# **Strategic Implementation - July 08**

[**VIEW RECORDING - 50 mins (No highlights)**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH)

[@0:07](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=7.1) - **Sim Borodach (Hatch)**

Hey, Ariel, what's going on? are you?

[@0:09](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=9.7) - **Ariel Frechtman (Chabad Intown)**

Can you hear me okay?

[@0:10](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=10.86) - **Sim Borodach (Hatch)**

Yeah, totally can.

[@0:13](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=13.04) - **Ariel Frechtman (Chabad Intown)**

Wonderful. How are you?

[@0:14](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=14.92) - **Sim Borodach (Hatch)**

Thank God. I am good.

[@0:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=18.1) - **Ariel Frechtman (Chabad Intown)**

Awesome.

[@0:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=18.74) - **Sim Borodach (Hatch)**

Really, really happy that you reached out. I love working with Rabbi Schuster and such a good, good, good energy.

And I'm sure that if you work with him, you're also of the same type.

[@0:35](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=35.6) - **Ariel Frechtman (Chabad Intown)**

I so, yeah. So he gave me a little bit of an overview of Hatch. I don't know how much he's using it, but I figured it would be good to just connect and get a better understanding from you what it does, what it could be doing.

[@0:55](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=55.78) - **Sim Borodach (Hatch)**

Okay.

[@0:59](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=59.54) - **Ariel Frechtman (Chabad Intown)**

Yeah. So what's your role and what does fundraising look like right now? Yeah, so at this juncture, I would say for the most part, I'll be taking over what he's been working on and enhancing the processes.

Right now, working sort of strategically on the annual campaign, which is coming up pretty rapidly and will take us through the high holidays.

So I don't know how much research and prospecting is going to be done between now and the end of the year outside of our existing sales force.

However, some, you know, to some extent, and if it's automated more, it's not a huge focus at the moment to be, you know, identifying like new potential, but maybe expand.

And its potential with what's already, you know, across what's already in the CRM, if that makes sense.

[@2:05](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=125.58) - **Sim Borodach (Hatch)**

Yeah, totally. What were, so Udi, you know Udi Smith?

[@2:11](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=131.6) - **Ariel Frechtman (Chabad Intown)**

No, I don't think so.

[@2:13](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=133.34) - **Sim Borodach (Hatch)**

I think he's like your database guy.

[@2:16](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=136.42) - **Ariel Frechtman (Chabad Intown)**

Was maybe?

[@2:17](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=137.68) - **Sim Borodach (Hatch)**

I'm not sure. I reached out to him recently and he responded.

[@2:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=141.5) - **Ariel Frechtman (Chabad Intown)**

Okay, so maybe. I'm not working, doing direct work, but.

[@2:26](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=146.64) - **Sim Borodach (Hatch)**

Okay.

[@2:27](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=147.52) - **Ariel Frechtman (Chabad Intown)**

Or I haven't had any direct communication yet.

[@2:30](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=150.46) - **Sim Borodach (Hatch)**

Okay. Are you, so are you new on the team?

[@2:33](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=153.3) - **Ariel Frechtman (Chabad Intown)**

You probably mentioned. And also. Brand new.

[@2:35](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=155.92) - **Sim Borodach (Hatch)**

Okay. Brand new.

[@2:36](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=156.86) - **Ariel Frechtman (Chabad Intown)**

Oh, okay. Yes. I just started last week.

[@2:39](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=159.6) - **Sim Borodach (Hatch)**

Oh, gosh. Well, I'm so glad you honored that. One of your first meetings.

[@2:45](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=165.58) - **Ariel Frechtman (Chabad Intown)**

Yeah.

[@2:46](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=166.16) - **Sim Borodach (Hatch)**

What is your title and what's your fundraising or research experience?

[@2:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=172.3) - **Ariel Frechtman (Chabad Intown)**

Yeah. So, Director of Development. I've been consulting, doing contract work with a few different. of don't have ideas. Innovations over the last year and a half or so.

Mostly fundraising focus, but before that I was at Jewish National Fund for three years and federation for four years before that.

[@3:14](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=194.88) - **Sim Borodach (Hatch)**

amazing.

[@3:16](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=196.24) - **Ariel Frechtman (Chabad Intown)**

So not brand new to the sector. I've mostly worked with Wealth Engine and some of its more original competitors, but haven't done a lot of research, generally speaking.

[@3:34](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=214.94) - **Sim Borodach (Hatch)**

What were some things that you were doing in Wealth Engine? Like, or what were some insights you were trying to glean?

[@3:41](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=221.9) - **Ariel Frechtman (Chabad Intown)**

So it was automated, you know, when I was at Jewish National Fund, like it was built into the, to the Salesforce interface that we were using.

So I didn't so much use it as its own entity. But it gave, like, all the standard insights that you

You would expect about, you know, capacity and, um, hold, like, public information, obviously political giving, maybe that's not obvious.

Um, but we had a donor research team, so they would typically, like, filter leads our way, but I could see the wealth engine, um, like, it was one of the, you know...

[@4:25](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=265.56) - **Sim Borodach (Hatch)**

Insight, like... Yeah.

[@4:29](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=269.18) - **Ariel Frechtman (Chabad Intown)**

Yes.

[@4:31](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=271.04) - **Sim Borodach (Hatch)**

Okay. Cool. So, we are, part of the reason I was asking if you work with Yudi is because he and I were, I was emailing with him about turning on, so we're launching right now our Salesforce integration.

It's, it's in a testing stage right now, so it's all built, but I, especially because you guys have, like, your, I don't want to take your focus away until it's working.

It's rock solid to, like, say, hey, give me half an hour so that we could wire... Right up to Salesforce, when that happens, you're going to see what I'm about to show you on the screen.

I wanted to show someone you probably know, or you should know, like a big philanthropist. Yeah, take your time.

I'm not going to try to overload you with like platform know-how today, unless that's kind of where you want to go.

If that is where you want to go, we can totally go there.

[@5:38](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=338.4) - **Ariel Frechtman (Chabad Intown)**

I think, yeah, I think for the time being, an overview would be great. A sense of what's possible now, and maybe even what's on the horizon would be great.

I don't know if we're paying for a subscription, like I don't really have a sense of what's what.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=354.240185)

[@5:54](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=354.54) - **Sim Borodach (Hatch)**

If you paying for a subscription, I really hope that you'll continue to do.

[@5:59](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=359.5) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@6:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=360.0) - **Sim Borodach (Hatch)**

To keep this active, you guys are paying $99, $100 a month.

[@6:10](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=370.94) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@6:11](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=371.6) - **Sim Borodach (Hatch)**

This subscription level right now I think is $300 a month, so you're on a pretty steep discount. Okay. is an honor for your lifetime because you guys are an early adopter of the technology.

Let me know when you're Yeah, I know.

[@6:31](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=391.78) - **Ariel Frechtman (Chabad Intown)**

I am. I'm just taking a couple of notes.

[@6:33](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=393.7) - **Sim Borodach (Hatch)**

I'm just jotting a couple of things down. Yeah, you can look at it.

[@6:37](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=397.12) - **Ariel Frechtman (Chabad Intown)**

Sorry. Okay. Okay. I am ready.

[@6:43](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=403.32) - **Sim Borodach (Hatch)**

Okay. So this is our AI scores and insights. The rabbi has never seen this, or maybe he came to our webinar, but I don't know for sure.

[@6:53](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=413.54) - **Ariel Frechtman (Chabad Intown)**

Are you sh- sorry, are you sharing?

[@6:55](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=415.6) - **Sim Borodach (Hatch)**

don't see- I Yeah. I can see that I'm sharing, but maybe you have to Let me see if there's a different...

Let me stop and start again.

[@7:04](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=424.32) - **Ariel Frechtman (Chabad Intown)**

Okay.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=425.871598)

[@7:08](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=428.62) - **Sim Borodach (Hatch)**

Here we go.

[@7:10](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=430.94) - **Ariel Frechtman (Chabad Intown)**

Okay, yeah, it's not... Okay, hang on, it's just small. Okay, I can zoom in more. No, you're good. Okay, got it.

Okay.

[@7:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=441.58) - **Sim Borodach (Hatch)**

So this is what you're seeing here, and we'll go over this briefly, and then we can dive into it more.

I'm not sure the rabbi has seen, because we built this into the platform very recently. This exists on Bernie Marcus.

[@7:35](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=455.42) - **Ariel Frechtman (Chabad Intown)**

Do you know Bernie? Yeah.

[@7:37](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=457.5) - **Sim Borodach (Hatch)**

Okay, good. So I pulled him up because, you know, he's a major donor to Chabad Intown. And this is what will be in Salesforce as soon as we're able to activate the integration.

[@7:51](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=471.92) - **Ariel Frechtman (Chabad Intown)**

Okay, sorry, one second. It's... Just to clarify though, he's... The way, Let's go. do... What are we

[@8:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=480.78) - **Sim Borodach (Hatch)**

Oh, okay. I didn't know that.

[@8:04](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=484.5) - **Ariel Frechtman (Chabad Intown)**

Okay. Sorry to...

[@8:06](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=486.84) - **Sim Borodach (Hatch)**

That's okay.

[@8:07](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=487.42) - **Ariel Frechtman (Chabad Intown)**

I I don't know him personally, so that's... Fair, bad news. Okay.

[@8:10](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=490.8) - **Sim Borodach (Hatch)**

It's just that it looks like it's not reflected here. It's not...

[@8:15](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=495.66) - **Ariel Frechtman (Chabad Intown)**

It doesn't have hospital records.

[@8:17](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=497.3) - **Sim Borodach (Hatch)**

No, I'm just kidding.

[@8:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=498.96) - **Ariel Frechtman (Chabad Intown)**

It doesn't check with the morgues.

[@8:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=501.32) - **Sim Borodach (Hatch)**

Yeah.

[@8:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=501.9) - **Ariel Frechtman (Chabad Intown)**

But he is a great example.

[@8:24](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=504.22) - **Sim Borodach (Hatch)**

You're right. Should we go with someone else? I don't want to make this awkward.

[@8:27](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=507.52) - **Ariel Frechtman (Chabad Intown)**

No, it's not awkward at all. He's not... He wasn't my grandfather, unfortunately.

[@8:33](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=513.74) - **Sim Borodach (Hatch)**

All right.

[@8:34](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=514.04) - **Ariel Frechtman (Chabad Intown)**

Totally fine. Sorry, Bernie. Baruch Deanna made your recipes.

[@8:38](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=518.96) - **Sim Borodach (Hatch)**

But we're having some laughs at your...

[@8:41](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=521.16) - **Ariel Frechtman (Chabad Intown)**

Yes.

[@8:41](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=521.84) - **Sim Borodach (Hatch)**

He'd probably appreciate it.

[@8:43](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=523.3) - **Ariel Frechtman (Chabad Intown)**

He definitely would appreciate it.

[@8:46](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=526.46) - **Sim Borodach (Hatch)**

So... So, yeah. So, what I'm showing you here is one of the few sections that is on every donor profile in Hatch.

Obviously, some are going to have more data than others, right? Some people have more of a... Public Plot, Public Facing Data, and we'll talk more about how you can further enhance what you see here, but I've jumped to the Insights section because it crystallizes everything that's contained on the donor profile about Bernie, okay, and these basic scores, these are our scores, we know other programs use other scores, we've researched them, we've built similar ones, but they're unique, and I'll give you insight into ways in which our scores and insights are unique.

But you can sort of see what's available on the screen, it's not anything too crazy, and it's certainly not hard to understand, so we could walk through all of what you're seeing on the screen in about five minutes, I'm sure you'll have some follow-up questions, but I'm highlighting this because this is what you will, to give you that future imagination, this is what you will see in Salesforce on anyone who has been enriched in the Hatch platform.

So you can always come into Hatch and see it with our coloration. So and go and drill down into their lifestyle, their career, all of this.

And there'll be a link also in the Salesforce record to come into Hatch. But you'll see this data in there so you could work natively in Salesforce and be like, Oh, I came across Bernie because he just gave us $5,000.

Want to see what does Hatch tell me about him? Just look at his Hatch card. And then if you want to learn more, you can come over to Hatch.

[@10:25](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=625.16) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@10:26](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=626.58) - **Sim Borodach (Hatch)**

Makes sense. Any comments or questions?

[@10:29](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=629.2) - **Ariel Frechtman (Chabad Intown)**

So that's what's coming in the future. What is it?

[@10:33](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=633.94) - **Sim Borodach (Hatch)**

Yeah. The Salesforce integration, like I said, is built. We're just testing it with users. And then once it's like fully good to go, cause I wouldn't want to, I wouldn't want to, you don't seem like you're in a position to like prototype.

[@10:46](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=646.14) - **Ariel Frechtman (Chabad Intown)**

I'm not.

[@10:47](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=647.06) - **Sim Borodach (Hatch)**

So I don't want to...

[@10:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=648.1) - **Ariel Frechtman (Chabad Intown)**

to be, but...

[@10:49](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=649.16) - **Sim Borodach (Hatch)**

Yeah. Well, soon, soon for our next future release.

[@10:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=652.5) - **Ariel Frechtman (Chabad Intown)**

Sure, sure.

[@10:53](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=653.22) - **Sim Borodach (Hatch)**

Definitely. But hopefully that'll be with like in the coming weeks or even month. Um, and, but it... It could be more like six weeks, two months, I'm not sure, but hopefully in the coming, because again, like I said, we're testing it with users now, and so hopefully it's not a future, future thing, like hopefully it's soon.

[@11:11](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=671.48) - **Ariel Frechtman (Chabad Intown)**

Okay. And so is that included in the monthly cost? So for users who are already subscribed, or for subscribers who already use Salesforce, that'll just be like an add-on.

Okay.

[@11:31](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=691.5) - **Sim Borodach (Hatch)**

There is nothing that additional that I'm going to mention that you guys would have to pay more for beyond $100, except if you would want basically more credits, and you'll understand like what that refers to shortly.

[@11:46](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=706.42) - **Ariel Frechtman (Chabad Intown)**

Okay. That makes sense.

[@11:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=708.3) - **Sim Borodach (Hatch)**

Yeah. Okay. I mean, not every platform works that way. Like there are other similar products that charge for it, which is a totally reasonable question.

But just to set the stage, we don't charge extra for anything except for like more credits.

[@12:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=720.1) - **Ariel Frechtman (Chabad Intown)**

So So- Just to clarify, this is only coming up if somebody is already in Salesforce?

[@12:09](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=729.18) - **Sim Borodach (Hatch)**

I think so, because I think we only imported people who were in Salesforce, but it was a pretty big list.

Got it.

[@12:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=738.06) - **Ariel Frechtman (Chabad Intown)**

So it's not prospecting. It's not finding its own people, correct? It's just finding data about the people we feed it?

[@12:25](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=745.84) - **Sim Borodach (Hatch)**

Yes. Generally, you can search people who aren't in your database, but the core advertisement of the product is find prospects within your existing donor pool.

[@12:40](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=760.32) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@12:42](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=762.64) - **Sim Borodach (Hatch)**

There are ways, but we don't advertise, like do lead generation with Hatch, like generate a list of 1000 donors in Atlanta, Georgia, who would be good prospects for us.

We don't really advertise, and we can talk about doing that. Okay. Some of the early methods that we'll cover make that.

It's obvious for how you can do it within Hatch, but we're not built fundamentally as a lead generation tool.

[@13:07](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=787.2) - **Ariel Frechtman (Chabad Intown)**

Okay. That makes sense. Okay. So, at the moment, just talk to me a little bit about how your clients are using it most successfully.

Yeah, I guess that would be really helpful.

[@13:29](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=809.1) - **Sim Borodach (Hatch)**

So, there's, I guess there's three options. One is, like, researching and trying to surface people you don't already, aren't already on your radar.

[@13:41](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=821.36) - **Ariel Frechtman (Chabad Intown)**

Right.

[@13:41](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=821.5) - **Sim Borodach (Hatch)**

Like, 6,000 names, bringing people to the top, surfacing them, so that you can be like, oh, this is a fresh prospect that we didn't know much about, we should be looking into them more.

[@13:51](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=831.96) - **Ariel Frechtman (Chabad Intown)**

Mm-hmm.

[@13:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=832.84) - **Sim Borodach (Hatch)**

The second would be your, want to learn more about folks that you are already prospecting. Right. All right. Or do have relationships with.

And that's a separate method from what I've showed you so far through what we call elevated profiles.

[@14:07](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=847.86) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@14:08](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=848.48) - **Sim Borodach (Hatch)**

This is an enriched profile, and then it can be taken to a state of elevation.

[@14:12](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=852.62) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@14:15](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=855.52) - **Sim Borodach (Hatch)**

So that would be the second method. And then the third method is specifically using Hatch to right-size gift update at target ask amounts.

So you can actually see that here in the bottom left corner of the scoring and insights. I see you're looking down, so I'll give you as much.

[@14:35](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=875.16) - **Ariel Frechtman (Chabad Intown)**

Yeah, no, you're fine.

[@14:36](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=876.2) - **Sim Borodach (Hatch)**

Okay. Right here in the bottom left corner, we have these target ask amounts. So gift capacity rating is a term you're, of course, familiar with.

And these target ask amounts are first engaged max. How much did the person give to you in the first ask?

Did you not even make a first ask yet? And if you are going to make a first ask, check out.

That's we're floating here. Now, I want to mention two things about this one. Okay, this is the third in the series of ideas I'm going to basically propose to you, and I think we'll stop there.

Just to give two little qualifications to this one. Number one, these target ask amounts are about to go through a critical transition where the values on the profiles are going to change.

It's a very technical evolution. They're becoming much more nuanced in how they're calculated. So they're, to some extent, they're a black box here because there's no explanation, direct explanation of how did we arrive at this number.

We are not hiding that intentionally. It's just, it's a next problem for us to solve. How do we surface an explanation that reads like this?

can Thank Right? That captures the totality of his affluence in one sentence. Right? We want to give you that kind of insight into these.

And it's its own problem that we have just begun to solve. It doesn't mean it's going to take a long time to solve, but I, you know, we, it's not like we're at the precipice of releasing that feature.

We still have to design it. So that could take a couple months. But we do want to buy that insight into, like, we are recommending $213,000 because Bernie has given historically this much to your organization, his affluence represents this, and he's given to similar organizations in this capacity, and therefore we think this number makes sense.

Kind of like you want your prospect researcher to deliver you.

[@16:49](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1009.86) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@16:50](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1010.96) - **Sim Borodach (Hatch)**

Right. So we will get there. I am extremely confident. And I've talked with my head of product that that's, you know, one of the next, we know that would round out this feature.

Is that a So I'm sort of saying two things at once. Number two is that we don't have those explanations yet.

So that is sort of a, you know, that's part of the trust factor here. And also, we don't necessarily want you to just take this number and go use it cold anyways.

[@17:19](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1039.54) - **Ariel Frechtman (Chabad Intown)**

Right.

[@17:20](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1040.62) - **Sim Borodach (Hatch)**

So maybe we want you to benchmark it against what you were going to ask or use it as a guide.

Or like if you were thinking about what the maximum you were going to ask this person is, maybe we want you to use that number.

And the first piece, which I kind of glossed over, is that these numbers are actually about to go through a seismic transition where we change the fundamental way that they're calculated.

So you might today see these numbers on this profile, and we're going to send out, you know, a system-wide email to all of our users, which you will receive, that highlights, hey, we are changing the way that these are calculated.

Those changes are going to change So that's the third way in this series of three ways is actually using these numbers to right-size your gifts to say, hey, we're about to have a donor call with this person.

What does Hatch suggest that we ask this person based on what stage they are in relationship to us? So we can go over any more of those in detail.

I could share more ways that you could use the platform. And I'd also love to hear from you kind of what your impression is so far.

[@18:37](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1117.88) - **Ariel Frechtman (Chabad Intown)**

So two questions. The first is, can you give it insight back? Like, can I give it insight back? Can I say, so for example, it says his largest contribution was $150,000.

If he hadn't paid it, like, would it know that? If it was a pledge, but he knows... Whatever made right on the pledge, just, I know it's an extreme example.

[@19:05](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1145.04) - **Sim Borodach (Hatch)**

For your opinion or for for enrichment, oh, for this here, we don't really interpret, I mean, even if you, right now, even if you include, let's say, maybe type, had you guys included that the type was a pledge, I don't think that we, today we don't distinguish.

[@19:28](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1168.36) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@19:30](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1170.22) - **Sim Borodach (Hatch)**

I could see us distinguishing, I think it would be smart for us to, but I don't know exactly how that would work, because sometimes the pledge becomes not a pledge, if they fulfill it, and then we'd have to track that change.

So I, I don't readily know how, how we would include that.

[@19:47](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1187.3) - **Ariel Frechtman (Chabad Intown)**

So, okay, thank you. So you're pulling this via what we have, correct? Like, like, like, he is showing up here, does it mean that he is not marked, deceased?

Absolutely. Thank you. For Salesforce?

[@20:01](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1201.74) - **Sim Borodach (Hatch)**

So he was uploaded, I could tell you on what date exactly, but sometime in the past, and it was through a manual upload.

[@20:09](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1209.52) - **Ariel Frechtman (Chabad Intown)**

Okay, that makes more sense.

[@20:11](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1211.14) - **Sim Borodach (Hatch)**

So we're not pulling data in real time. It was exported from Salesforce once imported to Hatch, once with these gifts as recently for him as 2015.

Okay, that makes sense.

[@20:23](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1223.94) - **Ariel Frechtman (Chabad Intown)**

But with the Salesforce registration, that data point will pull in real time, and you would see that he's deceased.

Okay, that makes sense. So fundraisers are using this, we're talking a little bit about confidence. So even though there's not an explanation as to how you're arriving at the numbers, customers obviously still trust the data.

[@20:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1252.02) - **Sim Borodach (Hatch)**

Yeah, mean, I, my recommendation, like, I'm, I don't know, I'm head of customer success, right?

[@20:57](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1257.82) - **Ariel Frechtman (Chabad Intown)**

This isn't a sales call. Sure. Sure. Sure. Sure. So I'm speaking from that place. sold. Right.

[@21:04](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1264.1) - **Sim Borodach (Hatch)**

Right. My recommendation is to use it as a guide and a benchmark in comparison to what you were going to ask the person for if you had no idea.

[@21:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1278.18) - **Ariel Frechtman (Chabad Intown)**

Sure. Right.

[@21:19](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1279.1) - **Sim Borodach (Hatch)**

And there's a little bit more to be said, uh, foundationally about accuracy of data on the profile in principle and how, like we have, the system is designed with that in consideration, right?

If I just upload you right now, how do you evaluate that the data that, that those target ask amounts are based on, that it's accurate and correctly associated with you.

And like, there's a built-in mechanism for evaluating the accuracy of that data. Okay. that is to say, like, it's hard for, it's hard, it's, it's hard for me to say, like, the trust factor, it's like.

Alright. Okay, let's this. Let's do this. Okay. You It's like, what does it mean to actually trust those numbers?

And what are those numbers really telling you? And how do they inform your work? I do feel that as a fundraiser, like I would take it on a fully accurate profile, I would take the first target ask amount, like if I basically were on a cold meeting with someone and had to ask them for an amount, rely on that first number.

But that's a real, that's the base case, right? You had no other information on the person, you're fully applying on Hatch, you can't bring your own perspective into it.

Yeah.

[@22:40](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1360.86) - **Ariel Frechtman (Chabad Intown)**

What are, so your clients that are getting the most out of this, are they similar to similar campaign size, similar number of development staff?

How do they compare to us?

[@22:59](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1379.68) - **Sim Borodach (Hatch)**

Yeah. Yeah. A lot of them are, I mean, you guys are not small in terms of fundraising, but you're a pretty small team, right?

You're a pretty tight-knit team.

[@23:10](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1390.7) - **Ariel Frechtman (Chabad Intown)**

Yeah, so it's obviously catered a little bit more toward those who don't have researchers on staff or those who could but are using resources.

[@23:23](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1403.56) - **Sim Borodach (Hatch)**

Exactly. Yeah, we do have universities. It takes a lot of the guesswork out of it. Exactly. And the time spent doing the research.

[@23:32](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1412.44) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@23:33](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1413.26) - **Sim Borodach (Hatch)**

So that's the other piece where we elevate the profile is, right, the computers do all the data gathering, but we need someone.

The AI is not there yet where we can, say, have 100% reliability.

[@23:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1428.92) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@23:49](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1429.48) - **Sim Borodach (Hatch)**

So we have that elevated profile layer where you request for someone to be elevated, and then a human on our team, we have a team of prospect researchers, has gone through the profile.

lines around the And confirmed and completed it. So they're doing all of the Googling, the thinking, like, does this information add up?

And you should never turn off your brain, obviously, even with highly reliable systems, but here we're doing, you know, we want it, we're taking all of that research out of your hands and doing it for you, and then serving you kind of on a silver platter, you know, hey, you know, now what can you do with this?

[@24:30](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1470.2) - **Ariel Frechtman (Chabad Intown)**

Yep.

[@24:31](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1471.28) - **Sim Borodach (Hatch)**

Those elevated profiles, that's, there's a synagogue here in Los Angeles, pretty big institution that has been using Hatch in a dedicated way for a year now, and they take advantage of the elevated profiles really nicely.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1474.601509)

They identify folks that look interesting, or that they have upcoming donor meetings with, and they say, I want to see what Hatch surfaces about this person.

So you can get to... This place by saying, wow, it looks like he has a really high affluence score, right?

But how do you vet that, confirm it, complete it? You could do it yourself, but, you know, particularly in your position, we know that's not realistic.

[@25:12](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1512.4) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@25:13](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1513.04) - **Sim Borodach (Hatch)**

So you use these 20 monthly elevations to get that profile into a complete and confirmed state. You get 20 and they reset every single month that number.

So you have 20 monthly, that's 240 for the year. And all that you have to do is, you find the person's profile, they look interesting to you, you select Elevate, you have these optional questions that pop up here on the right side, which you can fill out if you have the information.

If you don't, you just scroll and hit send. And that's it. We'll send you back the Elevated profile within two business days.

Okay. today you would get the fallback on Thursday. And then we consider it confirmed and completed. You know, there, it's, it is not 100% accurate, but it is accurate.

We've had an example. Human on our side, go through it, complete it to the best of their ability, and these scores and insights will update based on all of the changes that are made.

So, for example, those target ask amounts will reflect their giving history to other nonprofits and reflect their public stock holdings and their property ownership, etc.

[@26:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1578.98) - **Ariel Frechtman (Chabad Intown)**

Okay, that was going to be my next question about their non-philanthropic. So, for example, if you know that they hold X amount of stock in whatever it is, and that plummets, like are you taking those things into consideration?

[@26:41](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1601.4) - **Sim Borodach (Hatch)**

Absolutely. This stock value is, the value is recalculated every time you open the profile.

[@26:51](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1611.58) - **Ariel Frechtman (Chabad Intown)**

Okay, so that was my next question.

[@26:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1612.9) - **Sim Borodach (Hatch)**

So, it's not static. Okay. Yeah.

[@26:56](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1616.02) - **Ariel Frechtman (Chabad Intown)**

The stock value is not static, yeah. And that's going to be once the- Salesforce integration is live, or that's even now, that when I log in, the fluidity that it's updating every time I log in and look at the profile.

**ACTION ITEM: Follow up w/ info on how stock value updates impact scoring recalculation in Hatch -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1621.9999)

[@27:12](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1632.58) - **Sim Borodach (Hatch)**

For the stocks? So, you know what, I actually have to find out the answer to that specific question.

[@27:23](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1643.82) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@27:24](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1644.24) - **Sim Borodach (Hatch)**

a stock value updates, how does scoring recalculate? That's a really good question. I'm going to get back to you on that one.

Okay. I would say, in general, the reality is that any time a data point is updated on the profile, then the scores update.

Okay. The stocks are interesting because I think it's the one that updates in real-time.

[@27:56](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1676.42) - **Ariel Frechtman (Chabad Intown)**

None of the other ones update in real-time. So, for example... If somebody claimed bankruptcy, if somebody sold a massive property, if somebody purchased a massive property, even though those things are ultimately public record, they wouldn't show up.

You'd have to have, I guess, the awareness, or by coincidence, to request a new profile on the same person, a new elevated profile to get that captured?

**ACTION ITEM: Provide answer on process for re-elevating/updating previously elevated profiles -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1697.9999)

[@28:28](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1708.52) - **Sim Borodach (Hatch)**

Yeah, mean, if someone, that's, that's, you're the first, you're the first user in a while to ask about that particular plan.

Like, once the profile has been elevated, how do you then essentially re-elevate it or get, like, the full set of updates?

[@28:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1728.32) - **Ariel Frechtman (Chabad Intown)**

Right.

[@28:49](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1729.26) - **Sim Borodach (Hatch)**

I will also give you an answer on that one.

[@28:53](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1733.7) - **Ariel Frechtman (Chabad Intown)**

Okay. Thank you.

[@28:55](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1735.92) - **Sim Borodach (Hatch)**

Yeah.

[@28:57](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1737.64) - **Ariel Frechtman (Chabad Intown)**

That's, cool. Well, I'm glad to. I like how it looks, which is important. It's important. I mean, you know that the more clicking and things that it could be this, but it could be that, the messier it gets, the harder it is to focus.

And I think at a certain point, I know even with the way that my Salesforce interface was set up at a previous organization, there were so many things that sometimes I would just say, I'm just going to Google it.

I'm just going to call the donor. I'm just going to call their friend because it's a lot to extract.

So even just the interface is really clean, and I appreciate that.

[@29:47](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1787.9) - **Sim Borodach (Hatch)**

Thank How do I log in? Okay, so good.

[@29:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1792.44) - **Ariel Frechtman (Chabad Intown)**

I don't know I know.

[@29:54](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1794.2) - **Sim Borodach (Hatch)**

What is that?

[@29:55](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1795.28) - **Ariel Frechtman (Chabad Intown)**

I don't don't remember. There's so many different things.

[@30:01](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1801.02) - **Sim Borodach (Hatch)**

So the other people, Yehuda Smith, his name is Yudi Smith. I was emailing with him like a week ago, so he must be associated.

He might still be using him for things. What about someone named Levi, L-E-I-V-Y?

[@30:19](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1819.36) - **Ariel Frechtman (Chabad Intown)**

Yes.

[@30:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1821.14) - **Sim Borodach (Hatch)**

Okay.

[@30:23](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1823.22) - **Ariel Frechtman (Chabad Intown)**

Oh, those are the other users. Those are the four users?

[@30:27](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1827.84) - **Sim Borodach (Hatch)**

Yeah, and Rabbi Shusterman.

[@30:30](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1830.9) - **Ariel Frechtman (Chabad Intown)**

So, why don't I just use his for now?

[@30:33](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1833.84) - **Sim Borodach (Hatch)**

Yeah, that's fine.

**ACTION ITEM: Discuss with Rabbi re: reassigning one of 4 Hatch user licenses to Ariel -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1837.9999)

[@30:35](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1835.34) - **Ariel Frechtman (Chabad Intown)**

Okay. I don't know if they didn't remove somebody. I guess not if it's only four.

[@30:43](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1843.98) - **Sim Borodach (Hatch)**

There's four seats total and all four are filled right now.

[@30:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1848.78) - **Ariel Frechtman (Chabad Intown)**

I'll double check with him. I'll just use his for now and I'll double check with him if he wants to remove someone.

**ACTION ITEM: Start utilizing 20 monthly elevated profile requests in Hatch, prioritizing key donors/prospects -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1858.9999)

[@30:53](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1853.76) - **Sim Borodach (Hatch)**

Okay. From my standpoint, I say this to new customers. first more news. It's It's Thank So I'm even happy, you know, you guys are not a new customer, but this is a new relationship and this is new, Hatch is new for you.

So this is usually what I say. Success on Hatch, and with an asterisk that it will change once Salesforce is turned on for you, but success on Hatch is, are you using your elevated profiles quota, you know, every month?

They're really, really, really valuable. We actually price them at $10 each. So you have $20, that's $200 of value, then that's just from the elevated profiles, there's all the platform aspects.

So we really want to see you requesting those profiles to be elevated. Why? Because it shows me that you're logging in.

It shows me that you're identifying, I mean, you could be identifying those donors because you have meetings with them.

could be identifying those donors because your board mentioned them to you and they're like. You better go find everything out you can about this person.

Or you're filtering and sorting using Hatch. So to me, that's like the sign that I look for to identify a customer's engagement.

Because if you understand how valuable those are from a monetary standpoint, and then the way that it completes the circle on the enrichment, right, solidifying all of that information, confirming and completing the profile, then, you know, it highlights to me that you, not that you don't get what's going on if you're not doing it, but it verifies for me without needing to check in and say, hey, is it going?

Which we can and we will meet again, for sure.

[@32:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1968.48) - **Ariel Frechtman (Chabad Intown)**

Yeah, that makes sense. And so when was the last time that we utilized those?

[@32:54](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1974.68) - **Sim Borodach (Hatch)**

It's been a while. Okay. Maybe rabbis requested a couple recently.

[@32:59](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1979.32) - **Ariel Frechtman (Chabad Intown)**

Yeah, it could have been. One here and there.

[@33:02](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1982.9) - **Sim Borodach (Hatch)**

Do you want to see a little bit more that will just help you with using that?

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1983.739672)

[@33:06](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1986.32) - **Ariel Frechtman (Chabad Intown)**

definitely.

[@33:10](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=1990.06) - **Sim Borodach (Hatch)**

So this is the all profiles page. This is where you can see all the donor prospects that are in here.

You can apply a variety of filters. I mean, you could go crazy with what's available here, wealth indicators, giving history, demographic details, etc.

I'm just going to show you in terms of these elevations. You can see who's been elevated and who is in a state of elevation.

I don't think there's anyone who's in being elevated right now for you guys, but let's see. Oh, I clicked the wrong one.

So you historically have got, oh, you know why you have 389? Because we've been, you've been part of our legacy system of doing elevated profiles for an account, even where they're not requested.

But we are, we're deprecating that because we find that it almost. Most every user is much happier when they request who they want to be elevated, as opposed to...

[@34:04](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2044.38) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@34:05](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2045.84) - **Sim Borodach (Hatch)**

Yeah. So, actually, you guys have been... That's a considerable amount. we do... It's basically five per week, so that's, I don't know, 80 weeks.

Almost 80 weeks that we've done this for, so that's close to two years.

[@34:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2061.48) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@34:23](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2063.12) - **Sim Borodach (Hatch)**

And I was gonna... What I meant to click was the elevating, that they're in the elevating process. But as you start to request folks for elevation, you can just use that quick filter to pull up who's currently being elevated.

And once they are elevated, they're actually emailed back to you, as I mentioned, within two business days. So you'll request them through that interface, and then you'll get an email indicating that they've been completely elevated, and there'll be a link to go check out the profile.

[@34:53](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2093.6) - **Ariel Frechtman (Chabad Intown)**

Where are the unverified, whatever I see in red, coming from?

[@34:59](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2099.08) - **Sim Borodach (Hatch)**

These donations? They shouldn't...

[@35:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2100.34) - **Ariel Frechtman (Chabad Intown)**

Okay. And ... Yeah, like 9.4 million is quite a lot to be.

[@35:07](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2107.08) - **Sim Borodach (Hatch)**

Yeah, absolutely. That's a great question. So, in particular for public donations, we pull in everything that's possibly associated with this individual on the automated enrichment.

More data rather than less. We've found, historically, that confirming donations is challenging. Often because there's very little information that can help without, like, the human discernment to decide whether the donation is correctly associated with the person or not.

So, donations that are marked as red are considered unconfirmed, and they'll have a lower impact on these scores, like the philanthropy score that we call propensity, but they'll still have an impact because they're on the donor profile.

video. see Bye Okay. But you could see here that his propensity score is actually 18, and it would be much higher if these were not red, because $9.4 million is a considerable amount, but his propensity score is only an 18 because they get a much lower impact on the propensity score than if they were yellow or if they were even green, they'd have an even stronger impact.

[@36:26](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2186.14) - **Ariel Frechtman (Chabad Intown)**

Right.

[@36:27](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2187.8) - **Sim Borodach (Hatch)**

One additional thing I'll show you is that we introduced this very recently. So, one second, I just need to take a quick note about what I'm sharing with you here.

So, you can, there, we introduced recently the ability to actually hide those donations, which are erroneously associated with the person, and then they're completely...

... Eliminated from Impacting Scoring, and they also don't appear on the profile. And as I'm saying that, I'm actually remembering that we did something very smart, which is if any donations are marked green, only the green donations impact the scores.

So you'll still see these listed here, but now I'm actually...

[@37:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2241.62) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@37:22](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2242.52) - **Sim Borodach (Hatch)**

The only ones that impact here are the green ones. That makes sense. Okay, good. Yeah.

[@37:29](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2249.5) - **Ariel Frechtman (Chabad Intown)**

Like, just looking at it, like, I know him, and there's just no planet where that, like, any portion of that, not a significant portion, a significant portion would be.

But it is interesting.

[@37:43](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2263.62) - **Sim Borodach (Hatch)**

Of course, I'm curious where it comes from, but that It's a different set, and it probably is in a different geographic location, which is why most of it's wet.

But during the elevation process, we try to hide donations that we know are clearly, you know, wrongly associated with person.

think... D-D Yeah. Thank But we won't if we can't, and so long as there's one that's been confirmed, those will be discounted from scoring, but they'll still appear in association with the profile.

[@38:09](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2289.36) - **Ariel Frechtman (Chabad Intown)**

Do you happen to know him?

[@38:11](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2291.36) - **Sim Borodach (Hatch)**

Not personally.

[@38:12](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2292.72) - **Ariel Frechtman (Chabad Intown)**

Yeah, so what's really interesting about it, just because I know you were saying that it doesn't show exactly where the score's coming from yet, what's really interesting about him is that he was in a very senior level position at the Schusterman Foundation for many, many years.

And it makes me wonder if that 9.4% is granted money that he was associated with when the organization gave it away.

Because it's such a substantial amount of money.

[@38:38](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2318.12) - **Sim Borodach (Hatch)**

I just wonder, like, if the foundation granted the money and his name was on it. Let's see. I mean, these are foundations.

Yeah.

[@38:48](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2328.68) - **Ariel Frechtman (Chabad Intown)**

you so much. Yeah.

[@38:50](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2330.74) - **Sim Borodach (Hatch)**

Mm-hmm.

[@38:51](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2331.8) - **Ariel Frechtman (Chabad Intown)**

Interesting.

[@38:53](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2333.3) - **Sim Borodach (Hatch)**

I think the donations are going to come here.

[@38:58](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2338.08) - **Ariel Frechtman (Chabad Intown)**

Ah. Yeah.

[@39:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2340.14) - **Sim Borodach (Hatch)**

Yeah.

[@39:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2340.0) - **Ariel Frechtman (Chabad Intown)**

I can't tell you why it matched to Greg and Marsha and John and Marsha. Yeah, interesting. Huh. I don't know him well.

just know him from working in the Jewish community, like, overlapping times. I think he's at Forbes now, actually. Oh, Now he probably has a lot more capacity than he has.

[@39:21](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2361.24) - **Sim Borodach (Hatch)**

Yeah, right.

**ACTION ITEM: Log into Rabbi's Hatch account on office laptop to access and explore platform -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2363.9999)

[@39:22](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2362.06) - **Ariel Frechtman (Chabad Intown)**

The non-profit transition. Yeah, I'll put that in my back pocket for later. Cool. So, let's see. I'm in the office now.

have my laptop here, but I know that Rabbi set me up to log into his account on my laptop when we first met.

So I'll be able to access that until I figure out with him the four licenses, how to...

[@39:46](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2386.1) - **Sim Borodach (Hatch)**

Yeah.

[@39:46](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2386.9) - **Ariel Frechtman (Chabad Intown)**

We're going to shift those.

[@39:49](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2389.24) - **Sim Borodach (Hatch)**

Awesome.

[@39:50](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2390.3) - **Ariel Frechtman (Chabad Intown)**

This is great.

[@39:51](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2391.58) - **Sim Borodach (Hatch)**

Oh, I'm so glad. I'm really, really so glad that you feel that way.

[@39:55](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2395.34) - **Ariel Frechtman (Chabad Intown)**

Oh, absolutely.

[@39:57](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2397.82) - **Sim Borodach (Hatch)**

Here for...

[@39:58](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2398.54) - **Ariel Frechtman (Chabad Intown)**

out of curiosity, I know it's obviously not... But what is the sort of elevator pitch about why Hatch AI vs.

Wealth Engine or some of the other?

[@40:12](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2412.64) - **Sim Borodach (Hatch)**

It's abundantly clear to us, without a shred of doubt, that Wealth Engine, iWave, and the other similar platforms, they might be collecting some significant amount of data, but number one, they're not collecting as much data as we are, so we're also looking at social platforms, we're looking at news articles, we're gathering contact information, phone numbers and emails, so if you don't know how to contact someone, we can surface that.

And then beyond that, we are allowing for enrichment at scale, so you could, you know, we have, we're working with clients that have databases of 100,000 people, and you can surface or hyper-filter.

few questions? Question. Question. Question. Thank Hyper-segment, which is just not possible in these other platforms. And then on top of that, on every single person, you're getting this incredible layer of insights that it has the potential to be confirmed and complete.

[@41:17](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2477.04) - **Ariel Frechtman (Chabad Intown)**

That's the other thing.

[@41:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2478.32) - **Sim Borodach (Hatch)**

We were really branding ourselves as the prospect researcher that you wish you had. And the elevated profiles is how that happens.

Like, it's the amount of work that you would basically get in a prospect researcher through our platform at a fraction of the cost.

And then if you are a prospect researcher, supercharge your efforts. Like, you don't need to spend your hours researching these people.

Use Hatch and then bring these, surface these insights much quicker and more thoughtfully to your DOD or major gift officer.

[@41:52](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2512.96) - **Ariel Frechtman (Chabad Intown)**

That makes sense.

[@41:54](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2514.2) - **Sim Borodach (Hatch)**

Yeah, that's great. Like, the AI use cases, like, we built very carefully with AI. Like, there's no... We black boxes to us.

We're open to any question, any antagonization of what the AI surface is. It doesn't look right. We will explain how it arrived at that conclusion.

If we can explain how, we'll acknowledge that, but that happens 0.1% of the time when we consider it a non-deterministic error and we say the AI hallucinated or something.

It's not foolproof, but we don't give it, for example, the whole donor profile and say, well, extrapolate some general insights about this person.

give it very specific data points and ask it to do very specific tasks. So I think we see a lot of other competitors branding themselves as an AI-forward company right now.

And from our research, we just don't really see that to be true in almost every case. Right. But we feel like we've kind of unlocked something with the approach that we've taken.

We didn't even really talk Talk about how the AI use case is in the scoring section, because we didn't go over the scores in detail.

It's probably worth just showing you for a second.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2588.156943)

[@43:09](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2589.08) - **Ariel Frechtman (Chabad Intown)**

Yeah.

[@43:13](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2593.66) - **Sim Borodach (Hatch)**

So, this is not, I mean, I don't think, we really don't have anything to hide. Like, the affluence score is not really an AI-based score right now.

It's linearly calculated. We iterate over the different data points we have, we assign certain values to different numbers. For example, like a property at $1.7 million gets X number of points contributing to the affluence score, and it increments.

And then the data points that are most impactful for the affluence score are put here in the little summary.

The exact same is true about the propensity score. We just look at the numbers, we calculate the score, and we provide an explanation.

The two different ones are the affinity scores, and those I can explain exactly to you how we use the AI in this case.

We take the mission of Chabad Intown, and we compare it to the mission of all the organizations that this person's historically given to, and we combine that with how recently did this person give to that organization?

[@44:15](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2655.84) - **Ariel Frechtman (Chabad Intown)**

How many times?

[@44:17](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2657.48) - **Sim Borodach (Hatch)**

And what was the total contribution? And that produces a number, which is then a linear number. It's a number, so the comparison score between this organization and yours is essentially a zero to five.

And the AI just determines like how similar are these organizations, and that's something that's really good at, right? Like how similar are we based on geography, based on political orientation, etc.

Then we calculate a number and it contributes to the donations affinity score. And then again, we produce like a one-sentence summary for the most impactful factors in that calculation.

Likewise, by the profile affinity, we're looking at all of the data... About this person, aside from their donations, that's why we kind of call it profile, everything about their human profile, and then we generate these profile affinity facts, based on the data that we've gathered, so the fact that he's Jewish, his job at the Schisterman Family Foundation, hosting Israel among his interests, philanthropy, venture philanthropy, community outreach, and then each of these facts, this works a little bit differently, it's a bit more simplistic, I'd suppose, the calculation than the donations affinity, it just assigns, this is also what the AI does, it assigns a strength rating 0 to 5 of this fact, right, so how important is this fact to Chabad Intown, obviously this is really important, this is obviously really important, this is obviously quite important, and then the more strong that connection, the higher the score, and the score caps at 100, because once someone's shown that they have like this level of, connection, connection,

We feel, at least today in this particular feature, you know, we might redesign it in the future, but we kind of cap all the scores at 100 for now.

[@46:08](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2768.26) - **Ariel Frechtman (Chabad Intown)**

Right.

[@46:09](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2769.16) - **Sim Borodach (Hatch)**

Those are the main, there's a couple other use cases of AI, but like those are our main AI use cases, so it's like another distinguishing factor.

And we're building upon, we're going to continue releasing features that are really solid, not black boxes, but that are highly explainable, that emphasize trust, transparency, like we're building with that mentality.

And we don't plan to stray from that. Right. Unless the whole ethos in the nonprofit sector changes where people are like, we really are trusting of AI and like, we don't need to provide as much transparency, maybe we'll stop, but that doesn't seem to be anywhere.

You know, lots of nonprofits are discussing like, are we even open to using this at all? Yeah.

[@46:55](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2815.82) - **Ariel Frechtman (Chabad Intown)**

Thankful. They better be, because they're I'm sorry. They better be because they're going to get left behind. I did not, you know, eventually.

Cool. Well, this is great. I really appreciate it. Really interesting. How many clients do you, like, how many organizations are using?

[@47:12](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2832.56) - **Sim Borodach (Hatch)**

150.

[@47:13](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2833.9) - **Ariel Frechtman (Chabad Intown)**

Okay.

[@47:15](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2835.22) - **Sim Borodach (Hatch)**

Yeah. And generally, I mean, we've pivoted. We started with smaller organizations.

[@47:22](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2842.42) - **Ariel Frechtman (Chabad Intown)**

Sure.

[@47:22](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2842.74) - **Sim Borodach (Hatch)**

Most of the clients that we're working with and onboarding now are larger organizations. So we're not trying to, we are trying to, obviously, to get a large number of customers, but more important to us is generally the size of organizations.

So, yeah.

[@47:40](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2860.92) - **Ariel Frechtman (Chabad Intown)**

Do you have, have you had any thought or focus on a geographical area? Like, is it, does it make the data easier or more reliable if you have 20 organizations all in the Atlanta area using you?

So, So, So, yeah. So, yeah. So, yeah. you.

[@48:00](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2880.0) - **Sim Borodach (Hatch)**

No, not right now because we haven't unlocked a fair and reasonable way to share data between organizations. Right. It's not like your private donor information doesn't impact our databases in any way.

[@48:18](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2898.8) - **Ariel Frechtman (Chabad Intown)**

I guess the change to that would be if I could give feedback, right? Like if I could say, wrong, this person moved out of state, it might assist with your like 19 other clients in there.

[@48:32](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2912.84) - **Sim Borodach (Hatch)**

But just little things like that, obviously. Totally. And we've called it historically the data, like a data union where there is more data sharing between nonprofits.

[@48:43](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2923.64) - **Ariel Frechtman (Chabad Intown)**

Yeah, sure.

[@48:44](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2924.72) - **Sim Borodach (Hatch)**

And my wife, who runs a nonprofit has even suggested like, you should like, allow nonprofits to opt in so that they can share their donors.

[@48:56](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2936.98) - **Ariel Frechtman (Chabad Intown)**

Right.

[@48:57](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2937.76) - **Sim Borodach (Hatch)**

It's a super cool idea. It'd be pretty complicated. So we haven't really explored that further in recent times.

[@49:08](https://fathom.video/share/ktyBkTsdvuoK9hteMCjBf-p9MPB766sH?timestamp=2948.4) - **Ariel Frechtman (Chabad Intown)**

This is a much different scale, but when I first started working in the Jewish community, I was working for the Federation in Jacksonville, Florida, which is a very small but philanthropic and robust Jewish community.

And it's interesting because it's sort of like your stereotypical. There's one reform, one conservative, one Orthodox shul, just one, one, one.

There's a conservative day school and there's a religious day school. There's one Jewish family service. There's one Jewish, you know, retirement home.

So the Federation very much serves as a hub for, you know, financial support. They even offer like marketing support.

And there was a period of time where there was understanding about shared lists. And that's, that's obvious.