# **Data Upload - June 25**

[**VIEW RECORDING - 79 mins (No highlights)**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR)

[@0:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=0.6) - **Susan Kramer**

Sam, how you doing?

[@0:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2.06) - **Sim Borodach (Hatch)**

Hey, I'm good. Sorry to just ask for another minute here, but I'm just going to go grab myself some water, if that's okay?

[@0:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=9.14) - **Susan Kramer**

Yeah, you're good, man. You're good.

[@0:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=10.7) - **Sim Borodach (Hatch)**

All right. Thanks. Thank you. Thank you. Thank you. Wealth Signals. All right. Hey, guys. I'm with you. I'm just moving locations to access my charger.

[@1:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=118.22) - **Susan Kramer**

Great. How's everything? Alex, are you here? Alex Oh yeah, I see you at the top, Fireflies, there's a bunch of, you got a lot of AI in her recorders.

[@2:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=127.4) - **Sim Borodach (Hatch)**

They each have a different purpose.

[@2:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=129.1) - **Susan Kramer**

Oh, I get it, I get it, that's, yeah, soon eventually somebody's gonna make one that just does it all, but I get it.

[@2:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=134.84) - **Sim Borodach (Hatch)**

This is Sim's AI. No, that was me, I'm just kidding.

[@2:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=141.28) - **Susan Kramer**

Oh, don't worry. How you doing, Alex?

[@2:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=146.42) - **Alex Amchislavskiy (Jewish Experience)**

Good, how are you, Sim?

[@2:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=147.84) - **Susan Kramer**

Good.

[@2:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=148.8) - **Sim Borodach (Hatch)**

Oh, that was Max.

[@2:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=150.36) - **Susan Kramer**

Sorry, thought, yeah, yeah, yeah.

[@2:31](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=151.14) - **Sim Borodach (Hatch)**

Hey, Alex. So great to be here with you. I was just mentioning I'm just getting resituated by a charger.

[@2:41](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=161.2) - **Susan Kramer**

Sim is in LA currently, right? And Hatch is out of New York. Most of the team, I believe, is in New York.

So today was kind of introduction to the platform, show it to you. And then Alex, if we're at the point where we can upload data, that's great.

If we're not at the point where we can upload data, then maybe we'll just do a quick. Intro to it, get the sign up, and then you and I will put the data together quickly and then send it over to Sim so we get it all input.

[@3:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=187.86) - **Alex Amchislavskiy (Jewish Experience)**

For sure, yeah.

[@3:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=190.1) - **Sim Borodach (Hatch)**

Max, just on the data sending, we're working on our security compliance, and it's much preferable if you upload directly through the platform.

that's fine. Yeah, that's fine.

[@3:23](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=203.38) - **Susan Kramer**

Not a problem. You can always just upload and then just, you know, send an email that it was done, even though you'll get the emails.

[@3:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=209.46) - **Sim Borodach (Hatch)**

Yeah, yeah, I'll get notified as soon as it is anyway.

[@3:34](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=214.94) - **Susan Kramer**

Not a problem.

[@3:36](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=216.68) - **Sim Borodach (Hatch)**

Alex, I just want to say it's so awesome to be here with you. I'm really delighted and, you know, Max, we've been working together for a while.

So, you I hope that we have a good relationship and I can interface with you to give you a successful experience with our product that's matured and grown a lot since the time that Max has been with us.

So, I hope you enjoy what you get. And And, yeah, I don't know if there's anything that you want to say introductory-wise, but if not, we can dive right in.

[@4:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=247.06) - **Alex Amchislavskiy (Jewish Experience)**

No, pleasure to meet you. Definitely, Max has been talking about you, and I'm excited about the meeting and the opportunity here to work together.

And, yeah, my understanding is today a little bit more understanding the back end so that me and Max can start uploading our data there over the next couple months.

[@4:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=266.14) - **Sim Borodach (Hatch)**

Yeah, yeah. So, want to, so, yeah, yeah.

[@4:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=269.08) - **Susan Kramer**

So, Alex, once we do this meeting, we'll really want to kind of hit the ground running and start getting that list compiled so that we can put it into Hatch.

Just to kind of reiterate kind of like the overall strategy here, the idea is that we want a low barrier to entry for our, you know, so that people can see the true value that Sim and I, you know, know is inside of the data.

Help the Jewish experience identify kind of where are those donors that they should be focusing on and, you know, how to approach those said donors to, you know.

So the way that we've done that is we've identified what is a low dollar amount that we can enter, get access and experience with the program, and really just get like a real use case to kind of be the sales cycle so that we can see the true value that it really adds.

Inside of that, what we've kind of come to is using the elevated profiles.

[@5:24](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=324.72) - **Sim Borodach (Hatch)**

Yep.

[@5:25](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=325.66) - **Susan Kramer**

To reiterate what those elevated profiles are, Alex, is it's actually having the Hatch team and then some other members that the Hatch team has, you know, qualified and trained to be able to be essentially prospect researchers.

So we're essentially onboarding another team to do that whole prospect research side of the conversation, which is really something that we can't get past if this is work that has to be done to have an understanding of kind of who we're looking at and everything like that.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=352.569225)

So, so I believe it was what, 25 a month, I want to say, roughly.

[@6:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=360.18) - **Sim Borodach (Hatch)**

Yeah, Yeah, and this is that elevated sticker. What we'll look at today and the next time we meet is when you get that elevated profile, it's coming with all of this amazing enrichment data, like where the person went to university, their emails, their phone numbers, what their public philanthropy is that we were able to find.

And it's been verified. And that's what we need the human to do on our side. As kind of awkward as that phrase is, it's just the way that we talk now, I suppose.

The robots, the computers are doing a lot, but to get it to a state where we feel quite confident in what the data shows, we require that a human be involved.

So, Max was mentioning, you get 25 of these elevated profiles monthly. Everything else is still this amazing intelligence, right?

You're seeing just by Mark Cuban's profiles elevated. You're still going to see... You all these amazing scores on everyone in your donor database and we'll just consider them incomplete and unconfirmed.

There are indicators for accuracy of data and quantity of data like you're sort of seeing here and we'll talk more about that.

So I think it would be prudent for us to do the account setup. Okay. And Alex, just before we head over there, do you have any questions, anything off of mind?

[@7:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=449.2) - **Alex Amchislavskiy (Jewish Experience)**

No, it's nice to start to see the back end.

[@7:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=452.62) - **Sim Borodach (Hatch)**

Yeah, that's actually, that's pretty much the front end actually.

[@7:36](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=456.62) - **Susan Kramer**

Yeah, he means like from, yeah, cause like I've been, I've been kind of explaining and going over everything. Yes, we haven't set them up, right?

Cause as we said, we want to get away from the subsidiary account just to make it simpler. So, yeah.

[@7:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=468.42) - **Sim Borodach (Hatch)**

I'm sending the link right here. I'm happy to enter your information, Alex, if you want, if you want to, but, but I think it's probably, it's just pretty much address and like your organization details to register for a free account.

Count, take about two minutes right now.

[@8:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=482.0) - **Alex Amchislavskiy (Jewish Experience)**

You want me to do that right now?

[@8:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=483.32) - **Sim Borodach (Hatch)**

Yeah, please. I just sent you the URL. Again, just take about two minutes.

[@8:13](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=493.12) - **Susan Kramer**

And yeah, so I just want to reiterate that the plan here, Alex, again, is to kind of touch upon what Sim just said.

You're going to get a lot more data than just the 50 people we're going to look at. It's just we're going to utilize those 50 people up front to be where we're going to focus as like a really scrubbed pipeline.

After we work through those 50, Susan and I will work with you to help move through the rest of them.

If there are more past, you know, if we say, you know what, we don't really want to pay for more profiles.

So it's really there's going to be a lot of data that will be actionable here, you know, not just inside of the first two months.

[@8:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=532.24) - **Sim Borodach (Hatch)**

Max, can you remind me what the donation history looks like?

[@8:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=537.94) - **Susan Kramer**

Yeah, they yeah, TJ, does have pretty solid. Solid, Donation History Tracking, I'm a little confused as to, do we want, is it best now to do it all up front, or do we need to input it first into the system and then put it in a second batch?

[@9:11](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=551.42) - **Sim Borodach (Hatch)**

It is, it's a second upload, but like we only run scoring after the donations come in, right? Because scoring utilizes, in the meantime, we can run scoring on like select prospects.

And I'm mentioning this because sometimes it takes time to like get the donations together, but you could tell me what the current state is, because...

[@9:35](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=575.64) - **Susan Kramer**

will speak to that better, but from my experience, the Jewish experience does have, and correct me if I'm wrong, Alex, but I wonder from what I've seen, they do have donors with associated internal numbers, like you have tracking numbers internally for the Jewish experience.

And then they also have the gift history as well. So like constituent IDs, right, Alex, you guys have like individual IDs?

Please.

[@10:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=601.56) - **Alex Amchislavskiy (Jewish Experience)**

So we use Salesforce, so we have a unique identifier for each contact and I could pull donation history for any given year or all sorts of things like that.

[@10:15](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=615.4) - **Susan Kramer**

Perfect. Perfect.

[@10:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=616.62) - **Sim Borodach (Hatch)**

Yeah, that's great. So, Max, to what extent do you want to be involved? I don't know, what's the orientation here?

[@10:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=628.62) - **Susan Kramer**

I think it should be between the two of you to make sure you understand, and I'm here to kind of help with the Moose Management side of things, like the side of things that are more so like what we, you know, so if there's questions regarding, you're the expert on the system, Alex is the expert on their data, I understand data and the use as it applies to, you know, increasing the fundraising, all these things.

I also understand kind of what is the quote-unquote kind of deal we've created here for Susan Kramer Consulting clients.

So I just want to, you know, you know what I mean, pass, yes, just get it all in there.

Ok, thank you so much. you. I'm just here, you know, watching, taking notes, observing.

[@11:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=665.64) - **Sim Borodach (Hatch)**

So, yeah, Alex, how's the, how's the, how's that going?

[@11:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=670.06) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, so look, I made a comment just to verify my email, should I choose a plan here? plan?

[@11:15](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=675.62) - **Sim Borodach (Hatch)**

choose the free plan. Well, are you planning, so is the plan to subscribe right now?

[@11:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=680.64) - **Susan Kramer**

Well, why we just, why don't just start with the free plan to get the information in? And then, and then just because I don't want that two months to start before we actually input the data.

Yeah. in case, Alex and I, week or two to get the full data, you know, set up and everything.

[@11:35](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=695.08) - **Sim Borodach (Hatch)**

Well, that's pretty much what I'd like to turn to now is, is.

[@11:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=700.54) - **Susan Kramer**

I want to walk him through actually pulling this.

[@11:42](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=702.82) - **Sim Borodach (Hatch)**

And in transparently, it would be great to, I mean, if you're able to just, or do you think you're able to dedicate like one to two hours to this, Alex, but for the rest of the week?

[@11:53](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=713.24) - **Alex Amchislavskiy (Jewish Experience)**

This week, no, but next week, yes.

[@11:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=715.98) - **Sim Borodach (Hatch)**

Okay.

[@11:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=716.98) - **Susan Kramer**

Okay. So why don't we, why don't we do this? Why don't we get the setup done? I. We'll then communicate with Alex via email to, or we can communicate together to make sure he pulls the right lists with everything we want, and then we'll set know what data points are required versus...

[@12:11](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=731.34) - **Sim Borodach (Hatch)**

Yeah, that's right.

[@12:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=732.08) - **Susan Kramer**

That's what we'll, yeah, totally, totally. So what we'll do is we'll get the setup done, we'll do the free account, just the simplest thing, and then we'll communicate Especially if you could send me an Excel template that says these are the data points.

[@12:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=742.98) - **Sim Borodach (Hatch)**

Yeah, we have it. So now that you've created an account, just head over to hit the upload button on the left side, and then choose bulk enrichment, and you'll start to be, walk through, walk through like what the process is.

And I'm here, I'm here to talk this out with you, but some of it is reading, and it should, it's very easy to, I mean, it should be easy to follow.

[@12:47](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=767.54) - **Alex Amchislavskiy (Jewish Experience)**

So it looks like a critical, obviously, first and last name, and then as long as you have email, phone, or address, you can move forward.

[@12:54](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=774.48) - **Susan Kramer**

But ideally, the more of those, the better. No, no, no. That's, that's, let's, let's, okay.

[@12:59](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=779.68) - **Sim Borodach (Hatch)**

So. I mean.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=786.104975)

[@13:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=780.76) - **Susan Kramer**

Max is going to qualify here what he wants. address, for what we're talking about Alex, address is necessary. At least zip code.

At least zip code. Yeah.

[@13:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=790.86) - **Alex Amchislavskiy (Jewish Experience)**

Yes, so we need at least zip code. are important to maximize.

[@13:15](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=795.7) - **Susan Kramer**

Yeah, but really to get, because it's really, the zip code is a thing that actually the AI systems use to quantify where these people are in this world.

And being that we all have so many similar names.

[@13:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=807.62) - **Alex Amchislavskiy (Jewish Experience)**

So what if we have an important prospect and we don't have their address that's not worth uploading them?

[@13:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=812.26) - **Sim Borodach (Hatch)**

Well, Max, I mean, the truth is that we don't know because even when we can match by, when we match by an email, which is a really great match, we do sometimes, a fair amount of time, we get the city, state, and sometimes even the full address.

It's not necessarily the full address that you have, but sometimes organizations even have like just the workplace address of someone which provides some utility, but like the donor doesn't want to reveal where they live.

And we are able to.

[@13:59](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=839.4) - **Susan Kramer**

Alex, do you know how many? Alex, So I fully agree, and Alex, what Sim is talking about is scrubbing whole lists, all of that, and best practice standard gold standard is whole list scrubbing.

[@14:08](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=848.26) - **Alex Amchislavskiy (Jewish Experience)**

Sure.

[@14:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=849.02) - **Susan Kramer**

We're on the same page. The issue is, as we said, sometimes that can be a little bit too big of a barrier to entry because there's just a little bit too much money that goes into processing that many names, potentially.

And so our idea here is, Alex, is it over $2,500? I would imagine it is, right?

[@14:25](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=865.84) - **Alex Amchislavskiy (Jewish Experience)**

I thought my understanding was we're only going to do $2,500 a month.

[@14:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=869.9) - **Susan Kramer**

Correct. Well, no, no, no, We're going to do $2,500 names total.

[@14:33](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=873.94) - **Alex Amchislavskiy (Jewish Experience)**

Ah, so $1,250 a month.

[@14:36](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=876.66) - **Susan Kramer**

We're going to do $2,500 up front.

[@14:39](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=879.6) - **Alex Amchislavskiy (Jewish Experience)**

Oh, and then we get the detailed profiles.

[@14:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=883.38) - **Susan Kramer**

Exactly, 25 individuals each month, exactly. So we're going to do $2,500 total names up front. So if the lists you have are $2,500, we scrub them all.

If they're not, if it's more than $2,500, we need to be a little bit picky on who we're putting in to the front end of that.

[@15:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=900.5) - **Alex Amchislavskiy (Jewish Experience)**

So that's kind of, that's kind of why, yeah, so I think...

[@15:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=903.88) - **Sim Borodach (Hatch)**

So Max is trying to ask, what number do you have that doesn't have a full address? Do you have a sense of that?

How many that have an email or a phone or both, but no home, but no, but no address? I mean, you were saying at a minimum max zip code, but...

[@15:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=920.1) - **Alex Amchislavskiy (Jewish Experience)**

Here, let me just pull a quick report.

[@15:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=922.38) - **Sim Borodach (Hatch)**

Yeah, perfect.

[@15:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=926.04) - **Susan Kramer**

Yeah, because Sim, the truth is, if it gets it, it's true. Like if, for example, anybody on the Saibund report, so gave some year, but not this year, we're going to want to put in, even if it doesn't have an address, just because anybody that's been a donor to the Jewish experience, and is not giving now, we want to know about them.

So we're going to be, you know, so we're going to pull a Saibund report, we'll pull, you know, people that are in the Wealthiest Zip Codes.

[@15:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=952.94) - **Alex Amchislavskiy (Jewish Experience)**

Look, I just quickly, for the sake of having a kind of a more meaningful conversation here, pulled... All Contributions from Last Year.

This is not all Participation, but Contributions. And I have 1400 with a zip code.

[@16:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=974.64) - **Sim Borodach (Hatch)**

And how many without?

[@16:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=976.48) - **Alex Amchislavskiy (Jewish Experience)**

How many without? That's weird.

[@16:42](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1002.46) - **Susan Kramer**

Okay, so Sim, you're saying that we can get pretty accurate data even if we don't have that zip code.

[@16:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1009.58) - **Sim Borodach (Hatch)**

It's not guaranteed, but it's not guaranteed even if there is an address. I mean, you are right that, like, sequentially, the first email has to match.

And then it. We'll use the address as opposed to if the address is provided, you're guaranteed to get the wealth indicators or whatever.

Right.

[@17:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1029.56) - **Susan Kramer**

The idea is, and I agree, we just have to kind of apply that strategy to understanding that, you know, this is not an indefinite kind of conversation.

If we don't find the value up front, it ends up, you know, in the first few months, like just like actionable information, like, right, if we're coming across.

[@17:25](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1045.8) - **Sim Borodach (Hatch)**

I know you're on the same page. So that's kind of...

[@17:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1048.16) - **Susan Kramer**

That's not what I was going to say.

[@17:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1049.16) - **Sim Borodach (Hatch)**

I'm very confident that, I'm very confident that in either case we will, in either case we will, the insights will be surfaced because the scoring and insights very great, just gracefully brings the people to the top who are most relevant.

[@17:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1064.48) - **Susan Kramer**

Fine. So then perfect. So then, then if that's the answer, then, then I think we just do it as simple as possible.

Then I think we do the side bunts. We do the, we do the right. So escape some year, but not this year.

We give the people that are the highest level donors. We do that. Although, maybe not because Susan's report is...

is that TJE, Alex, Susan says that you guys are actually pretty right-sized with a lot of donors. So what that means is if we have pretty, I mean, you work in We want to go mining.

[@18:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1089.92) - **Alex Amchislavskiy (Jewish Experience)**

We want to go mining for $180, but maybe we see you're giving somebody else.

[@18:15](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1095.06) - **Sim Borodach (Hatch)**

I'm just a quick answer to the question.

[@18:18](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1098.84) - **Alex Amchislavskiy (Jewish Experience)**

Out of this 1400, about half have addresses, half do not. But the other half that do not, we have their emails.

So just putting that out, this data set.

[@18:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1108.72) - **Sim Borodach (Hatch)**

Perfect. And how many, if you take, if you say, don't have zip code? I mean, ideally, I'd want to know who doesn't have a zip code, but who does have a phone or an email, but I assume...

[@18:39](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1119.22) - **Alex Amchislavskiy (Jewish Experience)**

No, so the half that doesn't have an address, the majority of them have an email.

[@18:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1123.46) - **Sim Borodach (Hatch)**

Oh. So it's 1400 from last year total, and Max, you're saying maybe you just want to expand that criteria just beyond last year?

[@18:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1132.16) - **Alex Amchislavskiy (Jewish Experience)**

Well, think I would pull, Max, correct me if I'm wrong, I'll pull like the last three years of giving.

[@18:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1137.8) - **Susan Kramer**

So we actually... Right, right. So the first list that were 100... What we're 100% going to want is we're going to want, it's called Saibunds.

We want people that gave some year, but didn't get back, right. So that's the very, that's the most important list because that's all new money coming in.

If we can get them back to giving, that's now new money that has disappeared over the years. So that's the most important.

So that's the churn of a nonprofit. The first step to focus on is reduce the churn inside of this strategy, as well as increase the giving.

So we're doing both at the same time. So the Saibund is a big one. We're also going to want to, we're also not, hmm, see, this is interesting.

Yep, we also definitely are going to want the 1400 names that gave, that gave the last year. The reason why is because that is going to be the mining.

That's going to be what's going to give us once we input the giving, we're going to be able to then get the hidden gems out of there.

[@19:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1198.46) - **Sim Borodach (Hatch)**

Yeah. hidden gems are app.

[@20:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1200.0) - **Susan Kramer**

Absolutely, with Psy Bunch, they are grade A, they are your AAs, they are the people you want to go to first, because those are individuals, Alex, just, you know, using InSpeak a little bit, but Hidden Gems are the people in your organization, if you know, I'm going to repeat it, the people in the organization that are giving more to other organizations than the Jewish Experience, so we know then as development professionals that those are very philanthropically inclined people, and they are already engaged with us.

They're just not giving to capacity. So that's a very important list, so yes, we will want to run all of this there, we'll want to run the Psy Bunch.

After that, I would say, if there's anybody that is not giving, this one might be a little bit more difficult, Alex, and we don't necessarily have to include this, but if we have a way to track anybody that is not giving to the Jewish Experience, but is coming to events consistently.

[@20:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1255.6) - **Alex Amchislavskiy (Jewish Experience)**

Yes, we're developing that capacity.

[@21:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1260.86) - **Susan Kramer**

I'm sorry, was that?

[@21:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1261.96) - **Alex Amchislavskiy (Jewish Experience)**

We're developing that capacity.

[@21:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1264.08) - **Susan Kramer**

Correct, exactly. So we want to look for the hidden gems out of the giving last year, people. We're really giving over the last three years, I would say, is what we really want.

[@21:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1274.88) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, when I look at the last three years, I have 2,200 contacts here.

[@21:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1279.14) - **Susan Kramer**

Okay.

[@21:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1281.38) - **Alex Amchislavskiy (Jewish Experience)**

So I can expand it a little bit.

[@21:23](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1283.56) - **Susan Kramer**

No, that's fine. I think if we do three years of giving, and then we do the Cybunt, gave some year, not this year, I think that will give us a really good list.

And then in my opinion, I don't even think we go, I think what we do is we go to just wealthy zip codes.

I think we just go to like 80111 near Cherry Creek. I think we go to like 80246 near Hilltop.

Like, I just think we do those areas, you know.

[@21:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1306.82) - **Alex Amchislavskiy (Jewish Experience)**

But we hit our capacity.

[@21:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1308.36) - **Susan Kramer**

Right. And until we hit that 2,500 and then we just go with that list. Yeah. So I think the main one is yes.

I think yes, that big list that you pulled of having given the last three years, I think the list then we can do this some year, but not this year.

And then there will be, there will be duplicates that we can remove, and then we just fill in with, yeah, we just fill in, because we'll be able to pick, Alex, who we want to spend the 25 a month in-depth research on, so for example, the greater odds are we will use really only people inside of Hidden Gems, hopefully, and then if there's not enough Hidden Gems, we'll then also move into the game some year, but not this year.

And then, yeah, that should produce a list of people that is very actionable for the ED team to actually, you know, the development team to start approaching and actually, you know, create more giving inside of.

Okay. Perfect. Okay, so Sim, do you feel that we're set on what we're pulling?

[@22:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1372.76) - **Sim Borodach (Hatch)**

Yep. Yeah, and Alex, I mean, are you able to generate that list now? Like, you need, I mean, it's.

[@23:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1380.0) - **Alex Amchislavskiy (Jewish Experience)**

Generate it, I don't know if I want to, do we just want to move forward with these names for now?

[@23:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1385.32) - **Susan Kramer**

No, think it might be best, well, do you have, well, we have the 20, I know we have these are the 20, how many was from the, you said 2200?

[@23:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1394.08) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, those are donors from 22, 23, and 24.

[@23:18](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1398.24) - **Susan Kramer**

Okay.

[@23:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1399.86) - **Alex Amchislavskiy (Jewish Experience)**

I was just sort playing with this report as we were talking.

[@23:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1402.8) - **Susan Kramer**

Okay, so then, that's great, so then do you have the Saibund report?

[@23:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1408.22) - **Alex Amchislavskiy (Jewish Experience)**

Well, it's going to be effectively the same minus people who gave this year. I mean, I could turn this into a Saibund report.

[@23:36](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1416.84) - **Susan Kramer**

Okay, and we would just say based on the last, and you said- I would just say somebody who's not given this year.

Okay, so then, okay, that's fine. So then, so then, and then we're, we went back to 22, you said?

[@23:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1426.46) - **Alex Amchislavskiy (Jewish Experience)**

Yeah.

[@23:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1428.94) - **Susan Kramer**

Okay, um, then our hidden gens will come, yeah, okay, and you're at, and we're at 20, how many, we're at 20, okay.

What if you just add one more year, what does that take us up to?

[@23:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1437.36) - **Alex Amchislavskiy (Jewish Experience)**

you. Well, I, I need my- ... I need my guide to add, it's complicated, for whatever reason I don't have 2025 in here.

Oh, there we go. Perfect. Greater, there we go. Okay. So this report... 2700. I'll cut out some that don't have addresses on the lower end.

[@24:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1488.38) - **Susan Kramer**

Perfect.

[@24:50](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1490.26) - **Alex Amchislavskiy (Jewish Experience)**

What are the fields I need? I have first name, obviously.

[@24:53](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1493.5) - **Susan Kramer**

First name, last name, email.

[@24:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1495.68) - **Sim Borodach (Hatch)**

Yeah. Yeah. I mean, is there anything that you're not, if you're comfortable in... Including the maximum amount as possible, you can upload the file and then I'll just tweak things as necessary, rather than needing to take, because it sounds like you're pretty tight on time this week, rather than needing to take the time to like edit the file, so, whatever you have, if you can export that, I can reformat things.

[@25:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1520.96) - **Susan Kramer**

But could we remove, because if we do 2700 we want, I think we're going to cap it at 25, so we'd have to remove the 200.

[@25:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1528.38) - **Sim Borodach (Hatch)**

If we, if we could get this wrapped up this week, guys, I'm very happy to include the extra 200 prospects, um, to just become easier.

Yeah.

[@25:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1538.14) - **Susan Kramer**

Oh yeah, so you just want to upload it, that's fine.

[@25:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1540.76) - **Alex Amchislavskiy (Jewish Experience)**

Look, so let me show you what I have, so now, for now, let's make sure we're all on the kind of same page over here.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1547.104872)

[@25:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1548.54) - **Sim Borodach (Hatch)**

Perfect.

[@25:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1549.6) - **Alex Amchislavskiy (Jewish Experience)**

Can you all see my screen over here?

[@25:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1551.46) - **Susan Kramer**

Yep.

[@25:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1552.18) - **Sim Borodach (Hatch)**

It's a little bit smaller, or maybe I can just zoom in.

[@25:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1555.8) - **Alex Amchislavskiy (Jewish Experience)**

You want me to zoom out?

[@25:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1557.28) - **Sim Borodach (Hatch)**

I zoom in actually.

[@25:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1558.86) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, yeah. So look, I have accounts, and then I have, there's just a little bit of logic here, like for example, in Excel I could play around with, like, here I have one email, and here I have the spouse's email.

So there's just some logic that I could do in Excel, like, take one or both of these emails, and then I have, you know, addresses.

[@26:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1581.96) - **Sim Borodach (Hatch)**

Well we have many different, we have many different email columns, so it's, it's really up to you if you want that email, the spouse's email to be associated with the primary donor.

Because we, like...

[@26:34](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1594.0) - **Alex Amchislavskiy (Jewish Experience)**

I didn't pull this by donor, I did this by account. So an account could include two or more people.

[@26:41](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1601.5) - **Sim Borodach (Hatch)**

I mean, like, we, the way that the system works is, we look up one donor, and then you have, like, the spouse of that donor is used as a, as a supplemental data point.

In the future, we will adapt Hatch, and it's just beyond the scope of this conversation to have, like, two separate, but kind of the...

The way you do in Salesforce, you could have two separate profiles for the primary donor and the spouse, and then you can have a household or an account entity.

We don't support that. You just get one donor profile per person. So it would be your choice if you want to have one for the primary person and one for the spouse, and then you would just put the other's information contained on their profile.

This is totally something to discuss now that we've landed on this issue.

[@27:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1646.36) - **Alex Amchislavskiy (Jewish Experience)**

I mean, here you do have the first name. That's the primary contact, right? And then the primary contact email and mobile is associated with them, whereas the secondary email is associated with the spouse.

[@27:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1664.7) - **Susan Kramer**

That isn't the input for Hatch. Can't you do that though, Sim, right?

[@27:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1668.32) - **Sim Borodach (Hatch)**

We can do that, right? Put the secondary email as the spouse email?

[@27:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1672.28) - **Susan Kramer**

Yeah, right, the spouse email?

[@27:54](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1674.6) - **Sim Borodach (Hatch)**

Yeah. So the main contribution that it would make to the profile, if it's considered the spouse email... It will appear on the profile so that you have some continuity between your CRM and Hatch, but it won't really be used in the search because you're specifically saying this is not the individual's email who you're actually looking for.

It'll be basically a static data point. won't be, at least not in today's iteration. But whereas if you keep it as an email belonging to the donor, we won't know that it's, there's no way of indicating this is the spouse's email.

However, it will contribute to looking up, you know, that donor in association with the spouse's email.

[@28:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1718.68) - **Alex Amchislavskiy (Jewish Experience)**

So it sounds like I need to repull the whole donation report by contacts versus account. Is that what I'm hearing?

[@28:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1726.72) - **Susan Kramer**

Well, but the problem there is, is that'll almost double up, not double, but it'll add a lot of names here.

[@28:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1731.74) - **Alex Amchislavskiy (Jewish Experience)**

No, it's more or less double. I mean, obviously, we live in America, people get divorced and whatever, but a lot of our donors, thank God, are happily.

Married, you know what I mean?

[@29:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1741.56) - **Susan Kramer**

So... Yeah. No, I don't think we want to do that. I think I'd rather just not...

[@29:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1746.48) - **Sim Borodach (Hatch)**

Well... I can play with this report and I can add a column last name.

[@29:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1750.74) - **Alex Amchislavskiy (Jewish Experience)**

So we can use the primary contact, you know, it'll be Joni Schwartz or whatever it is, and we can still use this report then.

[@29:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1759.44) - **Sim Borodach (Hatch)**

Yeah. I mean, that is how I would edit it. So it's great if you can actually take care of that step easily.

But the trade-off is if the... Max, it's really more relevant for generating, like, inferred salary and looking at career history, where doubling up will...

You won't capture, right, if it's the spouse that really is the one that has the wealth, and it's not the person who's listed as the primary contact, then the donations, right, the public donations might be captured because we cast a very wide net when we look at donations, right?

We try to capture... mean, that was actually your tidbit back in the day when we were... at�� And when we were...

Iterating on the product, but when it comes to capturing things like a stock, stock affiliation, or career history, right, which we, we generate an AI inferred salary, it's not going to capture the spouses if there's not a separate, um, understood, understood.

[@30:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1816.68) - **Susan Kramer**

but the donation history is the one that it will capture.

[@30:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1819.6) - **Sim Borodach (Hatch)**

It, it probably will.

[@30:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1821.2) - **Susan Kramer**

likely, most likely, because often you see a lot of donation reports as both, both the names and things like that.

[@30:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1826.34) - **Sim Borodach (Hatch)**

Correct.

[@30:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1826.88) - **Susan Kramer**

Correct. Okay. Um, yeah, see the problem, the, like, I hear you and I, and I see that value, but I think my bet is the way that sometimes.

Hmm. Alex, when you receive information, if Jody and Mark give you a donation and it's Jody's money, often Jody would be the one putting her as the contact, correct?

[@30:50](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1850.18) - **Alex Amchislavskiy (Jewish Experience)**

Correct. You then give $180. It goes to the, uh, Jody and Mark family, but the donation goes under Jody.

[@30:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1858.9) - **Susan Kramer**

Right? Because it's, so whoever's okay. So then so then basically, I'd rather just assume that the Jewish experience is is is tracking who the actual donor is, kind of thing, and then just keep them because again, because like, again, if we start to get to the 567000 names, it's just it starts to be, you know, I think it just starts to be cost prohibitive upfront.

[@31:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1879.92) - **Sim Borodach (Hatch)**

Well, I mean, the, the, the jump from 100, the jump from 2500 to 5000 is a jump from $100 monthly to $200 monthly.

I mean, I, yeah, we're buying extra elevated profiles upfront.

[@31:34](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1894.68) - **Susan Kramer**

So the goal is, is we're doing, we're paying for two months, and then we're paying for additional elevated profiles in month one and month two, so that the end of month two, we have a total of about 50 names that have been elevated.

[@31:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1906.1) - **Sim Borodach (Hatch)**

Right. So, I mean, we can negotiate somewhere that works out for both of these scenarios where you get the five, you know, let's say the 5000 credits, and you get the elevated profiles that you need.

I don't want to say like name your. Right, but like understanding the cost of the monthly cost is $200 for the 5,000 enrichments and I have to look up what the 20 for 25 elevated profiles is what comes with 10 right and then I think it was like I think it was 150 for the extra yeah so that would be 350 per month we were so what we were at was to right so what I had what I talked to Alex and you and I was right that we were at 250 for the 2500 name.

[@32:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1949.9) - **Susan Kramer**

and the 25 elevated profiles yeah 25 elevated per month so it's a total of 250 elevated profiles after a two month period right and talked about right I mean Alex you can make the decision if you'd want to run the 5,000 names but I mean I don't look I'm pretty confident that this report will will get us most of what we need and I mean I don't look is it

[@33:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1980.0) - **Alex Amchislavskiy (Jewish Experience)**

It's possible the spouse is secretly giving all kinds of tzedakah somewhere, and then that would be uncovered if we give all of the records in?

Possibly. I don't know. I guess I would want to ask Susan what her thoughts are on that before...

[@33:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=1996.26) - **Sim Borodach (Hatch)**

Just the other piece aside from the philanthropy is if the spouse who's donating under is maybe the one who you have the relationship with, but the other one is the breadwinner.

That's where I'm coming from. I'm coming from that the other one is the breadwinner. And you're not necessarily going to capture on who's considered the primary donor, you're not necessarily going to capture their affluence.

[@33:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2023.3) - **Susan Kramer**

Yeah, I'm having a hard time with the fact that a client has to pay to double that up. That's not on any other platforms, just so you know, Sim.

[@33:50](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2030.52) - **Sim Borodach (Hatch)**

Right. So I'm sort of thinking, if you guys already made this arrangement, and I'm not actually the salesperson on your account.

You I'm really here to assure that you have a successful experience, obviously for Kramer Consulting, but now for you, Alex, especially because you're coming on as a subscriber through your own account.

Let's continue working on getting the data out, but I'd say maybe let's just put a pause so I can go back to my team and just come to them on this pricing issue and hopefully they just come back with a favorable read.

And if not, we'll stick with the $2,500 or $2,700. And if yes, I assume we'll probably just propose to meet in the middle, rather than to go up another $100 monthly.

But Max, I'll leave a final word with you.

[@34:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2083.88) - **Susan Kramer**

Yeah, no, I think that's great. I think, look, I think we don't want to get in front of what the goal here is, which is really to show the value to the Jewish experience.

And I think that value will be there. And Susan and us are hand in hand with them. Okay. Okay.

Okay. So when that value is there, Susan will be making the asks with these people in there, guiding them about how to use the data, all of that, so the probability of this working, Sim, is very high, so I'd rather just go for it, do this, and as Alex said to me when I introduced this whole thing to him, said, and guess what, if it works, we have wine and cheese coming up where we get another thousand new names that come in, and so we'll be wanting to do like, you know, like the Jewish Experience, is one of the better organizations around Denver, and the community around them is really spectacular, so there are always going to be more names and more things coming in, and like, you know, they brought in Zusha, like a few years ago, and put on like, an actual concert for our community that was like, Sim legitimately, like, and like, you wouldn't see it in any Jewish communities except for like, LA, New York, like, Miami, like, so it's phenomenal, they're an awesome organization, it's only gonna grow, I think we can see how you can show it.

[@35:59](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2159.88) - **Sim Borodach (Hatch)**

I my wife to We moved to Denver.

[@36:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2161.12) - **Susan Kramer**

It's a losing battle.

[@36:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2165.16) - **Sim Borodach (Hatch)**

Dude, LA, it's tough.

[@36:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2166.06) - **Susan Kramer**

When you're coming from those coasts, you guys just have so much, especially in the Jewish space. We get it.

It's tough. But we're having a pretty cool life here in Colorado.

[@36:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2176.3) - **Sim Borodach (Hatch)**

So our really good friends, she's from Denver, and they just went back to visit. She's trying to convince her husband, who's from New Jersey and they live in LA, to come move back to Denver.

They've already got it. Her last name is Bern. Sorry. Gosh, what's her maiden name?

[@36:35](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2195.54) - **Alex Amchislavskiy (Jewish Experience)**

It's all good. No worries.

[@36:37](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2197.42) - **Susan Kramer**

It has a whole community here, so we probably know her.

[@36:41](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2201.08) - **Sim Borodach (Hatch)**

Danielle. Her name is Danielle, but that's not, that's not helpful.

[@36:45](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2205.9) - **Susan Kramer**

Das?

[@36:47](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2207.26) - **Sim Borodach (Hatch)**

Yes!

[@36:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2208.2) - **Susan Kramer**

Yeah, I went to the night with her. That's unbelievable. Yeah, she actually is. Yeah, she was a year older than me.

Yeah, yeah, yeah. I know her. Yeah, I knew her well. Funny. That's what I'm saying. And small enough, you say, Danielle, yeah, red hair.

[@37:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2222.14) - **Sim Borodach (Hatch)**

Yeah, I know we're well. Unbelievable. Oh my gosh, my heart's singing right now. That's so cool.

[@37:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2226.26) - **Susan Kramer**

So perfect. So we're on the same page. I agree, Sim. So I think what's going to happen is, yes, let's get, we'll get the Jewish Experience and this list done.

We will get signed up onto that next level. You'll come back to us. I mean, look, I think if you'll do the 2700, Alex, we're submitting the 2700.

And then the other one, I think the list was great.

[@37:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2247.46) - **Sim Borodach (Hatch)**

Do have the file, do you have the file ready now?

[@37:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2250.32) - **Alex Amchislavskiy (Jewish Experience)**

It could be. Are we still, are we like, I'm sure we're the data a little bit?

[@37:39](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2259.9) - **Sim Borodach (Hatch)**

I'm saying I'll clean it up. Like, I want to take that out of your hands just because you said you have a lot going on.

[@37:45](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2265.5) - **Alex Amchislavskiy (Jewish Experience)**

I'm just happy to do that.

[@37:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2268.06) - **Sim Borodach (Hatch)**

Can we kind of review the data fields and make sure that they're all here? Yeah, pull them up.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2276.9323)

[@37:54](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2274.54) - **Susan Kramer**

Yeah. And it's nice that you know how You, Salesforce, Alex, because I deal with clients sometimes, like, I don't know how to separate these names.

I don't know how to do any of these things.

[@38:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2285.46) - **Sim Borodach (Hatch)**

I'm like, well, I'm not an expert in every CRM.

[@38:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2289.92) - **Alex Amchislavskiy (Jewish Experience)**

I just added an account ID. Would you be able to tie that to their Hatch data so that they have a unique identifier?

[@38:18](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2298.18) - **Sim Borodach (Hatch)**

Okay. And that's going to be the same ID on their donation records, yeah?

[@38:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2302.06) - **Alex Amchislavskiy (Jewish Experience)**

So that's the account ID, again, versus the contact ID. It's just a different object. And Salesforce speakers, everything is an I got it.

[@38:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2310.22) - **Sim Borodach (Hatch)**

I'm totally with you.

[@38:31](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2311.32) - **Alex Amchislavskiy (Jewish Experience)**

You know what I'm about.

[@38:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2312.68) - **Susan Kramer**

Alex, what we need to make sure to use, though, whichever one, it doesn't matter which one we use for Hatch.

What's the most important, though, is that we use whichever one you guys internally link to their donation history. So if you have, if it's the contact ID or account ID, whichever one of those is linked to a donation history, and it might be both, and then we can use either.

[@38:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2335.08) - **Alex Amchislavskiy (Jewish Experience)**

Well, then what I'm saying is the account ID is not linked to Bonnie Manning. Yes, but it's Bonnie and her husband, Manus.

[@39:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2343.12) - **Susan Kramer**

Oh, got it.

[@39:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2344.3) - **Alex Amchislavskiy (Jewish Experience)**

See what I'm saying?

[@39:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2345.28) - **Susan Kramer**

Yes. And is that account ID linked to the donation history then?

[@39:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2350.52) - **Alex Amchislavskiy (Jewish Experience)**

It is? Yes. And that's fine.

[@39:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2352.92) - **Susan Kramer**

But that's where this philosophical thing that we were just discussing, do I pull the report by contact or by account?

No, we're going to stick by account, because we as the client end up paying a little bit too much to have it pulled separately.

[@39:25](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2365.9) - **Alex Amchislavskiy (Jewish Experience)**

Okay.

[@39:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2367.2) - **Susan Kramer**

So, we're going to stick by account, and then once we see this money flowing in, we'll then be able to say to ourselves, let's take a look at, you know, in here exactly.

And then we can then come back in here with the advice of Susan and the rabbis and the people that know those people that we may be missed out on.

We can say, let's go ahead and look at these 50, 60, 100 people, add them into our next round of lists, our next list.

[@39:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2391.12) - **Alex Amchislavskiy (Jewish Experience)**

Yeah. Are these the data fields you need?

[@39:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2395.28) - **Sim Borodach (Hatch)**

Let's see. Let's Okay. So, we just want it broken down. Ideally, are you showing?

[@40:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2400.0) - **Susan Kramer**

That's to the right there.

[@40:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2401.26) - **Alex Amchislavskiy (Jewish Experience)**

You see where it says columns over here?

[@40:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2403.4) - **Sim Borodach (Hatch)**

Yeah, so we need two separate files. One has all the contact data, and one has the donation data. And I'll just say what needs to be in the donation data file, because it's much briefer, is the ID, donation amount, and donation date.

And then there are a few other optional fields, like if it was part of a campaign, or there was a peer-to-peer campaign and there was a team leader.

So these need to be two separate, because right now I see the contributions year by year are here.

[@40:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2432.26) - **Alex Amchislavskiy (Jewish Experience)**

Right. You need each contribution tied to a date?

[@40:37](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2437.12) - **Susan Kramer**

We're going to tie it to a general year date, not like an actual date date. Because we can't, yeah.

Well, so for example, because we don't track that specific date, that contribution in 2024 of 1800s by Stuart and Jill Bumble, they at the top, that $1,000 that they gave, that will just be January 1-24.

Or you can do...

[@41:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2460.0) - **Alex Amchislavskiy (Jewish Experience)**

December 30th. I mean, we have in our database each of these dollars.

[@41:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2465.04) - **Susan Kramer**

Oh, then yeah, that's the best.

[@41:08](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2468.14) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, that changes the data.

[@41:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2470.22) - **Susan Kramer**

gives more accurate analysis as to the insights into the donors. So when we give hidden gems or champions and different things like that, what it's actually doing is saying this individual is giving where and when in the public knowledge, and then it's applying it to what you're providing and saying, are they giving more to you, less to you, or have they been giving more consistently to you in a recent timeframe?

So all of that data can go to provide more accurate and detailed information about people.

[@41:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2500.96) - **Alex Amchislavskiy (Jewish Experience)**

I'm going to pull out all of this contribution history, and in a separate report, I'm going to pull all the contributions that we've gotten in the last three years.

[@41:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2509.46) - **Susan Kramer**

Yeah, from all of these people, correct?

[@41:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2512.42) - **Alex Amchislavskiy (Jewish Experience)**

Yeah?

[@41:53](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2513.34) - **Sim Borodach (Hatch)**

You could, you can, if it's easier to just, I mean, it sounds like they're the same thing, right? There's only going to be donations pulled from people.

Gave in the last three years, but if there's someone in there who's not in Hatch, that donation just, nothing happens with it because it's not going to be tied to an ID in our system.

[@42:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2529.56) - **Alex Amchislavskiy (Jewish Experience)**

But theoretically, anybody who's donated in the last two years is in this report.

[@42:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2532.72) - **Sim Borodach (Hatch)**

Exactly, exactly.

[@42:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2534.22) - **Susan Kramer**

Right.

[@42:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2534.78) - **Alex Amchislavskiy (Jewish Experience)**

So this is the first report you need, this is just their information and their contact information and all the fields are here that you need.

[@42:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2542.18) - **Sim Borodach (Hatch)**

Bingo, yeah. One thing is, can you put, is it possible to make a spouse field where it would say Mayor is the first, sorry, let's look at line five, David is the first.

[@42:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2552.38) - **Alex Amchislavskiy (Jewish Experience)**

Secondary contact over here. So then you go over there and there's Esther Perlman versus Bernard.

[@42:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2560.6) - **Sim Borodach (Hatch)**

So we don't even need, we don't need the account name.

[@42:45](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2565.36) - **Alex Amchislavskiy (Jewish Experience)**

Yeah.

[@42:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2566.44) - **Sim Borodach (Hatch)**

And you can get rid of that column either way.

[@42:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2569.16) - **Alex Amchislavskiy (Jewish Experience)**

For sure. So I'm going to pull, I'm sending you this report and then I'm pulling the second report of all the donations by, by by object of donations.

[@42:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2578.62) - **Sim Borodach (Hatch)**

Exactly. Exactly. Okay. And do you want to just, do you want to take a quick look at that? I mean, so you can actually upload this one right now.

Assuming you don't have any other data on these people, like, I don't know, like any other emails or phones that aren't captured in that.

[@43:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2594.98) - **Alex Amchislavskiy (Jewish Experience)**

I even included the secondary contact email and phones here.

[@43:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2599.36) - **Sim Borodach (Hatch)**

So that that's used as part of the enrichment.

[@43:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2602.62) - **Alex Amchislavskiy (Jewish Experience)**

Right. As you're able to.

[@43:25](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2605.2) - **Sim Borodach (Hatch)**

Yeah. Okay. So let's go, let's go ahead and get that, let's get that uploaded.

[@43:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2610.0) - **Alex Amchislavskiy (Jewish Experience)**

Okay.

[@43:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2612.52) - **Sim Borodach (Hatch)**

This is great. this is my favorite thing is progress. Um, my least favorite thing is leaving a meeting resolved with like, when are we going to get to the next step?

[@43:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2626.08) - **Alex Amchislavskiy (Jewish Experience)**

Okay. So I'm pulling this one. Do you want me to pull the other report now or later?

[@43:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2635.88) - **Sim Borodach (Hatch)**

Let's try to do it now if we can. All right. So let's just get that first one important. Oh, I mean.

If you want to upload it into Hatch, if you head back to that upload page and hit Bulk Enrichment, select...

[@44:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2647.44) - **Alex Amchislavskiy (Jewish Experience)**

Upload, Bulk Enrichment.

[@44:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2650.82) - **Sim Borodach (Hatch)**

Select file. You're welcome to share I'm going to share your screen. Yeah.

[@44:18](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2658.38) - **Susan Kramer**

It can be fun.

[@44:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2660.12) - **Sim Borodach (Hatch)**

Yeah. Yeah. But Alex, you're awesome. You're with it.

[@44:25](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2665.08) - **Alex Amchislavskiy (Jewish Experience)**

Thank you, man.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2666.788124)

[@44:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2666.88) - **Sim Borodach (Hatch)**

Most...

[@44:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2667.4) - **Susan Kramer**

Oh, yes. Sim, there would be other clients where I would not even ask Alex's counterpart to get on to the call.

It would just be me working with them before to get the information and then you and I would go over it.

But, yeah, Alex is a... He's a young whippersnapper like us. And he's got the cutest kid. Oh, yeah. With our hair.

[@44:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2684.54) - **Sim Borodach (Hatch)**

Yeah.

[@44:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2684.9) - **Susan Kramer**

He's got a kid with... Sim, with curls like you wouldn't believe.

[@44:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2689.1) - **Sim Borodach (Hatch)**

As curly as mine?

[@44:50](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2690.16) - **Susan Kramer**

No, so they're as curly as ours, but their hair is a lot thicker than ours. Just because I... Is your wife Sparty?

Alex?

[@44:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2697.5) - **Alex Amchislavskiy (Jewish Experience)**

Or you just have that super thick hair? you Sparty? Oh, that's from me.

[@45:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2700.38) - **Susan Kramer**

The hair is... Got it, got it, got it. It's that super thick Sparty hair. don't even know if they're Sparty, but they just got that thick hair.

[@45:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2709.56) - **Sim Borodach (Hatch)**

You downloaded it as an Excel, right?

[@45:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2712.34) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, it's XLSX.

[@45:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2714.38) - **Sim Borodach (Hatch)**

You want to just try downloading it as a CSV, see if that does anything different?

[@45:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2726.06) - **Susan Kramer**

I'll be right back.

[@45:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2727.38) - **Sim Borodach (Hatch)**

Yeah, no worries. Nice.

[@45:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2740.76) - **Alex Amchislavskiy (Jewish Experience)**

It's going to automatically know the headers and how to map everything?

[@45:45](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2745.76) - **Sim Borodach (Hatch)**

There's an AI that does the mapping, so let's see how it does. We have to review them just to make sure it did it properly.

[@45:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2752.38) - **Alex Amchislavskiy (Jewish Experience)**

You know, and other things, I've had to manually map the headers.

[@45:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2757.58) - **Sim Borodach (Hatch)**

Well, you'll see that's here, but it does like a... So you're... Your columns are on the left-most column, and then the green ones in the middle are what we mapped it to, so it does a pretty good job, usually.

Let's change secondary contact, click on that Hatch field. Secondary contact should be mapped to spouse, which is a few down.

You just scroll, yeah, scroll, bingo. And then primary contact email, click that one, and let's set that to a different email field.

[@46:28](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2788.86) - **Alex Amchislavskiy (Jewish Experience)**

Should it be contact email?

[@46:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2790.92) - **Sim Borodach (Hatch)**

Not contact, because we're going to use it for the enrichment, right? We're not, do you want it to be static on the profile?

Do you want it to help match the primary donor?

[@46:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2798.54) - **Alex Amchislavskiy (Jewish Experience)**

Definitely help match.

[@46:39](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2799.5) - **Sim Borodach (Hatch)**

Yeah. So click that, and let's change it to a different one. Scroll a little further. Any of the email columns you can choose.

Yeah, that's fine. Okay. Address one. Address two. Address Provins. Phone. Okay. We are... We're good to go.

[@47:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2820.96) - **Alex Amchislavskiy (Jewish Experience)**

What about the secondary contact email info?

[@47:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2823.88) - **Sim Borodach (Hatch)**

Yeah, those are fine. Those are fine. Is what it is? Yeah, you could hit continue to review your data.

[@47:13](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2833.4) - **Susan Kramer**

Oh yeah, it is cleaner, Sim. That's great.

[@47:15](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2835.5) - **Sim Borodach (Hatch)**

Looks great. So this is the first time you're seeing the new upload process?

[@47:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2839.7) - **Susan Kramer**

I think I saw it in the middle.

[@47:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2842.02) - **Sim Borodach (Hatch)**

Oh, yeah.

[@47:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2842.62) - **Susan Kramer**

I think I used it and it wasn't as clean as that.

[@47:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2846.0) - **Sim Borodach (Hatch)**

Yeah. And then here you just get to review examples. Everything looks pretty good.

[@47:39](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2859.08) - **Alex Amchislavskiy (Jewish Experience)**

One port?

[@47:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2860.3) - **Sim Borodach (Hatch)**

Oh, where's, can you just scroll to the right so we could see city, city, or is it state? I don't see in this view.

[@47:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2866.7) - **Alex Amchislavskiy (Jewish Experience)**

Oh.

[@47:47](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2867.82) - **Sim Borodach (Hatch)**

Did we not map state? Okay, so let's go back.

[@47:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2871.44) - **Susan Kramer**

I think it's right there. Wait, wait, wait, what does that say? S on the right. What's to the right of city, Alex?

[@47:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2876.12) - **Alex Amchislavskiy (Jewish Experience)**

We just can't see it. Oh, surprise.

[@47:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2878.42) - **Susan Kramer**

We're worried. No, no, no, you're fine. Our screen is just cut off. Right at City, we can't see anything.

[@48:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2882.12) - **Sim Borodach (Hatch)**

I see it to the right of City. I see it. Should I go back? Yeah, go back at the top.

Yeah, hit the back button, you know, that's fine. Yes, State is, it's there. Oh, State's filled only 37% of the time, that's interesting.

Zip code is 44%.

[@48:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2902.96) - **Alex Amchislavskiy (Jewish Experience)**

Well, that's where, I wonder if in the data there's a bunch of people where it's just like, it doesn't say Colorado or something.

Because why? Well, no, I guess it makes sense. If billing address line is 38%, State should be 37%.

[@48:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2918.52) - **Sim Borodach (Hatch)**

Yeah. Yeah.

[@48:39](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2919.64) - **Alex Amchislavskiy (Jewish Experience)**

it looks like about 37% of them have address.

[@48:42](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2922.02) - **Susan Kramer**

And also what we can do, because Alex, I think we can also, we could also just apply, like, Colorado to everybody, if that would help the system.

[@48:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2928.6) - **Sim Borodach (Hatch)**

Mm-hmm. Yes, Max. Yes.

[@48:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2932.5) - **Alex Amchislavskiy (Jewish Experience)**

But then I have to go back into the data file.

[@48:54](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2934.5) - **Susan Kramer**

No, you don't have to.

[@48:55](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2935.6) - **Alex Amchislavskiy (Jewish Experience)**

We can. Alex, we can do that.

[@48:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2937.52) - **Sim Borodach (Hatch)**

No, Alex, you.

[@48:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2938.76) - **Susan Kramer**

wait. Sorry.

[@48:59](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2939.9) - **Sim Borodach (Hatch)**

I'm sorry. No, no, sorry. If you could do it right now, that's great. I mean, you can submit it, but if you can just open that Excel locally on your machine and just add Colorado, that would be great.

[@49:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2949.46) - **Susan Kramer**

Max, I'm sorry, didn't mean to be like... Oh, no, no, no. I realized I was talking and you're the expert on it.

[@49:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2954.5) - **Sim Borodach (Hatch)**

I wasn't. was just, yeah, yeah, yeah. You're right. We could do it, but I'm just like...

[@49:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2960.06) - **Susan Kramer**

Yeah, no, totally, totally. Yeah, I'll let you, yeah, yeah. You drive, you drive. You understand the input.

[@49:24](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2964.08) - **Alex Amchislavskiy (Jewish Experience)**

We're saying, we're going to assume that everybody lives in Colorado, and if they don't, whatever, we'll deal with that later, but...

[@49:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2970.78) - **Susan Kramer**

Yeah, because it won't, it won't, it will, it will, it offers us a lot more likelihood of good information than the few people that are not from Colorado donating to us, you know?

So it's, yeah. It's strategic, but your question is a good one.

[@49:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2983.1) - **Sim Borodach (Hatch)**

Like, we probably will see some inaccuracy that will result from it, but it's a worthwhile...

[@49:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2991.04) - **Alex Amchislavskiy (Jewish Experience)**

Do we want to assume Denver for all people who we don't have their city?

[@49:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=2996.8) - **Sim Borodach (Hatch)**

I'm wondering that too, but... Max, you're muted. You're muted, Max. You're still muted.

[@50:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3004.0) - **Susan Kramer**

The H community is in Greenwood Village, Alex, and I just don't want, like, I mean...

[@50:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3012.18) - **Sim Borodach (Hatch)**

I think it's fine not to because Denver will capture, Denver, sorry, Colorado will do a pretty good job on its own.

[@50:19](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3019.8) - **Susan Kramer**

Right. Does it matter if I do CO or I write out Colorado?

[@50:23](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3023.06) - **Sim Borodach (Hatch)**

Either way. ...

[@50:37](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3037.78) - **Alex Amchislavskiy (Jewish Experience)**

OK. I'm doing it... ... ... ... ... You

[@51:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3070.76) - **Sim Borodach (Hatch)**

So you're re-uploading it now?

[@51:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3072.84) - **Alex Amchislavskiy (Jewish Experience)**

Oh, sorry. I'm just re-saving it. That's weird. Why is it not saving? Okay, fine. So now I'm going back here and I'm uploading the new vacuum.

[@51:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3117.16) - **Sim Borodach (Hatch)**

Yep. You guys can see what's going on here? Cool. Yeah, yeah, yeah.

[@52:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3120.88) - **Alex Amchislavskiy (Jewish Experience)**

Let's give that a try.

[@52:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3123.36) - **Sim Borodach (Hatch)**

Do you have a few minutes beyond the hour mark, Alex, so we can just try to get through these last steps?

[@52:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3129.0) - **Alex Amchislavskiy (Jewish Experience)**

I have a thing. I'm going to push it back a little bit, but I do really need to take care of that.

[@52:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3134.86) - **Sim Borodach (Hatch)**

Okay. Push it back to 12.15. Hopefully that gets us all the way.

[@52:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3140.66) - **Alex Amchislavskiy (Jewish Experience)**

I'm going to be right back.

[@52:22](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3142.08) - **Sim Borodach (Hatch)**

Okay, no worries. I want over I, because work. is you You Wealth Signals.

[@53:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3236.92) - **Alex Amchislavskiy (Jewish Experience)**

Okay. I'm back. What mapping do we need to change?

[@54:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3241.34) - **Sim Borodach (Hatch)**

Phone, user ID, it was just a contact.

[@54:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3244.6) - **Alex Amchislavskiy (Jewish Experience)**

By the way, States is showing 100% now.

[@54:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3247.12) - **Sim Borodach (Hatch)**

Awesome. For secondary contact, which is right in the middle of the page now, we want to change that to spouse, which should be a little bit down.

Perfect. And then for contact email, you want to change that to any of the email fields. Perfect. And I think, oh, primary contact mobile, we want to change to any of the phone fields.

Further up? Yep. So now you just deselected a different phone field. So go back up to the top. It's too late.

It's too late. Just go back up. Yeah. At the top, you can see it's deselected that first field.

[@54:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3286.36) - **Alex Amchislavskiy (Jewish Experience)**

Hmm.

[@54:47](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3287.04) - **Sim Borodach (Hatch)**

Make a different one. I know. So, yeah.

[@54:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3292.32) - **Alex Amchislavskiy (Jewish Experience)**

Okay.

[@54:53](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3293.66) - **Sim Borodach (Hatch)**

What is this one? Now you're ping-ponging. Now this would make a different one.

[@54:59](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3299.52) - **Alex Amchislavskiy (Jewish Experience)**

Does it matter?

[@55:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3300.2) - **Sim Borodach (Hatch)**

matter? Anyone that isn't checked already.

[@55:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3303.02) - **Alex Amchislavskiy (Jewish Experience)**

Mobile.

[@55:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3304.02) - **Sim Borodach (Hatch)**

Yeah, perfect. Looks good.

[@55:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3306.98) - **Alex Amchislavskiy (Jewish Experience)**

What about the secondary? think we did some changes over here?

[@55:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3310.9) - **Sim Borodach (Hatch)**

No, we left those the same from last time.

[@55:13](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3313.88) - **Alex Amchislavskiy (Jewish Experience)**

This is good?

[@55:14](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3314.86) - **Sim Borodach (Hatch)**

Yep. All right. Let's import. Okay. I just got notified that this is imported. And you could see it says in review there, the upload status and the upload details.

**ACTION ITEM: Review & approve Alex's uploaded data file in Hatch -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3334.9999)

It tells you the ID, the upload status, the number of prospects in the file, and you're the user. And then what's next is it's a waiting review.

I'm going to review it and then I'm going to approve it. And the enrichment will start processing. It usually takes, let's say, up to a couple hours.

So I give it up to like three hours. I'll more or less approve it now. I'm just going to take a look at it with my own screen to make sure it looks good.

Okay. Okay. Okay. Okay. And then the enrichment will complete. Now, once we complete the enrichment, you're going to upload the donations file.

Perfect. What I'd also really appreciate, and I will have a much nicer day, if we could pay for the subscription now.

In the event that we're not able to get the enrichment going today, tomorrow, I'm glad to push the date out on the other end by, like I'll, I can push it out by however many extra days you need.

But that would just be the, Alex, would just be the $100 today.

[@56:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3404.44) - **Susan Kramer**

And then once we actually, or once we get those in, we'll then pay for the extra $150 for the, for the extra.

[@56:54](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3414.2) - **Sim Borodach (Hatch)**

Is there any reason to not do, to not do the whole thing now? Like, are you, when are you guys planning to get, like are you ready?

Ready to get going on these, like, elevations as soon as next week?

[@57:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3424.6) - **Susan Kramer**

Yeah, we should be.

[@57:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3426.0) - **Sim Borodach (Hatch)**

Okay, so if we could do the whole thing now, and I'd say, like, same deal. Like, if there's, if for some reason things get backlogged, like, we'll push you out a few other extra days on the other end.

[@57:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3436.1) - **Susan Kramer**

Yeah, I mean, Alex, if you're good with once we start, get the enrichments uploaded for the donor nation history and have that be the day that we start kind of that process.

And if you're good with that, I mean, that's up to Alex.

[@57:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3446.76) - **Alex Amchislavskiy (Jewish Experience)**

You're gonna send me a link, Sim, or something?

[@57:29](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3449.52) - **Sim Borodach (Hatch)**

For?

[@57:30](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3450.34) - **Alex Amchislavskiy (Jewish Experience)**

For payment, or?

[@57:31](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3451.7) - **Sim Borodach (Hatch)**

Yeah, so from within the account, you can go, if you hit your initials.

[@57:35](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3455.14) - **Alex Amchislavskiy (Jewish Experience)**

it on my credit card or something?

[@57:36](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3456.8) - **Sim Borodach (Hatch)**

Yep, yep. Hit your initials in the top right corner, and then there is a button for upgrade subscription. And you're gonna choose the essential package.

I'll show you also where you can access your receipts if you want those.

[@57:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3477.56) - **Alex Amchislavskiy (Jewish Experience)**

So, further donations, as long as there's an account ID. That matches the account ID in the other place, that'll work?

[@58:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3483.82) - **Sim Borodach (Hatch)**

Exactly. Yeah, I'm going to actually look at sure. Well, once you purchase the package, I can approve the file.

can approve it beforehand. Go over here.

[@58:34](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3514.82) - **Alex Amchislavskiy (Jewish Experience)**

There's something weird. There's some, um, some accounts, uh, is that different?

[@58:45](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3525.64) - **Susan Kramer**

Yeah.

[@58:53](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3533.3) - **Sim Borodach (Hatch)**

Alex, can you, can you, if you subscribe, then I can approve the upload, and then if in the next 10 minutes we can get the donations file, you'll be able able to upload it.

And then we're rock solid. Okay. Hold on. I'm going back to the thing.

[@59:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3544.74) - **Alex Amchislavskiy (Jewish Experience)**

What do I do over here?

[@59:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3546.42) - **Sim Borodach (Hatch)**

Upgrade subscription. Initials, top right corner, upgrade subscription. And then you're already selected on the essential plan. You hit pay $100.

[@59:16](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3556.58) - **Alex Amchislavskiy (Jewish Experience)**

For the essential, yeah?

[@59:18](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3558.5) - **Sim Borodach (Hatch)**

Yes, sir. Okay.

[@59:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3591.64) - **Alex Amchislavskiy (Jewish Experience)**

Okay. So, OK. Okay. Okay. I'm Yeah, I'm Wealth Signals. Okay, I think we're subscribed.

[@1:00:41](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3641.18) - **Sim Borodach (Hatch)**

All right, I'm just refreshing my page. Awesome. Okay, you keep working on the donations file, and you're welcome to share your screen if you want.

**ACTION ITEM: Finish uploading donation data file to Hatch platform -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3649.9999)

Yeah, Max.

[@1:00:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3651.12) - **Susan Kramer**

I have to run, guys. I had a hard stop a few minutes ago. Are we good, though? And then, Alex, you and I will basically, whatever works for you best next week, Alex.

Alex. Thanks, We'll go ahead and get on and play with everything and so that we can really hit this running when everything's fully in and uploaded and ready to go.

[@1:01:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3669.56) - **Alex Amchislavskiy (Jewish Experience)**

Sounds good. Thank you, Max, for helping make this happen.

**ACTION ITEM: Follow up w/ Max re Jewish Experience account setup & next steps -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3670.9999)

[@1:01:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3672.2) - **Susan Kramer**

Of course, of course, of course. I'm excited to see, you know, where it goes and, you know, get us right-size those donors that are not.

Start mining. So, all right.

[@1:01:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3681.22) - **Sim Borodach (Hatch)**

Max, let's touch, let's just touch base today, tomorrow, just for a few minutes.

[@1:01:24](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3684.78) - **Susan Kramer**

I just want to make sure everything's lined up correctly. Yeah, yeah. On their setup. Yeah, yeah. Totally. That sounds great.

All right. Perfect. All right. Bye, Sam. Bye, Alex.

[@1:01:33](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3693.58) - **Alex Amchislavskiy (Jewish Experience)**

Thank you, Bye. Be well. Be well.

[@1:01:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3716.52) - **Sim Borodach (Hatch)**

Bye.

[@1:02:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3730.14) - **Alex Amchislavskiy (Jewish Experience)**

One, two, one, two, three.

[@1:02:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3747.56) - **Sim Borodach (Hatch)**

Okay. Yeah. Yes. Amazing. I've approved the upload. So the prospects just import. And as soon as they're done importing, we can get that donations file in.

They should be done importing within 30 seconds to a minute. And then the enrichment is what takes a little bit longer.

Okay. And that's, you know, what will all be done by the time you meet up with Max.

[@1:02:50](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3770.62) - **Alex Amchislavskiy (Jewish Experience)**

So let me just quickly share my screen with you.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3775.777737)

[@1:02:57](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3777.62) - **Sim Borodach (Hatch)**

Yeah, go ahead.

[@1:02:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3778.66) - **Alex Amchislavskiy (Jewish Experience)**

Tell over here where it says columns, is this? Which field do you need over here?

[@1:03:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3782.9) - **Sim Borodach (Hatch)**

We need the ID. What we fundamentally need is ID, amount, and date. I would say everything else get rid of for now and optionally add additional fields.

That ping was my colleague Sarah is just joining to observe. She's, I mean, it's exciting when we are moving an account along really briskly and you intuit how things work and just want her to be here for this.

[@1:03:36](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3816.74) - **Sarah Adams**

Hi Alex, nice to meet you.

[@1:03:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3818.6) - **Alex Amchislavskiy (Jewish Experience)**

Hey, nice to meet you, Sarah.

[@1:03:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3820.4) - **Sarah Adams**

Thanks, Sim.

[@1:03:41](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3821.56) - **Sim Borodach (Hatch)**

Yeah, no worries. I'm going to read to you other optional fields that can be included. As soon as you're done deselecting these.

[@1:03:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3836.18) - **Alex Amchislavskiy (Jewish Experience)**

Okay, how does this look?

[@1:03:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3838.74) - **Sim Borodach (Hatch)**

You can get rid of opportunity. thanks. community. Oh, well, so, okay, so before you get rid of opportunity name, you know what, go, can you head back to your hatch window for a second?

It looks good, looks good, we're almost there. And now go to, so you could actually see yourself that 840 have imported out of like the 2700 and that number is going up.

Again, that's imported, not enriched. They first import, we deduplicate them, do a little bit of cleaning, and then they start enriching.

And now if you hit the Upload button again, and then select Donations Import on the right side, and you can click here to view best practices and more detailed instructions.

The blue, click here, a little further down.

[@1:04:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3883.36) - **Alex Amchislavskiy (Jewish Experience)**

So if you want all of these?

[@1:04:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3884.62) - **Sim Borodach (Hatch)**

No, just go a little further down. Click here. Right, the blue, click here. Yeah. Okay, scroll down. So we require user ID, donation amount, and donation date.

Here are your optional fields. I figure it's easier for you to see. go shapes, way to Other than for me to speak these aloud.

These are going to be useful for like sorting and filtering. And I mean, it will be much more useful, you know, we hope that you stick around with Hatch after the two months, we really do.

It would be much more useful at that time, where you could filter by who the solicitor was, what campaign they were a part of, etc.

The screen sharing is using your compute power, eh?

[@1:05:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3938.7) - **Alex Amchislavskiy (Jewish Experience)**

Yeah. Struggling a little bit.

[@1:05:42](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3942.1) - **Sim Borodach (Hatch)**

We can all pause our videos, that will probably help too. Thanks, Sarah.

[@1:05:58](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3958.04) - **Alex Amchislavskiy (Jewish Experience)**

I guess I can close the Hatch. be happen, good Because of Like, I don't need that open, right?

[@1:06:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3962.14) - **Sim Borodach (Hatch)**

Yeah, you can close the Hatch Window for now, yeah.

[@1:06:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3965.4) - **Alex Amchislavskiy (Jewish Experience)**

See if that helps.

[@1:06:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=3970.96) - **Sim Borodach (Hatch)**

This is awesome. We're really at the final step here. Thank Thank you.

[@1:07:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4020.56) - **Alex Amchislavskiy (Jewish Experience)**

Thank you. Okay, let's get more stuff out of the trial. I'm okay after you build this a little bit.

Yep. Go on, go on, what are we going do? Let's read your patients. your patients. Let's Let's read. Let's

All right, again, I So all now in with Is the pages loading? Yeah, and just... I'll have to rebuild a couple of things.

Okay.

[@1:09:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4144.08) - **Sim Borodach (Hatch)**

Are you feeling solid on your understanding of the different options for optional fields?

[@1:09:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4149.96) - **Alex Amchislavskiy (Jewish Experience)**

I think so. Okay, here we go. Let me just add all of this stuff. user ID.

[@1:09:32](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4172.9) - **Sim Borodach (Hatch)**

Your prospects are done importing, by the way. So if we can get this. Let's do this, huh? Say again.

[@1:09:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4180.86) - **Alex Amchislavskiy (Jewish Experience)**

I'm looking date, donation amount, user ID. Let's put in campaign. Final campaign source. Donation time. Um. Wealth Wealth Wealth Signals.

[@1:10:42](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4242.6) - **Sim Borodach (Hatch)**

No wealth Signals. You almost there?

[@1:10:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4246.98) - **Alex Amchislavskiy (Jewish Experience)**

I think so.

[@1:10:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4249.52) - **Sim Borodach (Hatch)**

Fantastic.

[@1:10:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4252.68) - **Alex Amchislavskiy (Jewish Experience)**

Okay, let me show you what I have, guys. Let see if that does it. Great. You

[@1:11:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4265.42) - **Sim Borodach (Hatch)**

Let me know if you're sharing your screen.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4266.950216)

[@1:11:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4267.94) - **Alex Amchislavskiy (Jewish Experience)**

Yeah, hold on. Okay, now I see.

[@1:11:11](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4271.88) - **Sim Borodach (Hatch)**

Opportunity name, amount, close date, account name. Okay, so just talk me through opportunity name you're planning to match to which field.

[@1:11:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4281.28) - **Alex Amchislavskiy (Jewish Experience)**

That's just for reference here. Why don't we put that, let's call that the description. Like, the note?

[@1:11:33](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4293.88) - **Sim Borodach (Hatch)**

Yeah, that, I think that's a note. That would be your donation note.

[@1:11:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4300.6) - **Alex Amchislavskiy (Jewish Experience)**

I think, opportunity name sounds like campaign name. It sounds like a what?

[@1:11:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4306.6) - **Sim Borodach (Hatch)**

Campaign name, the name of the campaign.

[@1:11:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4308.84) - **Alex Amchislavskiy (Jewish Experience)**

That's primary campaign source over here.

[@1:11:51](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4311.12) - **Sim Borodach (Hatch)**

So maybe it's team name?

[@1:11:53](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4313.4) - **Alex Amchislavskiy (Jewish Experience)**

Opportunity name, we could just map it. Like, that's just more like- An internal thing. Yeah.

[@1:11:59](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4319.66) - **Sim Borodach (Hatch)**

Fine. any questions, We'll Yeah, so I would take opportunity. I would just take it out. Oh, unless you want, you want it?

[@1:12:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4325.2) - **Alex Amchislavskiy (Jewish Experience)**

Let's just have it with the dad in case.

[@1:12:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4327.74) - **Sim Borodach (Hatch)**

Okay. Just in case we need it later. And what about account name?

[@1:12:12](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4332.14) - **Alex Amchislavskiy (Jewish Experience)**

So account name is just a reference field again. The account ID should map it accurately.

[@1:12:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4340.46) - **Sim Borodach (Hatch)**

Yep.

[@1:12:21](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4341.94) - **Alex Amchislavskiy (Jewish Experience)**

We have primary campaign source here. The donation type is not as relevant for us. Donation note I put. Donation tender I put.

Team name. Let's see how that works or not.

[@1:12:35](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4355.32) - **Sim Borodach (Hatch)**

And I think this is all the fields. Perfect. Let's do it. And maybe do the CSV again.

[@1:12:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4363.06) - **Alex Amchislavskiy (Jewish Experience)**

That was just a bit easier, huh?

[@1:12:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4364.8) - **Sim Borodach (Hatch)**

Yeah. I mean, I upload Excel files all the time. Maybe it's like a specific thing with the style of Salesforce exports.

Not to say that it's Salesforce. It might, it might be Hatch, but for another time. an example, So, Wealth Signals, Wealth Signals, and Wealth Signals.

[@1:13:06](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4386.36) - **Alex Amchislavskiy (Jewish Experience)**

What are you doing? Don't talk? No, I'm coming to you. Give me a few minutes. Just do it. Thank you.

Give us a call. Okay. I'm selecting the file here.

[@1:13:43](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4423.64) - **Sim Borodach (Hatch)**

Can you share your screen for this part?

[@1:13:45](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4425.92) - **Alex Amchislavskiy (Jewish Experience)**

Sure.

**SCREEN SHARING: Alex started screen sharing -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4428.716925)

[@1:13:52](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4432.38) - **Sim Borodach (Hatch)**

Yeah. Yeah, we'll see if it's the wrong file.

[@1:14:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4444.62) - **Alex Amchislavskiy (Jewish Experience)**

You know, it asked there for first name and last name.

[@1:14:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4447.3) - **Sim Borodach (Hatch)**

Was that relevant? No, you're fine.

[@1:14:09](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4449.6) - **Alex Amchislavskiy (Jewish Experience)**

That's because we got that already.

[@1:14:11](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4451.28) - **Sim Borodach (Hatch)**

Yeah.

[@1:14:11](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4451.98) - **Alex Amchislavskiy (Jewish Experience)**

Donation amount is that. Close date, this is donation date. Account name, we don't need it. Account ID is... How does that look?

[@1:14:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4489.44) - **Sim Borodach (Hatch)**

Perfect. Or wasn't the opportunity name going to be the... No, you weren't. You said don't map that one. Okay.

Great. This looks good, this looks good, just before you do, we usually map I think your donation type to donation tender, yeah, I think donation type maybe would be like crowdfunding versus I don't know all right it's good looks good to go to me do our meeting yeah I just need a couple more minutes okay looks good to me yeah yeah okay continue to review let me just take one good look at it here note now I don't see teaming got a little messed up hold on let's go back now

[@1:16:01](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4561.98) - **Alex Amchislavskiy (Jewish Experience)**

Description?

[@1:16:02](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4562.8) - **Sim Borodach (Hatch)**

Yeah, they got jumbled up here.

[@1:16:05](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4565.78) - **Alex Amchislavskiy (Jewish Experience)**

Oh, I see. So description should go to donation note, amount is donation, account name is account now, account ID is user ID, this is campaign.

What is payment type? Tender? That's what you call it? And then team will go to...

[@1:16:42](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4602.96) - **Sim Borodach (Hatch)**

Perfect.

[@1:16:46](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4606.24) - **Alex Amchislavskiy (Jewish Experience)**

Yeah.

[@1:16:47](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4607.34) - **Sim Borodach (Hatch)**

All right.

[@1:16:48](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4608.44) - **Alex Amchislavskiy (Jewish Experience)**

I'm importing it.

[@1:16:49](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4609.76) - **Sim Borodach (Hatch)**

Import. So you're going to get a loader here. You know, it's running across the top, and that should be in, like when that loader at the top finishes, that shouldn't.

In that it's done, sometimes it keeps spinning for a little bit, so if it's still loading while you have to go to your next meeting, can you leave this window open?

[@1:17:07](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4627.44) - **Alex Amchislavskiy (Jewish Experience)**

I'm just going to leave this open, right here.

[@1:17:10](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4630.38) - **Sim Borodach (Hatch)**

And the last thing for you to do is just to purchase the Elevated Profiles package. So if you can open another dashboard window.

[@1:17:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4640.26) - **Alex Amchislavskiy (Jewish Experience)**

Look, I really got to run to my next thing. Can you send me a quick email just with those instructions and I'm happy to do that.

[@1:17:26](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4646.34) - **Sim Borodach (Hatch)**

It will take you, I can even push the buttons, I think, on your behalf, but I'd prefer to have you push them.

will take literally 30 seconds or less.

[@1:17:34](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4654.28) - **Alex Amchislavskiy (Jewish Experience)**

Okay, let's do that. Up, okay, so finish.

[@1:17:40](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4660.26) - **Sim Borodach (Hatch)**

I guess so.

[@1:17:41](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4661.66) - **Alex Amchislavskiy (Jewish Experience)**

So now I have to go here.

[@1:17:44](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4664.48) - **Sim Borodach (Hatch)**

And then hit purchase, a little lower, purchase additional Elevated Profiles. Yeah. And then use the 15 option.

[@1:17:54](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4674.34) - **Alex Amchislavskiy (Jewish Experience)**

Aren't we doing 30 or no?

[@1:17:56](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4676.96) - **Sim Borodach (Hatch)**

It's to do, it's going to do 15 on top of the existing 10.

[@1:18:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4680.04) - **Alex Amchislavskiy (Jewish Experience)**

Ah, so that's. That's 25.

[@1:18:00](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4680.96) - **Sim Borodach (Hatch)**

Okay. you go.

[@1:18:03](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4683.08) - **Alex Amchislavskiy (Jewish Experience)**

Okay.

[@1:18:04](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4684.18) - **Sim Borodach (Hatch)**

Let's see you go through. How did that even happen?

[@1:18:17](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4697.58) - **Alex Amchislavskiy (Jewish Experience)**

It's saying it failed. I don't know.

**ACTION ITEM: Manually process additional 15 Elevated Profiles purchase for Jewish Experience account -** [**WATCH**](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4703.9999)

[@1:18:20](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4700.28) - **Sim Borodach (Hatch)**

Can you just hit your initial? Oh, man. Initial. All right. I don't want to keep you with this. Unless there's no...

[@1:18:27](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4707.98) - **Alex Amchislavskiy (Jewish Experience)**

good for it. Okay. I'm happy to process it at your earliest convenience. If you can just charge the same card for that amount, I approve it.

[@1:18:38](https://fathom.video/share/FptkfJc-x6yMxmqcg6DAwg_WheD-RyXR?timestamp=4718.96) - **Sim Borodach (Hatch)**

Okay. Awesome. Thank you, sir. You're very welcome. Thank you, too. And have a Shabbat Shalom. We'll see you next week.

Shabbat Shalom. Be well. Bye-bye.