cadence of your choice!

What kind of reports can I generate?

1. **First name, last name, and email.** Pull your donors' contact information and send them an email updating them on your work!

2. **Phone number and text opt-in.** Use this data to build up your SMS/phone engagement program with donors who are already following your campaign.

3. **Donor segments.** Download lists for different types of donors: first-time, recurring, and **ActBlue Express** users. Target each segment with unique messaging on how they can amp up their support.

4. **Upsell success rate.** Are your **upsells** successful in persuading donors to increase their contributions or convert to recurring donations? If not, try changing up your language or switching to a different upsell type.

5. **Express Lane.** This tool allows donors with ActBlue Express accounts to give from your emails or website with a single click. Take a deep dive into which donors are making one-click donations and how much they ultimately give.

If you have specific questions about filing reports, we recommend that you consult your legal counsel and compliance team, or reach out to the government agency that oversees your activity.