First Name	Last Name	Pledge	Donated or NO	Day 0: Candidate phone call and pledge (Email 1)	Day 2: Email 2-Reminder (Finance Director)	Day 4: Email 3-Reminder (Candidate)	Day 6: staff call (Finance Director) and send mailing	Day 9: Staff Call 2 (Campaign manager)	Day 14: Staff Call 3 (Finance Director)	Day 15: Candidate call (either donation received or pledge is dead)	Day 29: back in the call rotation to try to get a new pledge	Donation amount	Donation versus pledge	% donated vs pledged	Date of donation	Pledge to Donate spread (days)