



My Tessitura journey began in 2005 with the implementation for Ticketing at the Sydney Opera House. In 2007 I moved into IT at SOH to look after Tessitura application support for the six Sydney based consortium partners that make up UCSS. Then in 2011 I returned to Melbourne to look after CRM and application support within Ticketing at Art Centre Melbourne, and most recently have again moved into IT, focusing on project management across the organisation.

## Today's Presentation

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- Scenario
- Why use a 3<sup>rd</sup> Party?
- Why we chose our 3<sup>rd</sup> Party?
- Why use the Contribution Import Utility?
- Finance Requirements
- Planning
- Contribution Import setup
- IT Configuration
- Weekly process



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Late last year I work with our Database Administrator - Private Giving and Business Partnerships, Yuh-Min, to implement the Tessitura Contribution import utility to import Contribution data from a 3<sup>rd</sup> party. Today I'll share with you our particular scenario, why we chose to use a 3<sup>rd</sup> party and the Contribution Import Utility. I'll then go through the requirements our Finance team required around the process, the planning we undertook, the Contribution import setup and the IT configuration we completed, and finally our ongoing weekly import process.

## Scenario - Why use a 3<sup>rd</sup> Party?

- Specific Campaign
- Short lead time into launch
- Online donations – not possible without development to our website within timeframes



In our particular scenario we had a specific campaign that would run over a defined time period, with short lead time into the launch date in order to take advantage of other activities happening at our organisation in conjunction with the campaign launch. One of the requirements revolved around the campaign being publicized on a web minisite, we wanted to take advantage of this and allow customers to donate online. While we do currently process donations online through our ticket purchase path, we were not able to isolate a donation processing to this specific campaign online without doing some development on our website. Due to the short lead time, it was not possible to design, build, test and implement this web development by the launch date. So we decided to investigate what 3<sup>rd</sup> party tools were out there to assist us achieve our goals.

## Why we chose eWay?

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- Skinned website
- Competitive fees
- PCI DSS Compliant
- Same bank
- Customer and Contribution Data



We reviewed a few different 3<sup>rd</sup> party solutions in terms of their pricing and offerings.

We decided to go with a company called eWay for a few reasons.

They were able to provide a web page skinned with our brand that was linked from our minisite.

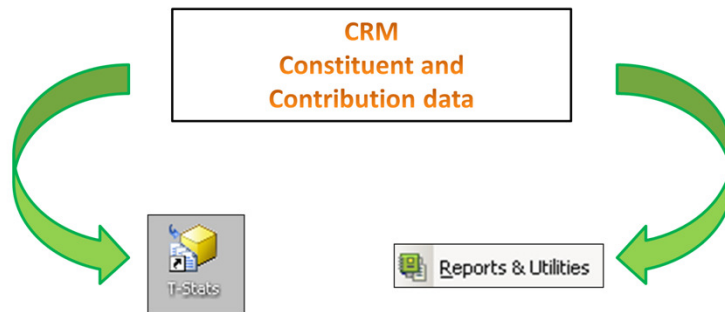
Their fees were competitive with the other solutions we reviewed.

They are PCI DSS compliant – payment details and customer data is safe

We could choose from all the major banks – so all Finance needed to do was open another account with out existing bank for eWay payments.

Their reporting tool allows us to download customer and transactional information via their web portal as we require.

## Why use the Contribution Import Utility?



There are two main reasons we decided to use the Contribution Import Utility, and both these reasons are why we process Contributions directly into Tessitura!

Firstly, it allows us to store all constituent and contribution details in Tessitura. Of course you all know the capabilities of Tessitura as you all use it as your CRM system. From a single constituent record we can obtain information about every interaction the customer has had with our organisation, and act on this information accordingly.

The contributions data created with the import is included in Tessitura Report and can be analysed using T-Stats.

So the Contribution Import Utility allows us to continue to have a holistic view of customer and contribution data, irrelevant of this data being initially obtained through a third party..

## Finance Requirements

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- Imported Contributions - configuration and flow through to Finance system
- Reconciliation
- Refund process



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The requirements from our finance department were reasonably predictable. They wanted to be able to reconcile donations made through eWay with our Finance System. Our Finance system is linked with Tessitura via a custom built interface. This interface transfers transactions and other data from Tessitura into the Finance System so reporting and reconciliation can take place. Given the Contribution Import Utility creates Contributions in the same as if they were processed in Tessitura directly, the flow of data through to our Finance System did not need to be changed in any way. We did create a new Fund, GL code and Payment Method so we could report on elements of the campaign in both Tessitura and our Finance System.

In terms of Reconciliation, our Finance department match the eWay bank statement against eWay transactions that have been imported into Tessitura and then interfaced through to the Finance System.

The Contribution Import Utility is not able to process refunds on contributions, so we devised a process whereby contributions refunded in eWay were manually written off in Tessitura.

## Planning

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- Data received vs data required
- Map Funds if required
- Map Payment Methods if required
- ID's and references from third party tool
- Controlled Batch
- Import specific values



It's important to complete a degree of planning before configuring the Contribution Import. There is also some planning consideration/configuration needs to be undertaken. At Arts Centre Melbourne this was completed across the Philanthropy and IT departments.

Firstly, we considered what data we got from eWay, and what we needed in Tessitura from a Finance, Philanthropy and CRM perspective.

The Contribution Import Utility setup involves mapping funds and payment methods in the import data to the relevant values in Tessitura. In our scenario, all the Contributions were going into the one Fund. We also didn't require specific payment method details from eWay, as they transferred the money directly into our bank account. So we didn't need to add rows into the Fund or Payment Method mapping system tables. We established a single Fund and Payment Method for all imported contributions in the TR\_IMPORT\_CONTRIBUTION\_SET table.

Constituent IDs and transaction reference numbers from the third party system can be recorded as part of the import process. The third party constituent ID is recorded using an attribute, and the transaction reference numbers is recorded in a custom contribution field. We decided we only needed the transaction reference number.

The Contribution Import Utility uses a Controlled Batch. If you don't currently use Controlled Batches at your organisation, review the Tessitura Batch Administrator documentation for details on how these differ from an Uncontrolled Batch.

You may want to create import specific values for Original Source, Solicitor, and Sales Channel as we did, as these will assist in isolating imported contributions in reporting and analysis.

## Create the Contribution Import Set

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→ Required in Import Set

Description, Filepath, Format File, Batch Type

→ Required in either Import Set *or* Data File

Campaign No, Fund No, Source No, Contribution Date, Payment Method, Solicitor, Channel, Original Source, Country

→ Optional data

Designation, Billing schedule details

Creditee details, Import reference number, Import Customer Number



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Once we'd finished planning, we were able to go ahead and create a contribution import set in the system table TR\_IMPORT\_CONTRIBUTION\_SET.

The Import Set requires some data, which is a Description, the Filepath location where we save the Data files, the Format file location (I'll introduce you to the Format File soon) and the Batch Type.

There are quite a few pieces of data that can be supplied in either the Import Set or the Data File. In our scenario, we were using common values for all these fields, so we defined them in the Import Set.

Then there is some optional data. The Designation and Billing schedule details can be defined in either the Import Set or Data file. And the Creditee details, Import reference and Customer number are defined locations within the Import Set.

## More Import Set configuration

- Contribution Pay Mode
- Acknowledgement Letters
- Strip Phone
- **Create potential duplicates**



There are a couple of additional required items that needed to be defined in the import set.

The Contribution Pay Mode controls how the import set payment method is used. We set this to Use Payment Method for All which applied the eWay Payment Method to all imported contributions.

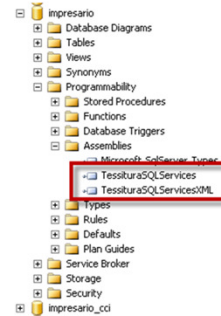
The Utility allows you to choose if you would like Acknowledgement Letters generated per your existing acknowledgement rules, or not generated at all.

The Strip Phone check box when checked will result in any non-digits in a phone number (i.e., dashes, letters or symbols) not being imported

And lastly, the Create Potential Duplicate check box. When this is checked, the Contribution Import Utility will create new constituent records for all customers in the import data file, and the imported contributions will be attached to these new records. When not checked, new constituents in the import data file who are potential duplicates to existing records in Tessitura will not be imported, **nor will contributions for those constituents.** We decided that merging a few duplicates was easier to manage than manually processing contributions for those customers who already existed on our database.

## IT Configuration

- Tessitura SQL Services
- Secure deletion of Credit Card Data (if obtained)
- File path containing data to be imported accessible by SQL Server
- User Group granted access to:
  - ✓ Contribution Import Utility
  - ✓ System Tables
    - TR\_IMPORT\_CONTRIBUTION\_SET
    - TR\_IMPORT\_FUND\_MATCHUP
    - TR\_IMPORT\_PMT\_METHOD\_MATCHUP
  - ✓ Payment Methods
  - ✓ Batch Types
- Custom Contribution field to hold eWay reference number



There are a few tasks your IT department will need to complete so you can run the Contribution Import Utility, all of which are covered in more details in the Report Help documentation.

Tessitura SQL Services need to be installed on your database. This has been an optional part of the last couple of upgrades, and you'll have it installed if you are using email order confirmations or SSRS reports. To check, get your DBA to look under Assemblies within the Programmability section of your impresario database.

If Credit Card numbers are in the data file provided by the third party, you need to setup secure deletion of this data as soon as the import has taken to maintain the security of this data and meet PCI requirements. In our scenario, we did not receive the credit card details from eWay.

Your IT department needs to ensure the File Path and data and format files are saved in a location that is accessible to the SQL Server running your Tessitura database.

Your Tessitura System Administrator will need to grant the Philanthropy User Group access to the Contribution Import Utility and these three System Tables, plus any Payment Methods and Batch Type used in the Contribution Import data file or Import Set.

Lastly, a couple of optional extras. We wanted to import the eWay transaction reference number into Tessitura for reference purposes, so we needed to setup a Custom Contribution field to hold this data. We decided we didn't require the eWay customer reference number, which can be imported as an Attribute.

## Editing the XML file

Remove Record and Row lines that are not required in your data file – optional

```
<?xml version="1.0" ?>
<BCDFORMAT xmlns="http://schemas.microsoft.com/sqlserver/2004/bulkload/format" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" ?>
  <RECORD ?>
    <FIELD ID="import_account_id" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="100" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="import_ref_no" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="100" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="cust_type" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="30" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <!-- <FIELD ID="customer_no" xsi:type="CharTerm" TERMINATOR="\t" /> -->
    <FIELD ID="prefix" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="30" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="fname" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="20" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="mname" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="20" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="lname" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="55" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="suffix" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="30" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <!-- <FIELD ID="street1" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="55" COLLATION="SQL_Latin1_General_CP1_CI_AS" /> -->
    <FIELD ID="street2" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="55" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="city" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="55" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
    <FIELD ID="state" xsi:type="CharTerm" TERMINATOR="\t" MAX_LENGTH="3" COLLATION="SQL_Latin1_General_CP1_CI_AS" />
  </RECORD ?>
  <ROW ?>
    <COLUMN SOURCE="import_account_id" NAME="import_account_id" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="import_ref_no" NAME="import_ref_no" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="cust_type" NAME="cust_type" xsi:type="SQLVARYCHAR" />
    <!-- <COLUMN SOURCE="customer_no" NAME="customer_no" xsi:type="SQLINT" /> -->
    <COLUMN SOURCE="prefix" NAME="prefix" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="fname" NAME="fname" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="mname" NAME="mname" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="lname" NAME="lname" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="suffix" NAME="suffix" xsi:type="SQLVARYCHAR" />
    <!-- <COLUMN SOURCE="street1" NAME="street1" xsi:type="SQLVARYCHAR" /> -->
    <COLUMN SOURCE="street2" NAME="street2" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="city" NAME="city" xsi:type="SQLVARYCHAR" />
    <COLUMN SOURCE="state" NAME="state" xsi:type="SQLVARYCHAR" />
  </ROW ?>
</BCDFORMAT ?>
</?xml ?>
```



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The Contribution Import Utility uses an XML format file to indicate what data is expected in the import file, the order of the fields, mapping each field to a database column, and the format of each database column. Using this XML format file gives you the flexibility to remove columns for unused data and change the order of the data columns as required.

In the XML format file, there are two groups of data. The first group <RECORD>, defines the fields, their length and their order in the import file. The second group <ROW>, maps each field to a database column and defines the data type.

Follow the instructions in the Report Help document to remove any data columns that will not be required in your data file from both the RECORD and ROW groups. In the example on the screen I have removed all the columns relating to Name 2 details.

To reorder the data columns in the import file, you reorder the corresponding field in both the RECORD and ROW groups.

This XML file should then be saved in the location defined in the Format File field in TR\_IMPORT\_CONTRIBUTION\_SET.

You certainly don't need to edit the XML file to get this process up and running, it just makes it easier for the person doing the weekly processing to not have to deal with superfluous columns!

## Our weekly process

1. Download and save data from eWay online reporting tool
2. Open data file and remove failed and refunded transactions
3. Open Template file and copy data to relevant rows
4. Ensure date format is YYYY-MM-DD
5. Save file as WeeklyWayImportYYYYMMDD.txt in specific location
6. Run Contribution Import Utility in Review Only mode and check for and resolve errors

Import Summary						
Constituents	Count	Contributions		Success	Failed	Total
Created	2	Gift	10	\$184.00	0	\$0.00
Const ID Match	0	Pledge	0	\$0.00	0	\$0.00
Attrib Match	0	Pledge Payment		\$0.00	\$0.00	\$0.00
No Match/Error	0	Pledge Balance		\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>2</b>	<b>Total Contribution</b>	<b>10</b>	<b>\$184.00</b>	<b>0</b>	<b>\$0.00</b>
		<b>Total Received</b>		<b>\$184.00</b>	<b>\$0.00</b>	<b>\$184.00</b>
Counts						
	Success	Failed	Total			
Data File Rows	10	0	10			
Distinct Campaigns	1	0	1			
Distinct Funds	1	0	1			

7. Run Contribution Import Utility in Import Contributions mode
8. Refund (write-off) any eWay refunded Contributions in Tessitura directly



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So once we have completed all the setup and configuration, the weekly import process is quite simple and takes about between 15 to 30 minutes depending on the size of the data file.

Here's what we do:

1. We download transaction from the eWay reporting tool, specifying a particular date range. We export this data and save it as a .csv file in our system. This file contains customer name, address and email details, plus contribution dates, amounts, transaction status and reference numbers.
2. We then open the data file and remove any refunded or failed contributions, making a note of refunded transactions for later processing. Refunded contributions are not common and must be approved by Arts Centre Melbourne, and we decided that as eWay held all the credit card details the refund to the customer would be processed through eWay rather than in Tessitura.
3. We created a Template file that contains the relevant header rows so we know where to put data. This just makes it easier to ensure all the data is in the correct columns. eWay provide address details as one field, so we need to manually divide this into Street, City, Postcode. We also copy all the other data into the relevant columns.
4. We also need to make sure the date format in the data file is formatted as YYYY-MM-DD so the Contribution Date imports correctly.
5. The data file is then saved in the File Path location defined in Contribution Import Set, as a text file with the processing date in the title. You cannot import a file with the

same name twice, so adding the processing date in the text document filename ensures we have unique file names.

6. Once the data is finalised, we run the Contribution Import Utility in Review Only Mode and check for errors. Errors are presented in two places, the Import Details section provides contribution and row level detail, showing success/failure of each import row. And a Import Summary is shown at the end of the report output. Most errors we have encountered so far have related to incorrect formatting the data file.
7. With all rows showing success, we run the Contribution Import Utility in Import Contribution mode and again check the Import Summary.
8. And lastly we write off any refunded contributions within Tessitura, using the same eWay payment method used for processing.

## More information

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- <http://www.eway.com.au> for information on services and pricing
- Contribution Import Utility documentation, Report Help or <http://www.tessituranetwork.com>
- Me!

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If you would like more information about anything I have covered today, here's where you can find it:

For more information on services and pricing on eWay check out their website.

Further information on the Contribution Import Utility can be found by clicking the Report Help button in Tessitura, or on the Tessitura Network website.

I'd also be happy to answer any questions you may have.

Thank you!

# Questions?



ARTS  
VICTORIA

