# **AI Scoring & Insights Demo - June 05**

[**VIEW RECORDING - 35 mins (2 mins of highlights)**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu)

[@0:00](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=0.0) - **Sim Borodach (Hatch)**

For something like 49 days. Yeah, what happened?

[@0:04](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=4.56) - **Chavi Weiss (Lev LaLev)**

You slept in.

[@0:06](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=6.58) - **Sim Borodach (Hatch)**

It was a sleepy, yeah, I slept in Rosh Hashanah, so I'm still sleeping now. That's a big problem.

[@0:14](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=14.3) - **Chavi Weiss (Lev LaLev)**

I like your text. Thank you.

[@0:18](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=18.48) - **Sim Borodach (Hatch)**

My wife works with graduate students here in Southern California at the Hillel, you know, Hillel Institution. So one of her students makes these hats, and he gave one to her for me.

[@0:32](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=32.86) - **Chavi Weiss (Lev LaLev)**

Oh, that's nice.

[@0:36](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=36.72) - **Sim Borodach (Hatch)**

So what's new at Hatch? This is pretty exciting, what I'm going to be showing you today.

[@0:44](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=44.34) - **Chavi Weiss (Lev LaLev)**

I have a Bracha Archbishop. have a camera, but she's watching.

[@0:48](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=48.58) - **Sim Borodach (Hatch)**

Okay. Hi, Bracha. Nice to meet you. Hi. Bracha, do you know much about Hatch? No, about Hatch. Just started today.

[@1:01](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=61.16) - **Chavi Weiss (Lev LaLev)**

Yeah.

[@1:02](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=62.52) - **Sim Borodach (Hatch)**

Just started at Lev LaLev or started? Oh. Yeah. Mazelto. Yeah.

[@1:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=68.94) - **Chavi Weiss (Lev LaLev)**

Thank you. You're welcome.

[@1:15](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=75.92) - **Sim Borodach (Hatch)**

So what we're going to go over today is called Hatch AI Scoring and Insights, and it's our latest development that is taking...

Oh, could I just interrupt you one second?

[@1:28](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=88.28) - **Chavi Weiss (Lev LaLev)**

My boss wants to log in and he can't get it. Into Hatch, you mean?

[@1:33](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=93.8) - **Sim Borodach (Hatch)**

Yeah.

[@1:34](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=94.54) - **Chavi Weiss (Lev LaLev)**

I keep on removing his account and trying to add him and it doesn't go.

[@1:40](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=100.9) - **Sim Borodach (Hatch)**

Okay. Let's take a look here. When you say remove his account, you mean you've deleted him as a user.

GR, that's his name, GR? exactly.

[@1:53](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=113.76) - **Chavi Weiss (Lev LaLev)**

Are you getting the email?

[@1:55](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=115.04) - **Sim Borodach (Hatch)**

No? I love it.

[@1:58](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=118.38) - **Chavi Weiss (Lev LaLev)**

Rocking. you very Very Thank Could it be blocked by your email client? Should it be.

**ACTION ITEM: Report/follow up on user issue - GR not receiving Hatch login email. Check spam, re-send if needed. -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=133.9999)

[@2:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=128.64) - **Sim Borodach (Hatch)**

And you already cancelled and re-added him, right? Right. So if he's not getting the email, can he check his junk?

He checked his junk.

[@2:22](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=142.24) - **Chavi Weiss (Lev LaLev)**

Okay.

[@2:24](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=144.82) - **Sim Borodach (Hatch)**

I mean, I'll report it as a bug. But I don't, there's nothing else that I can do until, he could use your, your login temporarily.

Right. So I'll just report it and maybe they'll get to it before, while we're on the call. Okay.

[@2:56](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=176.82) - **Chavi Weiss (Lev LaLev)**

we're looking forward to Okay. we'll see it I'm going to give you a lot of it. How come you guys weren't at the charity expo this time?

I don't know.

[@3:22](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=202.08) - **Sim Borodach (Hatch)**

That's a great question. I will find out. Okay. All right. I've reported the user issue, and hopefully someone will get back to us soon.

Bye.

[@4:03](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=243.54) - **Chavi Weiss (Lev LaLev)**

All right.

[@4:05](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=245.8) - **Sim Borodach (Hatch)**

So I'm going to share my screen and show you what this new scoring does. And it's incredible. Customers of ours have called it game changing.

I mean, I feel comfortable sharing this with you guys because you've been customers for a while. They're leaving their other platforms for our platform because this is such a revolutionary use of data.

And I probably want to check with you. Do you have any experience yet with AI? Just so I know kind of how to explain what we've built and how it works for you.

What?

[@4:43](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=283.84) - **Chavi Weiss (Lev LaLev)**

We? Yeah. Do you guys use, have you ever used AI?

[@4:49](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=289.14) - **Sim Borodach (Hatch)**

Have you used AI yet? It's like, it's therapist, it's my everything. Okay. Same.

[@5:00](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=300.0) - **Chavi Weiss (Lev LaLev)**

Okay, cool. So you'll survive without it.

[@5:04](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=304.2) - **Sim Borodach (Hatch)**

Yeah. Cool. That's cool. It's not me anymore. Yeah. It's my little man. But you know, I realized something that, I realized that because we have Shabbos and Yom Tov, we can never be fully integrated because maybe, right?

Yeah, that's true.

[@5:28](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=328.14) - **Chavi Weiss (Lev LaLev)**

Actually, I'll tell you, like, something, but, like, a little personal. got to have to, I got to have to use their child, so I said, forget it like that.

It's the clock letter. Oh, really? Wow.

[@5:42](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=342.62) - **Sim Borodach (Hatch)**

No, I'm kidding. Oh. Oh, but I could see that being the case, like, for a certain person. I mean, obviously, a doctor is going to be using it, so I don't know.

I mean, the work you do is pretty important. I can see it.

[@5:55](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=355.98) - **Chavi Weiss (Lev LaLev)**

I have no problem. Sometimes I make a joke. I say it so seriously. No one knows about it. Yeah.

[@6:01](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=361.12) - **Sim Borodach (Hatch)**

Yeah. Yeah. Yeah. Yeah. do have that issue. Yeah. That's funny.

[@6:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=368.64) - **Chavi Weiss (Lev LaLev)**

It's problem with my kids. For them, it's like, you know. Yeah. Yeah.

[@6:14](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=374.52) - **Sim Borodach (Hatch)**

It's pretty funny. Okay. So let's keep going here. I'm totally sharing the wrong window right now. It's a problem.

Right now, you are showing us our database or someone else's?

[@6:29](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=389.28) - **Chavi Weiss (Lev LaLev)**

Neither. I'm just sharing you something else.

[@6:33](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=393.02) - **Sim Borodach (Hatch)**

But, okay. So this is how this works. Okay. You are going to have these individual scores now, which have names that, you know, are representative of what they are, but they're not necessarily names that everybody uses.

So, for example, we have our affluence score, which highlights how wealthy someone is. And all the scores are between zero and 100.

So you're going to have to figure out. yourself what the numbers exactly mean, right? If someone's a 46 versus a 39 versus a 51, 61, 37, you'll see people all over between 0 and 100.

So for each score, you're going to have to figure out how significant it is. But obviously, the closer to 100, the more they're at the max.

So someone who's really someone who's above a 90 in affluence as a billionaire, a 93 specifically, and someone who's got a propensity.

Propensity is like the word for philanthropy that's just used in the nonprofit tech space. So it's the word we use.

So, so far, the two scores we're highlighting have to do with how wealthy they are and then how philanthropic they are.

And if you hover over the scores, you see the explanation, okay? It's a one-sentence explanation that's – this is really the AI-generated part for these two scores.

There's going to be more AI in some of the other scores, but for these two, the AI part is really the one-sentence explanation.

It's telling you, you know, why Greg got this score that – He did. And here you see why he got the philanthropy score that he did.

So it's taking all his philanthropy and just squishing it into one number and one sentence explaining why he got the score that he did.

Now, you can sort by those scores. So I could sort by highest affluent score. And that's just going to easily show me the richest people are now going to pop to the top.

Likewise, I could sort by propensity score. It's just buffering. Likewise, I could sort by propensity score, and it will pop the most philanthropic people to the top.

It's loading. see the loader bar going across the top. Okay, there we go. Amazing. I mean, these people are exceptionally wealthy.

According to the data that's been collected on them. My data? This is your data. We are in your account.

Okay, I was losing stealing names.

[@9:10](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=550.76) - **Chavi Weiss (Lev LaLev)**

I'm joking.

[@9:12](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=552.52) - **Sim Borodach (Hatch)**

What do you mean?

[@9:15](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=555.5) - **Chavi Weiss (Lev LaLev)**

Okay. Oh, wow. These are very, oh, wow. Now, remember that data needs to be confirmed and completed, okay?

[@9:27](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=567.14) - **Sim Borodach (Hatch)**

So, Arnold, this could be a different Arnold Goldstein, who seems to be incredibly philanthropic, right? So, someone needs to, what did you say?

[@9:38](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=578.48) - **Chavi Weiss (Lev LaLev)**

has to match it up to make sure it's accurate. Exactly.

[@9:42](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=582.02) - **Sim Borodach (Hatch)**

So, that's where you use these elevated profiles, okay? When you want to learn more about someone and have it confirmed and completed, you got to elevate it.

These questions are optional, okay? So, you don't have to answer them, but if you know, you know, their date of birth, you know, their spouse name, etc., you could fill it out.

it out and then hit. could could So we then we elevate it and we send it back to you in an email within usually two business days.

So if you submitted it today, you'd get it back about Monday, Arnold's profile. And then you'll be able to jump down and we'll get to this in a second, but you'll go to his insights section, which is basically the same data as seeing here.

And you'll be able to see how the score is updated based on the elevated profile. Okay, so then we're going to talk about the other scores here, which we could look at from this view.

So we talked about affluence. This is body enrichment reports.

[@10:42](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=642.04) - **Chavi Weiss (Lev LaLev)**

Where do I find those? You don't need to run any reports.

[@10:46](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=646.06) - **Sim Borodach (Hatch)**

It's through the exact same interface as before, right? Here I just, you have different columns turned on. So before you were used to seeing, let's say, public donations or social profiles.

Now I turned on some scoring columns. So same view. Okay. And then I just went into Arnold's profile, and I start in the Snapshot section, which just looks familiar, right?

Yeah. And then I just hit Insights, where you could scroll to the Insights section, and there you have Insights.

You don't need to run any report. The data's all there already. Okay.

[@11:16](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=676.02) - **Chavi Weiss (Lev LaLev)**

So this guy is real. He gave other Jewish federations. Oh, awesome.

[@11:21](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=681.76) - **Sim Borodach (Hatch)**

Great. So you're already on to Donation's Affinity score. So that score, just like you were pointing out, highlights how their donations to other nonprofits align with Lev LaLev.

Right. And then this one sentence explanation gives you the rundown. And then you can hit CY to get even more details of where did he give.

So obviously your organization's at the top. Only a thousand dollars. How recently, how many times, and the total amount.

And then you could see the other organizations that he's given to, and how recently, how many times, and the total amount.

And they're sorted by... Like, in this one, because we're trying to capture affinity, like we're trying to capture how much affinity they have for Lev LaLev, they're sorted by their overall affinity score, which is some combination of the similarity to your organization, and that uses AI, where we basically say, like, how similar is Lev LaLev to, you know, the YIVO Institute for Jewish Research, and the AI is really good at giving a comparison score.

We combine that with how recently they gave, how many times, and the total amount, and that, you those combination of factors will push them higher to the top.

And we're adding right now, where you'll be, it should be added this week, next week, in the coming days, where you can actually see the comparison explanation explaining why the two organizations are similar.

So you don't need to, so you don't need to just trust us. Yeah. Wow. Yeah. It's already there. It's already there in the background.

We just have to add it to the profiles. Okay. So, and then as you scroll down, you'll... See, like, the donations become increasingly irrelevant.

Not even sure what this is. That's very cool.

[@13:11](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=791.1) - **Chavi Weiss (Lev LaLev)**

And then at the bottom, the Met, that's a great example, has nothing to do with Lev LaLev, even though he has $8 million associated with him.

[@13:18](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=798.26) - **Sim Borodach (Hatch)**

Right.

[@13:18](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=798.8) - **Chavi Weiss (Lev LaLev)**

Okay. So you would say, like, oh, great, he gave $8 million.

[@13:22](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=802.7) - **Sim Borodach (Hatch)**

That might impact his propensity score, just how philanthropic he is. We don't care to wear. But it's not going to have a significant impact on his donations affinity score.

So kind of when you're back here, you're going to want to use the different combinations of these scores to get to the people who are most relevant to you or what you're looking for.

So we'll go on. Sorry.

[@13:48](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=828.8) - **Chavi Weiss (Lev LaLev)**

The best to search by is the F-word score? Not necessarily.

[@13:53](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=833.6) - **Sim Borodach (Hatch)**

It depends what depends how you want to approach things. Looking at affluence just tells you how wealthy someone is.

It doesn't tell you if they give their money. And it doesn't tell you if where they give their money is important to you.

And there's another score that helps you understand affinity, which is Profile Affinity. So that's looking at their affinity for your organization, but having nothing to do with money.

These three all are related to money. This one is just who is the person.

[@14:20](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=860.82) - **Chavi Weiss (Lev LaLev)**

really all like stories about money, so that's not relevant to me. Well, I mean, it is in the sense that it will help you find people who, like, they're conversation starters, right?

[@14:31](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=871.36) - **Sim Borodach (Hatch)**

The things that you want to bring up on the phone when they say, why are you calling me? Instead of saying, because you're super rich, you could say, well, I mean, for this guy, it's because he's Jewish, which is not particularly interesting.

But let's look at someone else. That's what I get to say, because you're super rich.

[@14:48](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=888.56) - **Chavi Weiss (Lev LaLev)**

You have the money, share it.

[@14:52](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=892.72) - **Sim Borodach (Hatch)**

Absolutely. Absolutely. These are just additional nuggets that you could use. Oh, here you go. As a rabbi of congregation, Ramat Oran.

Let's see. Fathom, Religious, you get it. Oh, wow. Yeah. This guy, how much did he give me? He's given you 2.8 times per year.

They've become less frequent since 2025. That's all he was given? But keep in mind, his profile, oh, this actually, his profile was elevated, but all these donations are yellow and red.

So we couldn't confirm or deny them. I'd actually like to see this profile elevated again. He was last elevated a few months ago.

I think that the donations on his profile don't necessarily belong to him. I think we couldn't figure out either way.

So we left them, but none of them are. Friedman is a very common name. Right. Yeah, so this is a little bit of a trickier case.

[@16:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=968.16) - **Chavi Weiss (Lev LaLev)**

Well, we have a very high, he's a rabbi of the congregation, he's definitely worth something, you know? Mm So we have a lot of work with us.

Sorry? I have a lot of work to do with us. Yeah, absolutely.

[@16:26](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=986.3) - **Sim Borodach (Hatch)**

Absolutely. So that's Profile Affinity, and you can click in here to see the individual facts that powered the score.

So here you get he's a rabbi, here you get that he's a rabbi at this specific shul, here you get that he's Jewish, here you get that he's a Jewish leader.

So it's breaking down these different facts. Here it's a little bit redundant. Maybe this one will be a little bit less redundant.

Let's see. Okay. see. Sorry, just stuck loading. Oh, nice. Okay, here you go. This is a slightly better one.

She's doing fundraising.

[@17:36](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1056.18) - **Chavi Weiss (Lev LaLev)**

Oh, yeah, amazing. She works for friends of the IDF. Mm-hmm. Now, sorry? What did she give me? She gave you, so this is the last score called MyOrg Donations.

[@17:54](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1074.14) - **Sim Borodach (Hatch)**

It's a score of how much they've given to you. So she's given something. Her most recent donation was in 2022.

chance give you a chance Donates on average once per year. She looks like a witsy house.

[@18:05](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1085.26) - **Chavi Weiss (Lev LaLev)**

What's that?

[@18:06](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1086.44) - **Sim Borodach (Hatch)**

She looks like a tiny house.

**ACTION ITEM: Use all 20 profile elevations/mo. Focus on high-value prospects (affluence + propensity). Verify data accuracy. -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1090.9999)

[@18:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1088.8) - **Chavi Weiss (Lev LaLev)**

She gave me $80. Yeah, so this might be, this seems like a different Alexandra Cohen.

**ACTION ITEM: Request elevated profiles for high-potential donors. Use blue chat icon for questions. Aim for 20/mo. -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1094.9999)

[@18:15](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1095.98) - **Sim Borodach (Hatch)**

It might be a different Alexandra Cohen. Right. So you would have to elevate it. Yeah, and your elevations are precious because there's, I mean, there's 20 per month.

So I want to see you, Chavi, use all of them. I want to see you requesting people so you get the real benefit.

How much is it to request more? The pricing is here. Oh, well, okay. They're costly. Yeah.

[@18:50](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1130.26) - **Chavi Weiss (Lev LaLev)**

get credit for all the months that we did it. Is it? I think we've been sending you, I think we've been sending.

[@18:59](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1139.4) - **Sim Borodach (Hatch)**

been sending you, I sending you, I been you, In many cases, profiles anyways. Just not ones that you were requesting.

So let's just double check if that's true. Yeah, think we've been sending you at least for quite a few months, even though you haven't been requesting them.

So I don't think it's likely that we're going to go back and back and backfill them. But we really do want you to use them going forward.

They're very valuable. And please God, we have the combination. Let's sync my new people.

[@20:05](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1205.52) - **Chavi Weiss (Lev LaLev)**

Meaning, I want to know, let's say, my new donors come in. Let's say we did a ton of marketing for Mother's Day.

I want to see all the people that came in who's that month, let's say, me, right? And I want to see which ones I should look into, which ones should get a phone call.

Yeah, so right now, the only list that's synced over is your Hatch list.

[@20:28](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1228.96) - **Sim Borodach (Hatch)**

So, you could sync over another list, or you could sync a custom field so that anyone, well, you actually don't really need to use this function anymore.

It's probably worthwhile if you want to open up your Razor's Edge and just go over to one of these people's profiles.

I think you're going to like what you see. Do you want to do that and share your screen? Oh, yeah.

[@20:54](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1254.48) - **Chavi Weiss (Lev LaLev)**

So.

[@20:57](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1257.66) - **Sim Borodach (Hatch)**

We introduced some new functionality to the. Razor's Edge Integration, so that'll help answer the question.

[@21:03](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1263.06) - **Chavi Weiss (Lev LaLev)**

Yeah, okay. So what was the name that should open?

[@21:07](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1267.32) - **Sim Borodach (Hatch)**

Arnold Goldstein. And then you're going to scroll down to the bottom, all the way down. There you go. you got your Hatch tile.

Oh, wow. And, yeah. And if someone's got a picture, their picture will be there instead of their initials. And you get more or less the same data that you saw in that Insight section.

You can hit that Go to Constituent and Hatch, that big blue button, and it will take you directly there.

[@21:45](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1305.24) - **Chavi Weiss (Lev LaLev)**

**NEEDS REVIEW: Missing constituents from RE NXT integration -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1305.24)

Oh, that's so cool. So how do I know I have all the new people in that list?

[@21:52](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1312.44) - **Sim Borodach (Hatch)**

I don't, I mean, you'll have to, that's an R-E-N-X-T question. You'll have to figure that out from your system.

Okay. What was named Hatch, right?

[@22:03](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1323.08) - **Chavi Weiss (Lev LaLev)**

Right. I think we, look, here I have 18,820.

[@22:14](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1334.34) - **Sim Borodach (Hatch)**

Okay, we have fewer in our system. Hmm. Okay.

[@22:30](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1350.16) - **Chavi Weiss (Lev LaLev)**

Okay.

**ACTION ITEM: Investigate Hatch/RENXT record count discrepancy (18,820 vs 12,594). Determine cause, sync strategy. -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1367.9999)

[@22:58](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1378.92) - **Sim Borodach (Hatch)**

Okay, I have to find out. Why? We're seeing different numbers?

[@23:02](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1382.22) - **Chavi Weiss (Lev LaLev)**

When I gave it to you a year ago, we had 12,594.

[@23:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1388.04) - **Sim Borodach (Hatch)**

Right.

[@23:09](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1389.06) - **Chavi Weiss (Lev LaLev)**

The number you have right now over there. Right.

[@23:12](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1392.82) - **Sim Borodach (Hatch)**

Right. Okay. If I open it, we have much more.

[@23:16](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1396.2) - **Chavi Weiss (Lev LaLev)**

So why?

[@23:27](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1407.16) - **Sim Borodach (Hatch)**

I'll find out.

**ACTION ITEM: Investigate Hatch/RENXT discrepancy. Check why some contacts missing from Hatch list (18,820 vs 12,594). -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1408.9999)

[@23:38](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1418.24) - **Chavi Weiss (Lev LaLev)**

Okay. Yeah. I would like to add the rest. guess the new people aren't coming in.

[@23:49](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1429.38) - **Sim Borodach (Hatch)**

All right. I'm going to find out what's going on over there. So, and then if you go to, if you, you could go to an RENXT record that's not in Hatch.

Okay. All right. Right. And not in that list, because they should be syncing over from that list. So if you go to someone in RENXT who's not in your Hatch list, there's a button Sync to Hatch now in that Hatch tile on the RENXT record.

So you can either add them to Hatch or you can hit that button. Oh, wow.

[@24:16](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1456.96) - **Chavi Weiss (Lev LaLev)**

Okay. So everybody has... Oh, I see here. That's so cool that you integrated into MXP.

[@24:31](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1471.78) - **Sim Borodach (Hatch)**

Yeah. Yeah, we're pretty excited about it. Yeah. Yeah, we're pretty excited about it. I have so much work to do.

Well, I mean, really, you know, when you put all of this together, what we genuinely hope it's going to do is make your job a lot easier.

So, yes, there's a sense in which you have more work, but now much more is possible. Yeah. So you can be having the right...

You can be having conversations with the... The right conversations with the right people more easily.

[@25:03](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1503.74) - **Chavi Weiss (Lev LaLev)**

all users in Razor's Edge will have access now to Hatch? Mm-hmm.

[@25:10](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1510.82) - **Sim Borodach (Hatch)**

Meaning it comes off by both social even though he's not in Hatch. Yeah, you got it. Yeah, that's a great point.

And you should be able to move that tile around if you want it to be more centralized. The default spot is down at the bottom.

[@25:26](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1526.04) - **Chavi Weiss (Lev LaLev)**

Okay, any other tips for how to work with this? Yeah, so there's two more things.

[@25:32](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1532.76) - **Sim Borodach (Hatch)**

The first thing I want to show you is this Hatch Giving Score. So as you can see, by default, the Hatch Giving Score includes all five of these subscores, right?

You have the colors from each of them are represented here. You can change that and include only those scores that are relevant to you in the moment.

So I'm going to go to My Organization, okay, where I can edit the settings here. I'll close these. And then it's great.

All the way to the bottom. And here, the default weights are 20% per score, affluent score, propensity, donations, affinity, like we went over.

So you can change to look at any combination of the subscores, hit save. And now when I head back to his profile, or when I head back to this page, you're going to see that the Hatch Giving Score updates to only include those scores that I mentioned in the settings.

Okay, so one way that this can be useful to you is, let's say you, I'm going to go back here for a second.

Let's say you want to focus, actually, oh, we could leave it as is. Let's say you want to focus on, oh, my screen's frozen over here.

It's weird. Okay, I'm updating. Okay, so let's say you...

[@27:00](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1620.12) - **Chavi Weiss (Lev LaLev)**

you... On a focus on who's basically got the most money, right, available.

[@27:04](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1624.92) - **Sim Borodach (Hatch)**

So I set the Hatch Giving Score to be a combination of affluence and propensity. And now I'm going to look at my profile affinity and my MyOrg donations.

And so now I'm going to look at these factors that are aside from affluence and propensity. And I know by now, I'm going to sort by the highest Hatch Score.

So by sorting by the highest Hatch Score, I'm going to put the people basically at the top who are a combination of the richest and the most philanthropic.

And I'm just going to cherry pick the ones who have high affinity scores and basically low MyOrg donations, right?

Because the assumption is that you know about people who are really philanthropic, but you don't know about, for example, Leslie Blum.

Perfect, perfect example here. Okay. And she's super interested in Jewish causes. Okay. And I have some significant with your organization.

And so profile. Okay. And I already know going into this that she doesn't give you a lot of money.

She gives a lot of money elsewhere. She gives a lot of money to organizations that are like yours. And she seems to be interested in what you guys do.

Okay. So by making the Hatch score a combination of just these two and then scanning with my eye over here, I'm able to easily identify folks who are super wealthy, super philanthropic, and who are interested in your organization's mission based on where they give, what their personal attributes are or interests, and possibly both.

Okay.

[@28:59](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1739.1) - **Chavi Weiss (Lev LaLev)**

There's one more thing.

[@29:00](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1740.02) - **Sim Borodach (Hatch)**

thing. Show you, which is the Gift Capacity Rating and Target Ask Amounts. So these are the actual dollars that you can use to inform, exactly, so gift capacity, don't, why?

[@29:25](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1765.2) - **Chavi Weiss (Lev LaLev)**

Hi. I don't want to see this. Do you want me to cancel the invitation?

[@29:32](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1772.64) - **Sim Borodach (Hatch)**

No, Jill. Oh, you're sorry. I'll tell him that. Let me be all surprised. Why? Why are you saying that?

I mean, I feel like it's obvious, but are you...

[@29:48](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1788.12) - **Chavi Weiss (Lev LaLev)**

Last day I 1.7, and you told me I should be raising $29,000. All Okay, so hold on, hold on.

[@29:56](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1796.64) - **Sim Borodach (Hatch)**

I that. Hold on, hold on, hold on. So I'm not telling you that you You raising $49 million from this person.

This is telling you that you should be raising $8 million from this person, but that this person, if you convince this person to give you the maximum amount of philanthropy that they're giving to all organizations over the next five-year period, it would be $49 million.

So all organizations over the next five years. Oh, I love that.

[@30:24](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1824.92) - **Chavi Weiss (Lev LaLev)**

From everything you see from all the people, how much I could be raising?

[@30:29](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1829.26) - **Sim Borodach (Hatch)**

No, but you could definitely be raising $49 million for your entire database. Yeah. Okay.

[@30:38](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1838.38) - **Chavi Weiss (Lev LaLev)**

Yeah. It opened up a lot of orphanages. Please, God.

[@30:46](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1846.58) - **Sim Borodach (Hatch)**

Okay. But this does say that the max that you could ask her for is $8 million for your organization.

Oh, that's so cool.

[@30:57](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1857.3) - **Chavi Weiss (Lev LaLev)**

That would be the S for now. Exactly. Thank you. So you can see she's given very small amounts.

[@31:02](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1862.52) - **Sim Borodach (Hatch)**

So, of course, you need to build a relationship with her, but understand that you should not approach her for $10,000, that you could be approaching her for $400,000 as a first gift.

[@31:16](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1876.22) - **Chavi Weiss (Lev LaLev)**

Okay, we're looking forward. Yes, absolutely.

[@31:22](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1882.58) - **Sim Borodach (Hatch)**

Thank you so much for, you know, persisting with me. And, Chavi, I want to highlight that. You know, success to me is measurable in terms of how you're using Hatch.

So, all good things in life, you know, take some work, or most good things. things you get.

[@31:41](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1901.14) - **Chavi Weiss (Lev LaLev)**

that are using Hatch are like, whoa, right?

**ACTION ITEM: Daily Hatch usage. Explore new AI Scoring & Insights. Use sorting/filtering by scores. Review Gift Capacity Ratings. -** [**WATCH**](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1902.9999)

[@31:45](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1905.32) - **Sim Borodach (Hatch)**

Yeah. Yeah. With this new feature set. So, I want to see you requesting elevated profiles. That's a sign to me.

[@31:53](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1913.32) - **Chavi Weiss (Lev LaLev)**

I'm going to spend some time on Hatch every day as well as my key. Awesome. So... And...

[@32:00](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1920.0) - **Sim Borodach (Hatch)**

And there's a blue, the blue icon in the bottom right corner in every screen and hatch has a chat function.

So you can email with me, but, you know, emails kind of get laundry piled because I get emailed about things that aren't necessarily customer questions.

So if you have questions while you're in the application, that's the best place to reach out. I do work on the West Coast, so I sometimes don't come online until 11 a.m.

your time. So just know there'll be, could be a little buffer in the morning, but that's kind of like an instant message, messenger.

So, you know, we're kind of just chatting with each other and as I do with all of our customers.

[@32:37](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1957.5) - **Chavi Weiss (Lev LaLev)**

Okay, how do I get back to, let's say, seeing the birthdays? To seeing the birthdays and Hatch Live? Oh, I just thought, I don't stop here.

Let's Hatch, I go to live. You can go to live, yeah.

[@32:57](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1977.98) - **Sim Borodach (Hatch)**

Okay, amazing.

[@32:59](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1979.0) - **Chavi Weiss (Lev LaLev)**

Thank you so much. I will check in with you again in about a month from now.

[@33:04](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=1984.9) - **Sim Borodach (Hatch)**

Amazing. Thank you. So you have a fundraising coach. Oh, thank you very much. That's very silly to say. Hmm.

What makes you say that? mean, I think the boots to do it. Hmm. Well, I guess, yeah, you don't have information.

Yeah. My wife, my wife had been running, my wife's been running a Holocaust education nonprofit for 10 years. She founded it.

She fundraised for it grassroots. And that's exactly what she says. Um, I don't know, somewhere in the hundreds of thousands at the end of the day.

It was not her job. She was, she's the executive director and founder. So she raised enough to get it started.

And they've since like partnered with other organizations that foot a lot of the bills. So she doesn't have to fundraise so proactively anymore.

Oh, wow. Yeah. you. So I've heard I've heard that from her that it's fundraising is unbelievably challenging.

[@34:08](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=2048.48) - **Chavi Weiss (Lev LaLev)**

Yes. Yeah, we hope that this that this works.

[@34:15](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=2055.44) - **Sim Borodach (Hatch)**

And I just want to say, you know, do the work. And if you have good, you know, obviously, I'm here to support you with the challenges.

But if you have positive stories along the way, they encourage us. This is just the beginning of what we're building, even in, you know, 2025, because we usually go by the Gregorian year.

Even in 2025, this is just the beginning. We have a lot more to build that's going to be incredibly helpful to you and to all of our clients.

So it's motivating for us and it helps us in our succeed in our business to know when you guys are succeeding.

So if you have positive stories, please do, you know, think to let me know because we want to hear those.

Okay. Okay. All right. Have a Shabbat Shalom. Yeah. Okay.

[@34:57](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=2097.16) - **Chavi Weiss (Lev LaLev)**

If you could find out why all these people are not in the... Yeah, yeah, we're going to work on that now.

[@35:02](https://fathom.video/share/Y3DHZjX9xJ6XJqDDjUXsDszxjNNTLSqu?timestamp=2102.6) - **Sim Borodach (Hatch)**

you. Thanks. All right. Take care. Thank you.