

# Public Media Tessitura Community - February 12, 2021

## Date and Time:

12 February 2021 - All items on the board  
20:03 (UTC+00:00)

## Facilitator:

Tessitura Community 2

## Attendees:

Jordan Edwards, Jairus Roallos, Jordan Edwards (KERA), Bryan Evans, Jack Rubin, Becca Lockhart, Angela, Lauren Edman, Tamara PBS NC, Dani Blackwell, Andrea Crain (she/her), Laura Chappell, Ann (KERA), Max Swarner

## Summary:

Great Lean Coffee Discussions today! Thanks to all who joined!

## Actions:

## Learnings:

Learned the potential to create a deeper connection with the donor through their viewing.

Written By: Dani Blackwell

If you are using Wordfly or TNEW, you can easily request that they updated their interests. You could also ask them what their interests are as part of the contribution payment path if you are using TNEW.

Written By: Dani Blackwell

## Topics discussed:

Customizing Tessitura to hold passport viewing data

Votes: 7

Suggested by: Andrea Crain (she/her)

## Comments:

- Andrea Crain (she/her)  
Thinking we will suck the data into a local table and possibly distill the information into interests to assign to people to use when targeting newsletters

## Consecutive Giving - Queries and Reports

Votes: 5

Suggested by: Angela

### Comments:

- Andrea Crain (she/her)  
Giving with no gaps. We can do this with lists, membership inception dates, or other options!

If you had to pick one or two "go-to" resources for major gift donor strategy, what would you use?

Votes: 5

Suggested by: Dani Blackwell

### Comments:

- Andrea Crain (she/her)  
Put stuff you learn into attributes or interests to be more searchable. Look into dynamic lists to be alerted about certain people making a donation or other such criteria. Passport data will also help with this.

## Wordfly sync with Tessitura

Votes: 3

Suggested by: Tamara PBS NC

### Comments:

- Andrea Crain (she/her)  
The vendor is going to set this up for you, it will not be a problem. :)
- Andrea Crain (she/her)  
Suggestion: ask support for worries like this, basic questions are fine to ask support

## Prospect2 & Tessitura Integrations

Votes: 2

Suggested by: Angela

### Comments: