# **Strategic Implementation - June 20**

[**VIEW RECORDING - 43 mins (No highlights)**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_)

[@0:04](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=4.84) - **Sim Borodach (Hatch)**

Wealth Signals. Hi everybody, Yossi, great to be back here with you.

[@0:46](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=46.14) - **Rabbi Yossi Bassman**

Likewise.

[@0:57](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=57.24) - **Sim Borodach (Hatch)**

Is Lily going to be joining us today?

[@0:58](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=58.84) - **Rabbi Yossi Bassman**

Yeah. I just had her in my office for a second, so she's just getting situated.

[@1:05](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=65.92) - **Sim Borodach (Hatch)**

Oh, perfect. Great. How are things going by you guys over at Bader Hill High?

[@1:16](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=76.94) - **Rabbi Yossi Bassman**

Thank God, doing well.

[@1:20](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=80.2) - **Sim Borodach (Hatch)**

Oh, good.

[@1:20](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=80.36) - **Rabbi Yossi Bassman**

finished off the year. I actually just went also on a, just finished a fundraising trip in South Florida. Oh, good place to fundraise.

Yeah, and I'm heading out to Toronto on Sunday, not primarily to fundraise, but I've reached out to several of our, you know, ongoing donors as well as a new donor.

But Hatch has not yet been a active tool in our arsenal.

[@1:58](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=118.66) - **Sim Borodach (Hatch)**

Yep. We are going to change that. Today, he's got him.

[@2:06](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=126.78) - **Rabbi Yossi Bassman**

I also just, Lilly, are you aware that every Monday there are five contacts, unless we specifically select which ones that randomly hit my inbox with enriched data?

So, is there a way for that to hit within one inbox?

[@2:34](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=154.64) - **Sim Borodach (Hatch)**

Yeah, for sure. So, one of the outcomes for today is to, you know, align on what your usage of Hatch going forward looks like.

Okay, we call this strategic implementation because you guys have been users for a long time. Your account's set up.

You've got some significant amount of data in Hatch. So, we want you to be on that streamlined process. It's for sure.

We're getting value out of the platform going forward. That's the outcome for today and I'm going to check in with you guys in another four to six weeks to just pulse check if you've been able to, you know, meet the outcomes that we are seeking, which the bar is not going to be super high, you've got to build the muscle memory and it's got to become intuitive for you.

Okay, it takes typically when customers come on board for the first time it takes them a couple months to get comfortable.

You guys have obviously been users for a long time, so we want to get you to that time to value quicker.

We don't want to let things peter on, but now that we're meeting, I'm going to be checking in with you.

So, if we can come out of this, you know, as much as our minds are configured in the right way about what we're trying to accomplish and how we're going to accomplish it, and our hearts are just set on one foot in front of another to help you guys fundraise a little bit more strategically, then hopefully Hopefully in four to six.

We'll keep moving forward well, and then over the next three to six months for the rest of the year, you guys will be feeling really good about your Hatch subscription.

You'll feel, you know, if you're not getting solicitations that are at larger amounts, which reflect like the clearest ROI possible, is that you've identified a donor that you should be asking more from, right?

If you've identified that person clearly through Hatch, that would be the greatest demonstration of your ROI, you know, more money in than you're putting out into Hatch.

That would be kind of at a good end. An okay end would be you're just prospecting intentionally, right? You're building a prospecting pipeline.

Obviously, a great end would be you're having this full flow where you're able to reach out to new donors or previous donors or past parents or grandparents, and you're getting better, larger donations, right?

You're right-sizing your donation amounts. So instead of asking for $360, you're asking for $1,800 and that's coming through Hatch Intelligence.

That would be a great outcome. You're just doing that as part of your pipeline. To an extent, it's going to be based on how proactively you can engage with Hatch and how intuitively you pick things up.

But that would be my greatest hope is that by the end of the year, you guys are partnered with our system and you're just really working together to ask from people who you weren't asking from already or asking, you know, better or more accurate gifts, I suppose, from folks who you already are asking for.

Anything you guys want to add before we dive in? Adding really as a user. We'll go over elevated profiles.

Again, we're going to go over our new AI scoring. Anything you guys want to add, sprinkle in, you want me to know about?

There's no shortage of things I can know about. We just only have so much time. So it's... Great to know that you are in South Florida and you're heading up to Toronto.

All these good points are helpful for me to orient myself.

[@6:05](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=365.98) - **Rabbi Yossi Bassman**

We're also, I do it, I kind of set aside two, three designated days. We do a decent amount of prep work, ranking donors from their internal, from their donations to our organization, and kind of have like focused solicitation, like kind of a mini campaign.

So we've been doing a decent amount of reports and trying to, so I don't know if that's, if there's a...

[@6:42](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=402.8) - **Sim Borodach (Hatch)**

What additional data are you using aside from what they've given to your organization?

[@6:48](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=408.56) - **Rabbi Yossi Bassman**

Zero, so we're just looking at their loyalty, their trend, anything lapsed. So all internal data, there's no... Um, external data involved.

[@7:02](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=422.7) - **Sim Borodach (Hatch)**

Okay, that's actually great, and I think that will complement what the Hatch Intelligence is bringing to you, because that's all...

[@7:09](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=429.66) - **Rabbi Yossi Bassman**

just to kind of put a, a, a, a caveat to that, we are data, we, we use data, like, um, so we strategize with data, so like, it's not a, that's not a new muscle, we don't yet know for how Hatch, which could be part of that process.

[@7:32](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=452.78) - **Lilly Nuck (hillelhigh.com)**

Good.

[@7:33](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=453.14) - **Sim Borodach (Hatch)**

That's really great. Great. Awesome. Awesome. Uh, after I show you, you know, after we go over things today, I'm, I'm excited to hear, and it would even be great live on this call to hear you guys ideate a little bit.

I mean, it might, might just go beyond the amount of time that you have. I know it's in, in our shot.

[@7:51](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=471.2) - **Rabbi Yossi Bassman**

you know, over to ideate, ideate.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=478.747416)

[@7:53](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=473.58) - **Sim Borodach (Hatch)**

Yes. Yes. So, Lilly, for you, I'm going to add you. As a user. Right now, you guys are seeing my screen in your hatch window?

[@8:03](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=483.98) - **Lilly Nuck (hillelhigh.com)**

Yes. Awesome.

[@8:05](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=485.78) - **Sim Borodach (Hatch)**

And you guys can add any users up to, I believe, four. And just for you, I know there was some question about if your original 50% discount is still being honored.

It is. I've verified that we've only ever charged you $50 monthly, which is half the cost. It is exactly half the cost of what we charge for the same plan now.

Plus, you get, and we'll talk a little bit more about elevated profiles, but you get twice as many elevated profiles.

It's the agreement we came to when you were in our beta cohort. We're not changing that. So customers who come at this 2500 enrichment size usually only get 10.

So you're getting a lot more value. You're getting closer to like $150 worth of value every single month, because those elevated profiles are super valuable.

And then to add users and to do really anything pertaining to your organization, you're going to add to my organization.

I'm just going to do a command F first. Seats, which is like the software term for users, and then you can add anyone here.

So I see that this Gelfman was added.

[@9:08](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=548.44) - **Rabbi Yossi Bassman**

Is this still relevant? No. No.

[@9:11](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=551.54) - **Lilly Nuck (hillelhigh.com)**

Okay, Lilly, I'll just grab your email from the participants here.

[@9:18](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=558.56) - **Sim Borodach (Hatch)**

Actually, maybe you could just tell it to me. It's not pulling off these.

[@9:23](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=563.76) - **Lilly Nuck (hillelhigh.com)**

Yeah. It is, so it's L, just an L, and then my last name is Nuck, N-U-C-K, at Hillel High.

**ACTION ITEM: Set up Hatch acct (check email invite); familiarize w/ platform features (30-60 min/wk) -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=576.9999)

Yep. Beautiful.

[@9:42](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=582.86) - **Sim Borodach (Hatch)**

Did that backwards. No. L, Nuck.

[@9:46](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=586.24) - **Lilly Nuck (hillelhigh.com)**

Yes.

[@9:47](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=587.44) - **Sim Borodach (Hatch)**

Okay, so you should get an email inviting you to join. Administrators have slightly more permissions. Yeah, that's fine. Okay.

Organization level details. Okay. Okay. Okie dokes. So, before we go to Elevated Profiles, let's talk about AI Scoring and Insights.

So this is the newest feature that we launched at the beginning of 2025. Customers are calling it Game Changing.

And the reason is, have you guys used other, like, Wealth Screening platforms, like, iWave or Donate Search? Not in any, like, for a week or two trials.

[@10:27](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=627.68) - **Rabbi Yossi Bassman**

I don't even remember what they're called.

[@10:30](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=630.9) - **Sim Borodach (Hatch)**

So, what we've done with this is, we've taken all of the, we, Lilly, we provide a lot of data on your constituents, like a lot of enrichment data.

But especially for organizations your size, and even larger organizations really appreciate this new feature set, but especially for smaller organizations, you don't necessarily have time to comb through all the data.

So, how do you figure out who to focus on from 1,206 people, right out of the gate without needing to look at all these individual data points?

So, we ask... Abstracted all the data into scores and insights. So the scores are the Hatch-giving score, which is comprised of five subscores, and the insights are actually these, when you hover over the scores, you get a one-sentence explanation of what data powered that score.

So this is before we even dive into an individual person's profile, which is pages, basically, of individual data that's organized really nicely and looks pretty.

But before you even do that, you can look at any segment of your donors. So right now we're looking at all 1,206, but you could, for example, say, filter me for anyone who's affiliated with a foundation, and that's going to provide us a subset of names.

So you could look at any segment and then have their Hatch scores here, which are going to surface who to focus on.

Now, the Hatch-giving score, as I mentioned, is comprised of these five other scores. So let's just open up a profile.

for a second to get a better look on what these five scores are.

[@12:04](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=724.38) - **Rabbi Yossi Bassman**

And the Hatch Giving Score is just an average of the five scores, though you can customize it and I'll show you how to do that in a little bit.

Can I pick a name of someone I know better?

[@12:13](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=733.28) - **Sim Borodach (Hatch)**

Yeah, totally.

[@12:16](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=736.46) - **Rabbi Yossi Bassman**

Marilyn Shoyer.

[@12:18](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=738.36) - **Sim Borodach (Hatch)**

Okay. So let's go one by one through these five scores and then we'll talk about the GIFT Capacity Rating and Target Ask Amounts in a bit.

[@12:30](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=750.0) - **Lilly Nuck (hillelhigh.com)**

And the Hatch Giving Score we've mostly covered, we'll say a little bit more about it later.

[@12:35](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=755.38) - **Sim Borodach (Hatch)**

Affluence is wealth, right? Propensity is philanthropy. Affinity is our most novel and innovative concept, not the concept of affinity, like how attracted are they to your specific organization.

But the way that we've broken it into two pieces, profile and donations affinity. And then my donations is just straight up based on what they've given to you.

Here is a score zero to 100. Now, it's hard to communicate exactly the meaning of 25 out of 100 for propensity, 42 out of 100 for affluence.

I don't have a number to say, like, this is what this person's net worth is. Where we take those numbers is down here to the gift capacity rating and target ask amounts, where we suggest, here's how much you should actually ask them for based on their wealth and their philanthropic history, okay?

And this philanthropic history is obviously includes your organization, but obviously is from other philanthropy that they've done. includes that philanthropy as well, which you could see, Lilly, down in the donor profile section, right?

That's if you want to invest, deep dive on, like, where have they given all of their money? That's where you'll see donation by donation broken down.

[@13:48](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=828.04) - **Rabbi Yossi Bassman**

And you'll also see the MyOrg donations there. The profile affinity score.

[@13:53](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=833.72) - **Sim Borodach (Hatch)**

So let's talk about the affinity scores. So we decided that it'd be more helpful for you guys to... Understand Affinity, broken up by where they've given as one score.

And a separate score would be all the other data that we have on the person. So here, if you read this one-sentence explanation, it surfaces details about the person that are pertinent to Bader Hillel High that are totally separate from where they've given their donations.

We'd eliminate the donations. And if you hit CY, you'll be given all of the specific facts that power the Profile Affinity score.

And the ones you saw in the sentence, okay, are just the ones that got the highest score from this table.

[@14:41](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=881.92) - **Lilly Nuck (hillelhigh.com)**

But this is the most insightful one.

[@14:46](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=886.36) - **Sim Borodach (Hatch)**

We think that it's this one. Well, donations affinity competes, we believe, because you're getting the sense of their philanthropy as it pertains to Bader Hillel High, right?

So we actually take the... The definition of your organization, so Beta Hill High appears here at the top, because this person has historical donations to you guys, so that's the most, and they're quite recent, and they're, they're not that much actually, but they're quite recent, those are both, all important data, right, that powers their relevance to the donation affinity, because someone who, I don't know if this is, I don't know, maybe we could find one that's a little bit more relevant, maybe this one, but it's, it's for so long ago.

[@15:28](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=928.52) - **Rabbi Yossi Bassman**

So PAMPS and Jewish Family Services, Milwaukee Jewish Federation.

[@15:32](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=932.42) - **Sim Borodach (Hatch)**

Perfect, so like, the zero dollar amount is what brings this one down a little bit, we could find someone who has a lot, many more donations associated with them, right, but they're going to get pushed to the top, because of the similarity to your organization, okay, so this is similar to your organization, the recency, how frequently they've donated, and then the total amount, all of that together, creates a single number that contributes to this donations affinity score.

And we're going to be adding very soon, where you can read the explanation. As to why they're similar or dissimilar, right?

It's an AI, it's very basic use of AI where we say, here's the mission of Bader Hill Ahai, here's the mission of Milwaukee Jewish Federation, tell us how similar they are to each other, okay, and give us this explanation.

And then we crunch a bunch of numbers to output, basically, here's how much affinity this person has.

[@16:21](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=981.9) - **Rabbi Yossi Bassman**

Let's go back to the previous screen. So, no, not literally, the one before. So, affluence, propensity, affinity, and profile affinity.

So, affluence seems to be entirely based on property value, which puts Milwaukee at a disadvantage, just because houses are not that expensive.

[@16:51](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1011.9) - **Sim Borodach (Hatch)**

Yeah, it's also based on inferred salary, and if the person has a public stock portfolio that you'd find in their wealth section, this person does not.

That also plays into it. I'm trying to think if there are other, if their donations happen to be the data point that points to the highest net worth, that will also be the data point that surfaced here.

So there's a lot more on this.

[@17:15](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1035.28) - **Rabbi Yossi Bassman**

42 is, if someone's making minimum wage, they'd be at a one? Like what is the 42 out of 100 mean?

[@17:24](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1044.88) - **Sim Borodach (Hatch)**

Yeah. So, I mean, yeah, someone who's at a one or a zero has basically no assets or no wealth indicators.

And then someone who's at a 93 is a billionaire. And then we don't have a way yet of capturing.

Again, it's all mathematical formulas that we thought through really intentionally, but we just haven't basically outputted a table that explains like what these metrics mean.

It's actually a great idea. Like we should do that because I'm sure that would be useful to you guys.

And then this is what powers the gift capacity rating and target ask amounts. So you get, this is our extrapolation of how much we think you would ask based on.

[@18:03](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1083.16) - **Rabbi Yossi Bassman**

So of these five, is there one of these that organizations focus on most?

[@18:11](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1091.22) - **Sim Borodach (Hatch)**

So it's a great question. The short answer is, you want to understand how the Hatch score works in order to, or how you could reasonably use the Hatch score to look at all, you know, a segment of donors, or all your donors in C sequence.

So I could sort by the Hatch score right now, which includes all five subscores, right?

[@18:38](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1118.04) - **Lilly Nuck (hillelhigh.com)**

So the highest person has a 68, okay?

[@18:40](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1120.8) - **Sim Borodach (Hatch)**

So now that I know I've sorted by the Hatch score, I could turn it off and instead turn on four of the other scores, okay?

And I know that the person at the top is going to have the greatest combination of these. Now, for design reasons, we only allow four columns to be shown at once, so you can't see all four

Five scores at one time. It's kind of a known issue, and we're trying to figure out from a design standpoint how to solve it, but what you can also do here is if you want to pop the people to the top who have the greatest wealth, okay, and you want to just look at their affinity and what they've given to your organization, you could combine this differently, guys, okay, for the Hatch score, but I'm going to put 50% on affluence and propensity, I'm going to refresh the page, and now the Hatch score is going to immediately recalculate, because it's just it's just a waiting, right, it's not doing something complex, and you'll see here now that the Hatch giving score has only the light blue and the dark blue, which is affluence and propensity, so what I can actually turn on is just the affinity score and the MyOrg donations, because you know already, the people who are at the top, this is going to be your wealthiest person, your wealthiest plus most philanthropic person.

[@19:56](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1196.64) - **Rabbi Yossi Bassman**

This is the wealthiest people, or are you just switched that?

[@20:01](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1201.04) - **Sim Borodach (Hatch)**

These are the, the wealthy, the combination of wealthiest plus the most philanthropic, like the average of those two scores.

Tell me, I mean, talk to me, what's not adding up here?

[@20:16](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1216.36) - **Rabbi Yossi Bassman**

First of all, just the, can you put it based on donor, like the highest to lowest for donor, donor affinity means how much they like us?

[@20:29](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1229.32) - **Sim Borodach (Hatch)**

Exactly.

[@20:31](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1231.68) - **Lilly Nuck (hillelhigh.com)**

Yeah, I mean, could do, do you want the profile, an average of profile affinity?

[@20:35](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1235.06) - **Rabbi Yossi Bassman**

No, I was just, could put that based on affluence, affluence being 50.

[@20:41](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1241.22) - **Sim Borodach (Hatch)**

Uh huh, yeah.

[@20:43](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1243.74) - **Rabbi Yossi Bassman**

Affluence being 50, and donor affinity being 50.

[@20:49](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1249.18) - **Sim Borodach (Hatch)**

Okay. Okay, so now I'm just going to refresh the page. And it should still be sorted by the highest half score, which is now defined by donations affinity.

going to right right page. So have Please And Affluence. So we should see the orange and the dark blue here, which we do.

And then which columns do you want to have up here?

[@21:09](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1269.22) - **Rabbi Yossi Bassman**

This is fine for now. Okay. What's up with Stephen Cohn? Can I see him?

[@21:22](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1282.64) - **Sim Borodach (Hatch)**

Yeah. I mean, I'm sure that he's such a common name that even though... So his stock portfolio is probably not for him.

His donations are probably for a different Stephen Cohn. So let me explain a little bit how that works. The stock portfolio is going to be connected to his account, to his profile by default.

And it comes with an accuracy marker, which is actually 4 out of 5. Right? It's green, which is a good sign.

And it's 4 out of 5. The highest would be green 5 out of 5.

[@21:58](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1318.94) - **Lilly Nuck (hillelhigh.com)**

So there is the option to delete...

[@22:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1320.0) - **Sim Borodach (Hatch)**

Which will severely impact his affluent score because he has $2 billion associated with his profile in his stock portfolio.

But I mean, I'm assuming you would know if you had a Stephen Cohen in your database that had $2 billion in his stock portfolio.

So this is probably not the person you're looking for. So I believe you have the ability to delete this yourself.

And then anytime you make an update to a profile, the insights will recalculate. Okay, so I'm actually going to go ahead.

So I'm going to delete that from the profile. Is that okay with you? Okay, so when I hit delete, the message just said this is a non-reversible action.

Okay, prospect was updated. And now if I head to the insights, you'll see that the yellow spinner here is calculating scores again.

Because every time you make any update, including if you update the middle name of the person, the scores are going to recalculate with a 10-minute buffer.

as also feature. It It Because we expect that if you're making one update to the profile, you're probably making a series of updates, and it would be, you know, very costly for us to constantly rerun scoring every time a small change was made, which is, it's not practical.

So if you wait now 10 minutes, you'll see that the scores are going to update on his profile, but if there's other changes you wanted to make, so now we can go down to the donor profile, and he's being associated with lots of different foundations, right?

So if they're by default, I mean, the system marked them as yellow, they could be moved up to be green, which I'm assuming for the Stephen Cohen is probably not going to be the case for most of these foundations.

You can put them to red, which means they'll still affect scoring, okay, but they'll affect it on a lower impact because they got a lower confidence.

Or you could hide them, and then they're not only, they're going to not partake in the scoring, and they'll also...

You can hidden from view and you can show hidden donations. The other way that donations work is that if any donations are marked as green, only those donations that are marked as green will impact scoring.

Even if others are marked as yellow or red, once you've confirmed any, we assume that they're all confirmed that you want to participate in scoring.

It's a stylistic thing, right?

[@24:23](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1463.72) - **Lilly Nuck (hillelhigh.com)**

We have to make a choice there.

[@24:25](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1465.68) - **Sim Borodach (Hatch)**

Even if we left the yellow and red ones in, we'd be making a choice. So that's the choice that we need.

Now this probably seems like a lot to go through this entire editing process. So it comes back to what Rabbi Bassman was talking about at the beginning, that elevated profiles is our solution, especially for small organizations like yours.

If you think about big universities that have research teams for donors, they do have the time to go through that process.

We don't really expect that you guys do. So for 20 of these people a month, all that you do is hit elevate profile.

You'll see this form. And that pops up on the right. You don't need to answer any of these questions, okay?

You might not know the answer to any of these questions, in which case you could just hit send. But we present them to you because if you do have additional information, it helps our team research these individuals on your behalf.

So you guys have 20 of these every month. We're still continuing to send you profiles that are unrequested, although we will be sunsetting that feature pretty soon, unless you request to keep it active, like, where we send them to you even when you don't request them.

We really prefer that you request them because it's the most organic way to have the give and take with the platform.

Like, eventually, this will be or feel like an AI feature where you're just gonna write, like, oh, elevate. You're gonna just type in a box, like, elevate Stephen Cohen's profile.

Here's what I know about him and push send, right? And the AI will say, okay, I'll notify you when I'm done.

It's basic. We're just, we're all humans interacting with each other on this level.

[@26:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1560.06) - **Lilly Nuck (hillelhigh.com)**

So you build.

[@26:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1560.0) - **Sim Borodach (Hatch)**

You out this form, you send it over, and then we'll get it back to you within two business days.

So when I was talking earlier about that flow, that's really the flow that we want you to get into, is you identify prospects that look good, that look interesting, you request them, fill out the form.

It shouldn't take more than 30 seconds, and it could take as quick as five, right, to just go into the profile, hit elevate, and hit send, and you'll get it back within two business days.

And it's now going to go to both your emails, and now internally, and I would love to hear you guys kind of talk about how, you know, that process looks for you, but you get into the flow of, Lilly, you review the profile, you bring it to Rabbi Bassman when it looks, you know, promising, you guys create a strategy, and there's more that you can do in Hatch about tracking what status they're in, whether you've solicited them already, they're a steward, you're still discovering how much, qualifying how much you want to ask them for.

But, and this is kind of where I see in the next, After three to six months, as you build this engine, becomes, Hatch becomes the third teammate, right?

That does a lot of the work for you that you partner with.

[@27:12](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1632.78) - **Rabbi Yossi Bassman**

So, at least two questions. So is there an ability to export reports?

[@27:21](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1641.8) - **Sim Borodach (Hatch)**

Yep, you can export CSV or Excel files. Yeah, that includes most data points.

[@27:29](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1649.1) - **Lilly Nuck (hillelhigh.com)**

For most data points.

[@27:31](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1651.7) - **Rabbi Yossi Bassman**

Right, so just like for a way of us pulling out a bunch of information about people who meet a certain criteria, and also having information updated in our CRM.

How often do you recommend updating, how do you mass update contacts, so like updated information, updated donations, and obviously new donors?

[@27:58](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1678.0) - **Lilly Nuck (hillelhigh.com)**

Tipp's waivers the Hey. Sure

[@28:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1680.0) - **Sim Borodach (Hatch)**

So there's two separate uploads that we did originally when we onboarded you. First, you upload the contacts. So if you have new donors, I mean, you could upload your basically your entire database and we'll detect duplicates so you won't burn credits.

Or you could have a cutoff date and just upload the new donors. It's going to work, should work either way.

And if God forbid something didn't work out, we would, you know, return you credits if something went sideways. You know, my, my primary goal is to make sure that you guys succeed.

So whatever it is, whatever you need, you know, I want, I want to do that for you.

[@28:34](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1714.9) - **Rabbi Yossi Bassman**

were updating donations for existing donors, is that considered a credit or that just adding transactions?

[@28:42](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1722.02) - **Sim Borodach (Hatch)**

Just adding transactions.

[@28:43](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1723.68) - **Lilly Nuck (hillelhigh.com)**

Yeah.

[@28:44](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1724.84) - **Sim Borodach (Hatch)**

And, and then for donations, we do have duplicate detection, but we do want to be a bit more careful there.

Cause it's sometimes customers have transaction ID. Like you guys have transaction IDs for donations or like. Donation IDs. But we're going to want to make sure that we have a cutoff date for those donations.

So for existing donors, BinHatch, or new donors, we're going to want to make sure we get those cutoff dates, right?

**ACTION ITEM: Review & filter out donors w/ <$100 donations & low affinity/affluence scores -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1752.9999)

So there's already folks in here and we can find out what the most recent donation date is so that you get the right donation data into the system so that it's updated.

[@29:23](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1763.28) - **Rabbi Yossi Bassman**

Is there also a way of us taking off, like, donors with less than $100 donations and that don't have a certain affinity or affluence score?

Is there a way of us deleting them from our account?

[@29:42](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1782.18) - **Sim Borodach (Hatch)**

Yeah, you can delete them individually or en masse really easily. just use your... The filter bar has everything where I went at the beginning to show you how to filter by foundation, key personnel.

It has most of the things you'd want to filter by. And that's a pretty standard one. You just say donor level under $100 to our...

The one thing that's not in the filters yet is the scores, so you just have to like sort by the scores and then go to the last page and take off.

You could like have a hundred per page and you just select the 100, delete them, you know. There shouldn't be too many folks that meet that criteria, but your database is not too big, so just a few clicks of the buttons.

[@30:27](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1827.7) - **Rabbi Yossi Bassman**

but we just dumped everyone we had, and we now have probably 2,500, but we also started putting prospects into our CRM, and I think we put some of them into Hatch.

[@30:43](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1843.98) - **Sim Borodach (Hatch)**

Right.

[@30:47](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1847.94) - **Rabbi Yossi Bassman**

Okay, so the big game-changer is there now being an all-encompassing number that... Many organizations find meaningful to take a closer look at.

[@31:04](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1864.74) - **Sim Borodach (Hatch)**

Right.

[@31:06](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1866.66) - **Rabbi Yossi Bassman**

Right.

[@31:07](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1867.66) - **Lilly Nuck (hillelhigh.com)**

And it's not, and I guess it's taking a closer look at and then seeing what they actually donate.

[@31:12](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1872.28) - **Rabbi Yossi Bassman**

Meaning, what they actually donate meets what Hatch thinks they should donate is a good sign. Can you just search Meijer and let me know what you pull up?

M-E-Y-E-R?

[@31:27](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1887.16) - **Sim Borodach (Hatch)**

Yeah.

[@31:30](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1890.0) - **Lilly Nuck (hillelhigh.com)**

M-E-R?

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1900.148234)

[@31:49](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1909.02) - **Sim Borodach (Hatch)**

Okay. here you go.

[@31:56](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1916.44) - **Rabbi Yossi Bassman**

and what information do you have on him like do you have his address do you have his

[@32:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1920.0) - **Sim Borodach (Hatch)**

Who are we talking? Which Meyer?

[@32:02](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1922.06) - **Rabbi Yossi Bassman**

Shalom Meyer. Shalom.

[@32:05](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1925.28) - **Sim Borodach (Hatch)**

Is he from Thornhill?

[@32:08](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1928.08) - **Rabbi Yossi Bassman**

Yeah.

[@32:10](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1930.18) - **Sim Borodach (Hatch)**

Okay, so it doesn't look like we found much on him.

[@32:13](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1933.94) - **Rabbi Yossi Bassman**

He's elevated or no?

[@32:15](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1935.74) - **Sim Borodach (Hatch)**

He's not been elevated.

[@32:18](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1938.4) - **Rabbi Yossi Bassman**

Got you.

[@32:20](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1940.8) - **Lilly Nuck (hillelhigh.com)**

Okay.

[@32:23](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1943.24) - **Rabbi Yossi Bassman**

So yeah, he is... So I'm actually going to test him on you guys. I'm going to like put in addresses and phone numbers and...

But yeah, he's probably giving $5 million a year in charity. Okay.

[@32:38](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1958.52) - **Sim Borodach (Hatch)**

And it's probably worth $50 to $100 million. Okay.

**ACTION ITEM: Update Shalom Meyer's info in Hatch (addr, phone #s); request profile elevation -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1964.9999)

[@32:45](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1965.02) - **Rabbi Yossi Bassman**

So...

[@32:48](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1968.28) - **Lilly Nuck (hillelhigh.com)**

Okay.

[@32:49](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1969.1) - **Rabbi Yossi Bassman**

Not foundation focused or political focused, but... Yeah, I'm going to go in and give some e-addresses and whatnot and then ask to elevate.

[@33:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1980.44) - **Lilly Nuck (hillelhigh.com)**

mentioned something? will Awesome. Awesome.

[@33:07](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1987.56) - **Rabbi Yossi Bassman**

Okay. Okay.

[@33:12](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=1992.22) - **Sim Borodach (Hatch)**

So, I think, for me, then, let's see, when is your subscription? I think just renewed, which is the payment issue.

So, it's going to renew again on the 16th of July. So, to me, a successful use of Hatch would be getting those elevated profiles requested and, you know, for us to sync up basically next month when your subscription renews again on the month and have seen you grown and feeling more comfortable using it.

If you're asking me questions over the blue chat icon in the bottom right corner, I'll just share my screen again so you could see that.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2032.138376)

This little button right here, that's the best way to get, like, in-application responses, right? Like, we email. Oh, maybe about some larger account issues or questions, but this is like, I'm in here.

How does this thing work? It's not working as expected. I don't understand how it works. I would like to do this, but I can't.

**ACTION ITEM: Test QuickSearch feature (20 searches/mo); focus on connections from existing profiles -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2053.9999)

Message here. So if you guys have, we call them like tickets internally. If by next month you guys have a couple tickets going, you know, that's a good indication to me that you're using the platform.

Other than those two things, there's also this quick search function. Where you can look up people who aren't already in Hatch.

So they could be in your CRM and you just haven't brought them over, or they're just folks that you're prospecting.

That's another great indication of your usage. And it's a fun tool. Okay. You have 20 monthly quick searches. So that's also going to reset every month on the 16th.

Try to use that quota. You know, one fun use is 힘들ку like. So, yeah, guess. Right. Let's Yeah? Thank you.

I'm trying to wrap up here, I'm not trying to draw on too much. Okay, so let's say you're on Shearer's profile, right?

Marilyn Shearer, who we were looking at earlier, and you spot this person, Erin Bernstein, who is connected with her, right?

Or Erin Lipman, who is the head of school. You could bring these folks over, the QuickSearch them, and you bring them into your database, you know, you need some, some keyword to search, some way to highlight who they are, and you'll see the match score will change over here, as you identify who the person is.

So maybe, you know, you're able to find out the right state of the person, and now this one jumps to 74, and the rest are at 41, because they just matched on the name.

Or if you have an email, that's even better. If you have a phone number, that's even better. But the match score doesn't really matter to us.

It's really for you to know how confident you are that you're looking at the right person. Okay, these you can, you can create.

If you're on a donor profile and you want to delete it, you just hit the trash button down here, you can create and delete QuickSearch profiles of very little consequence.

They don't affect your bulk enrichment credits, which you've used 1,051 out of 2,500. Those QuickSearch imports are stored differently, and 20 times 12 is 240.

So you get 240 of those annually, they're not going to impact your bulk enrichment, which is how you're uploading through a file, right?

So QuickSearching is another great way to get started. I mean, I'll write this in an email, you know, just after we're kind of highlighting these quick things that you can do to show that you're using the platform proactively.

You know, spending 30 minutes to an hour a week would be awesome. Like, that would be, you know, over four weeks, that's four hours, you will grow.

You'll and you'll learn. And if you do that in three months, you'll basically be a power user by the time the summer is over.

And finally, when it comes to uploading the files, you're going to do that through the upload panel. By the way, all the buttons I'm hitting are just here on the left side.

**ACTION ITEM: Prep donation data file for import; coordinate w/ Sim for upload -** [**WATCH**](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2239.9999)

Upload, QuickSearch, All Profiles is the one that we were looking at. Everyone, if you're creating lists, those are going to be here in your lists.

And here's where you're going to upload the rest of your contacts through bulk enrichment. And we'll do the donations import, but let's make sure to do the donations import together.

Because I want to make sure that goes smoothly. So when you're ready, let's talk. Okay? To get whatever, whether you're updating the contacts that are already in here, or you're going to import new prospects, and you want to upload donations for them and your historic prospects or donors.

And let's just do that donations together. But the bulk enrichment, just follow these steps. Again, you did. This points before, so it's somewhere in your memory, Rabbi Bassman, and but again, I'm here for any questions that come up.

If we need to hop on another meeting to, you know, complete the enrichment process, we will. My preference would be for the next meeting that we get on would be either just to wrap up the donations report or to do a check-in in another few weeks.

And there's a couple other buttons here. HatchLive is like your stream. It's your feed on your donors. It's a fun feature.

It should be kind of interesting to use. And OpenGiving is where you can research foundations and non-profits. So we're not even really diving into either of these areas.

It's just some fun stuff to explore. But again, I'll include in my follow-up note. I'm going to try to keep it short.

I'm not going to try to drag on just so that there's a very clear record. I think what you guys can do in the next few weeks and hopefully get you on your way to streamline success using Hatch.

And the best thing for us, guys, is that you come out with some great stories, you know, that you are able to solicit right size asks from donors, existing donors, you're discovering new donors, to us, the money that you pay us is just part of the journey and at this point you're interacting with me, I work with my sales team but I'm on the customer success side so when you're interacting with me, my goal is to help you succeed, so I'm not going to try to sell you things, I'm just going to try to push you to, you know, and obviously in this case, like, you know, I think I reached, or you reached out initially to turn on scoring but I followed up with you, right, so we could have this meeting and review it, we want to see you succeed, we want to see you have an easier time fundraising and we're here to support you to get that done.

[@39:46](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2386.08) - **Lilly Nuck (hillelhigh.com)**

Awesome, thank you so much.

[@39:47](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2387.54) - **Rabbi Yossi Bassman**

I'm a bit of an influencer, meaning if I find value, I've got a very strong network, specifically in Ahmedabad fundraising circles, so...

That's good to know. I am optimistic, meaning I want to find it useful, and it currently, my only data point is that we're not using it.

Yeah.

[@40:13](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2413.78) - **Lilly Nuck (hillelhigh.com)**

Yeah.

[@40:14](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2414.86) - **Sim Borodach (Hatch)**

I mean, it's not atypical, and we really appreciate and thank you for coming on as early as you did, because customers like you have what enabled us to get to the point, that we're at now, and we are certain.

We just need to see the industry continue to purchase and from bigger organizations to show that it's the final step in proving that what we built is useful, is customers using the platform and buying it.

We've got a lot of testimonial and validation, but there's nothing like when the customer came to us two months ago and told us that she raised the 20, she got a $20,000 check because of it.

An email that she sent through something that she learned in Hatch. mean, that's, it was something about, this person was a grandparent of one of her students, and he is a sailor, and she knew that because she had interacted with him one time, and Hatch pointed out that it was International Sailors Day, and so she reached out to him, or Seafarers Day, and he was like blown away by the fact that she sent him that email, just like a very slight touchpoint, like, hey, happy Seafarers Day, and within a week they had an in-person meeting, and a week after that, he cut a 20k check.

So, the stories can look a hundred different ways, right? It can look exactly like that, or so many different ways, there's so many ways that Hatch is pointing you to engage, right?

That profile affinity is surfacing things that you can bring up when you, when you call someone, you have these great talking points, your conversations can be directed now, even if it's someone you haven't talked to in while, you could speak with more confidence when you're reaching out to people.

Yeah. Sometimes it seems a little creepy, like the age of data and AI, but we just know that your fundraising jobs are already so hard, it's not even something that we think about and really have to address in any serious way.

Like providing you guys with that insight and perspective, we just believe will help you. We're not collecting sketchy data on people.

We're not collecting data that's not readily available on the web. You know, we don't purchase dark web data or some third party data from random cookies.

You know, it's mostly information that it's just hard to put all the pieces together. And that's what we do for you to give you the best insight and perspective.

So I hope that you continue to be customers for a very long time. I hope that we can turn the narrative now, you know, where this truly becomes a useful tool to you.

[@42:51](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2571.08) - **Lilly Nuck (hillelhigh.com)**

And I'm going to be on your case about it because that's my job. So, you know, in a good way.

[@42:59](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2579.36) - **Rabbi Yossi Bassman**

Thank you.

[@43:00](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2580.12) - **Lilly Nuck (hillelhigh.com)**

Thank you. Thank you so much.

[@43:01](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2581.6) - **Rabbi Yossi Bassman**

All the best.

[@43:03](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2583.4) - **Lilly Nuck (hillelhigh.com)**

Okay.

[@43:04](https://fathom.video/share/VdiiyWi5HAH5HiWQvoE44Bnuz-4_b-q_?timestamp=2584.08) - **Sim Borodach (Hatch)**

All right, guys. Have a Shabbat Shalom. Speak to you soon.