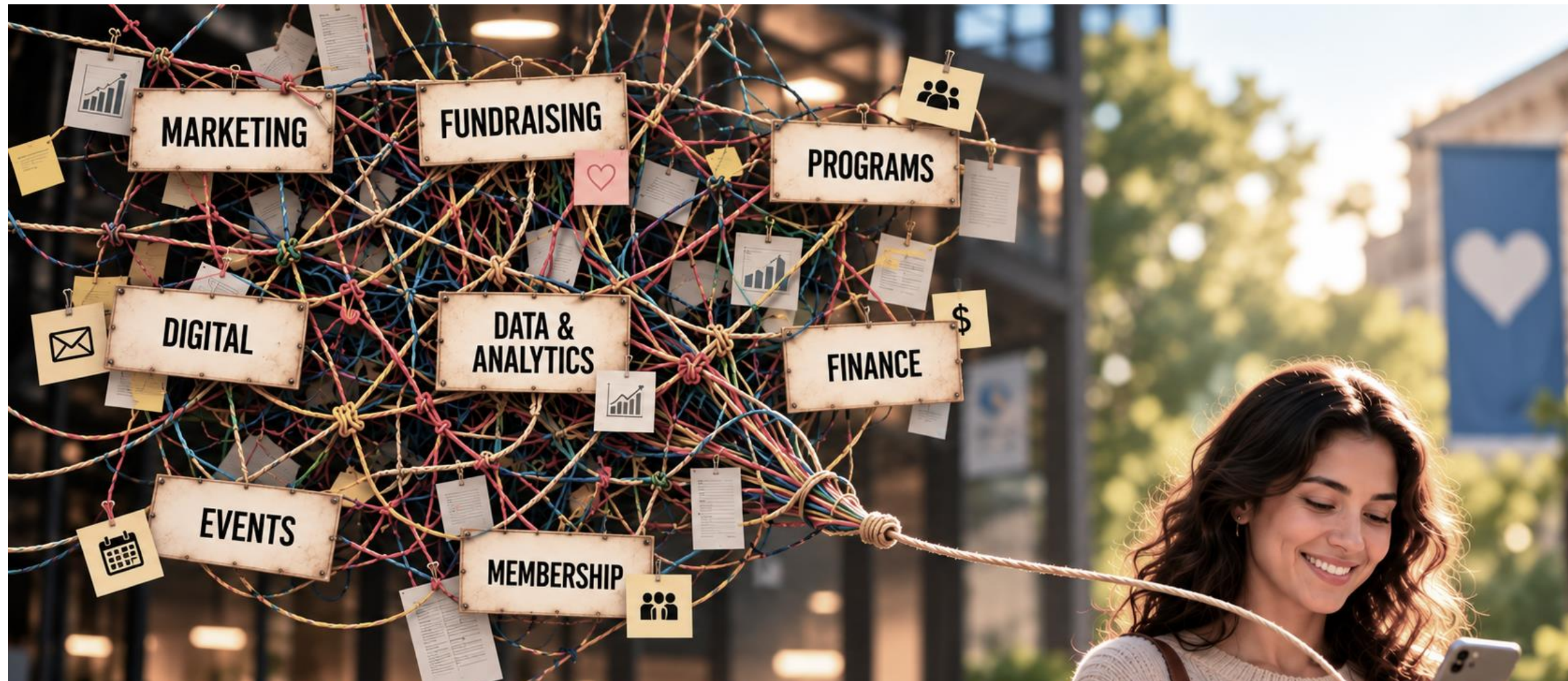




October 22, 2026

Your Donor Doesn't Care About Your Org Chart

Audience-First Organizations Align People Before They Connect Channels



**Michelle
Jiles**

Director, Data Strategy &
Development Services



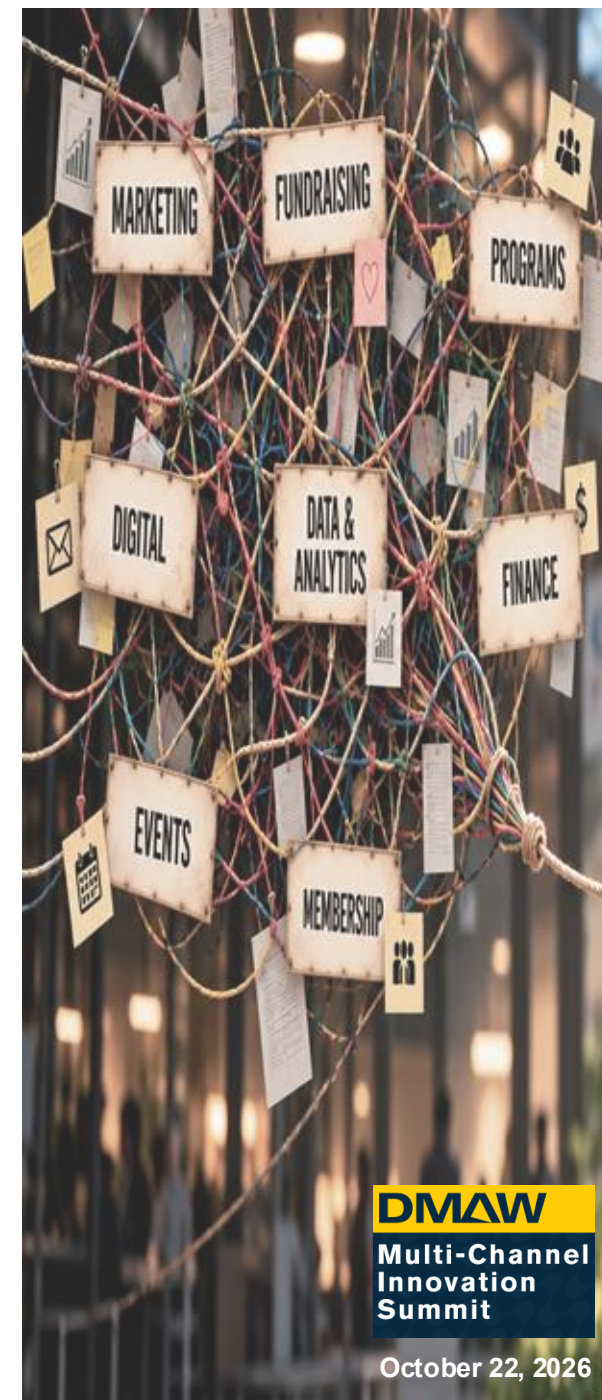
**Kacey
Crawford**

Director, Digital Fundraising



**Derek
Drockelman**

VP, Sales & Marketing



DMAW
Multi-Channel
Innovation
Summit

October 22, 2026

Your Donor Doesn't Care About Your Org Chart

Agenda

01 — The WETA Context

One audience. Many ways to connect.

02 — Building a Shared Language

What do we call them — and what do they call themselves?

03 — Looking Beyond Traditional Segmentation

RFM tells us something. It doesn't tell us everything.

04 — Loosening the Grip on Attribution

Track the channels. Optimize the relationship.

05 — Democratizing Data

Access to data ≠ ability to use data.

06 — Three Ideas to Take Home

Turning audience-first thinking into action.

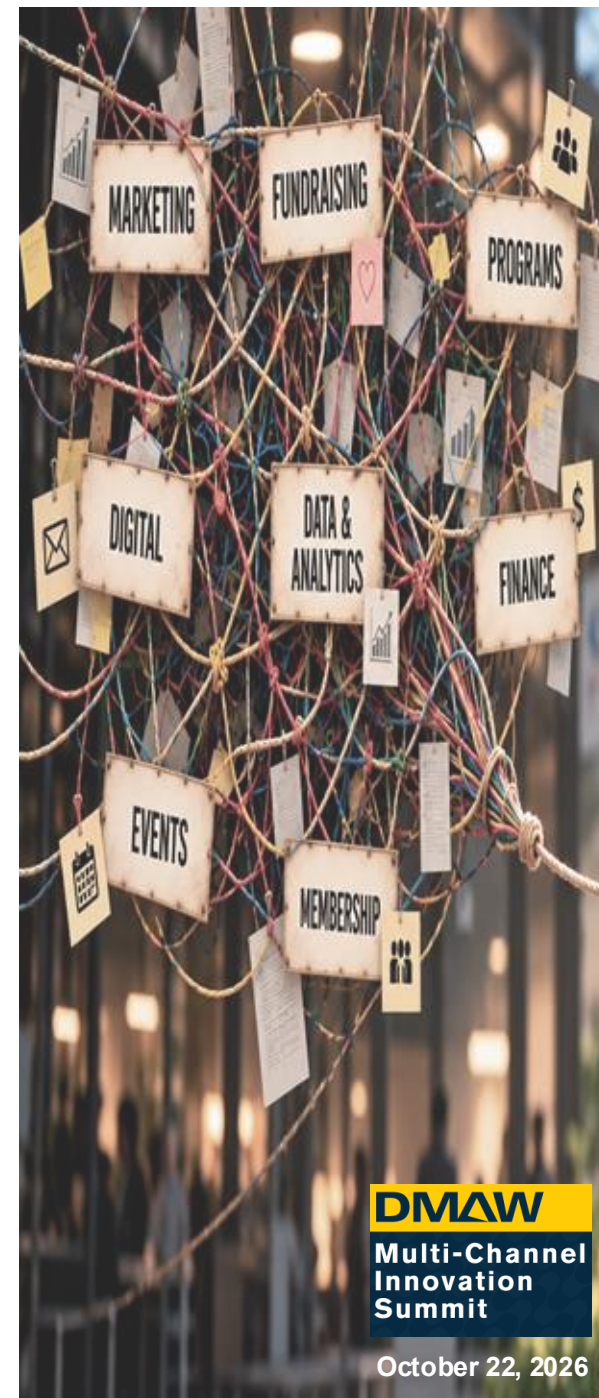


One audience. Many ways to connect.

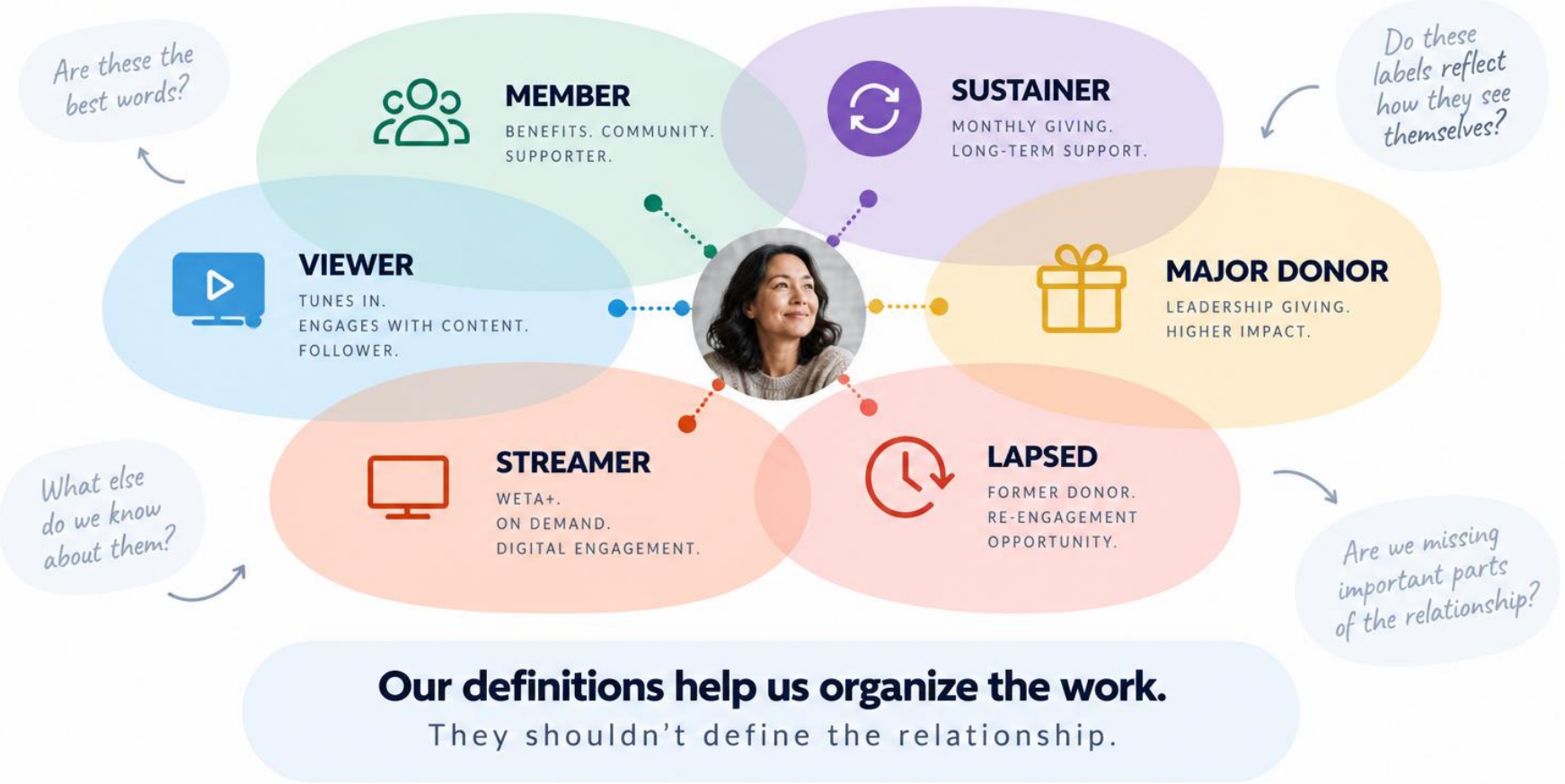


It's not either/or.

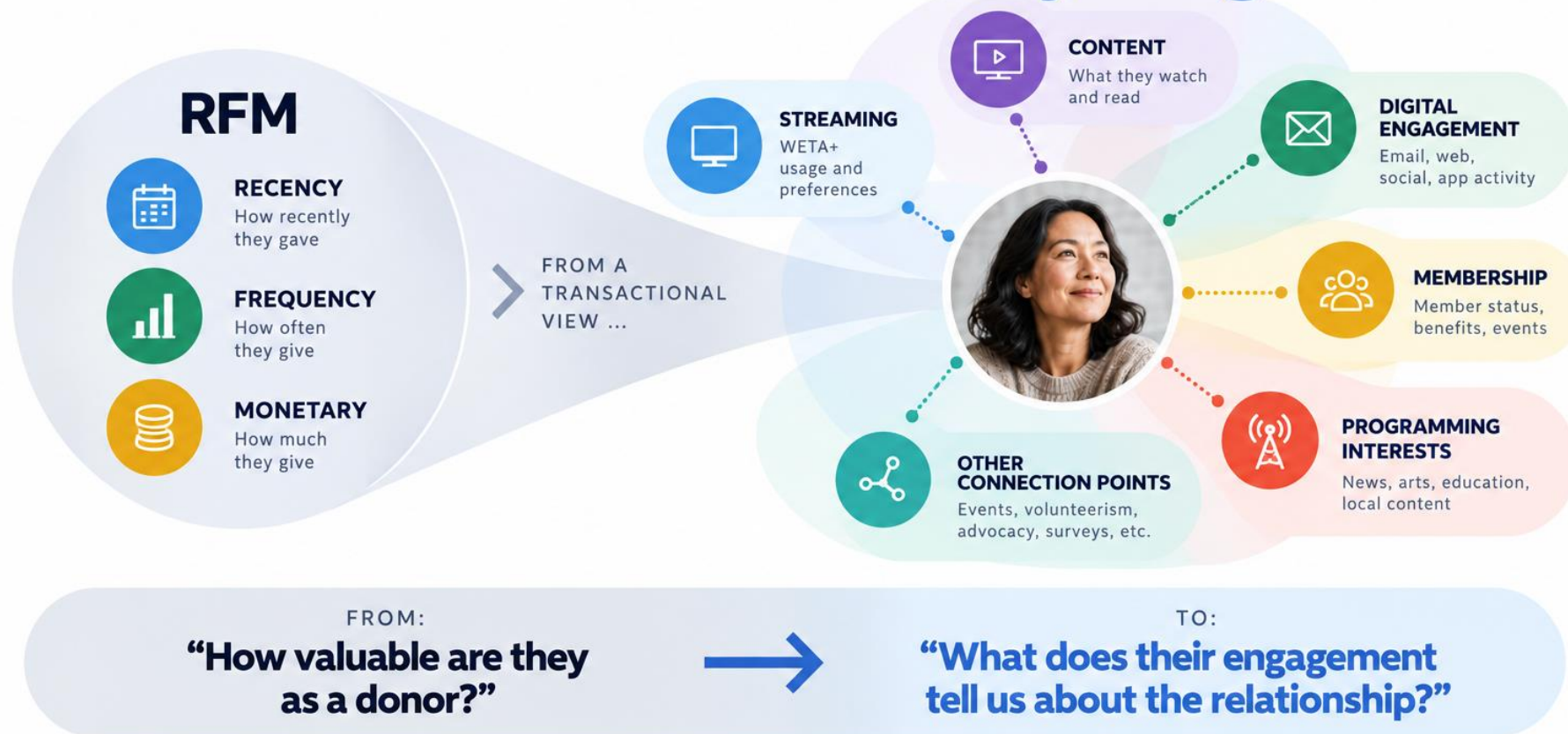
The relationship is bigger than any one channel.



What do we call them — and what do they call themselves?



RFM tells us something. It doesn't tell us everything.



THE GOAL ISN'T TO REPLACE FUNDRAISING DATA. IT'S TO PUT IT IN CONTEXT.



If your attribution model determines your donor experience, your org chart is showing.

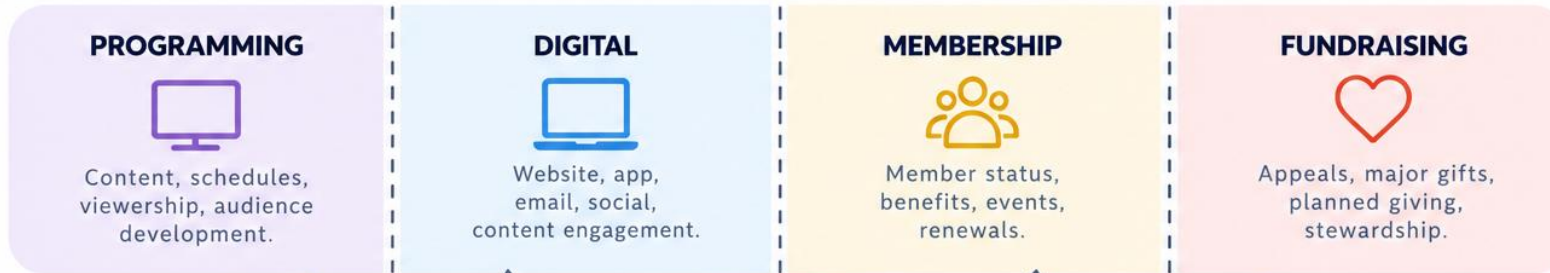
Their perspective:



One relationship with WETA.



Our perspective (too often):



Who gets credit?



Track the channels.

Understand what drives revenue.



Attribute the revenue.

It helps us learn and invest wisely.



But optimize the relationship.



Access to data $\neq$ ability to use data.

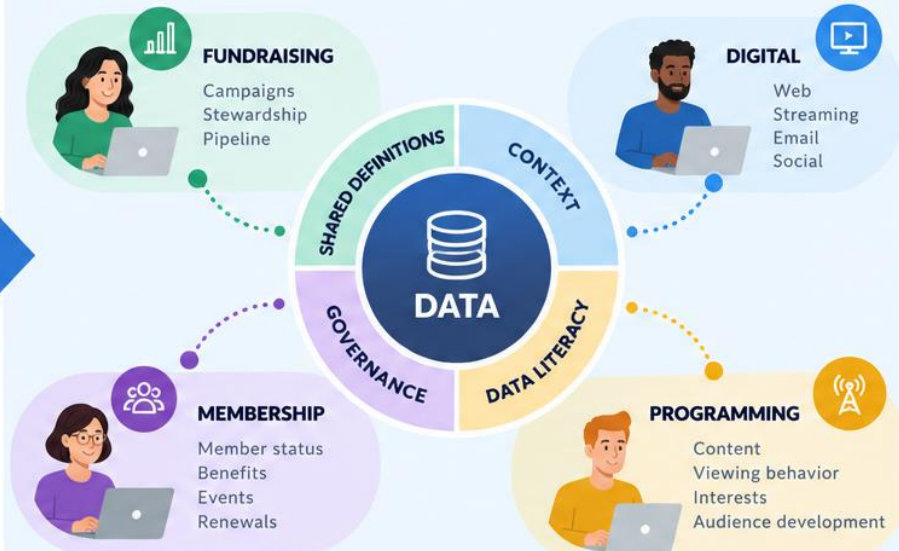
THE TRADITIONAL MODEL

A FEW PEOPLE. A LOT OF STEPS.



THE EMERGING MODEL

MORE PEOPLE. MORE PERSPECTIVE. MORE IMPACT.



Give people the data — and the confidence to use it.



Your donor doesn't care about your org chart. So what do we do about it?

1 CREATE SHARED LANGUAGE

Align around the
constituent, not
departmental definitions.

ONE CONSTITUENT.
SAME PERSON.
SHARED DEFINITIONS.

2 MEASURE THE RELATIONSHIP

Look beyond transactions
to the full range of
engagement signals.

MORE SIGNALS.
A RICHER PICTURE.
BETTER DECISIONS.

3 OPTIMIZE THE EXPERIENCE

Track attribution, but
don't let internal ownership
dictate the constituent
journey.

COORDINATED EFFORTS.
A SEAMLESS EXPERIENCE.
HIGHER IMPACT.

**One constituent.
One relationship.**

HOWEVER MANY DEPARTMENTS
IT TAKES TO SUPPORT IT.





**Michelle
Jiles**

Director, Data Strategy &
Development Services



mjiles@weta.org



**Kacey
Crawford**

Director, Digital Fundraising



kcrawford@weta.org

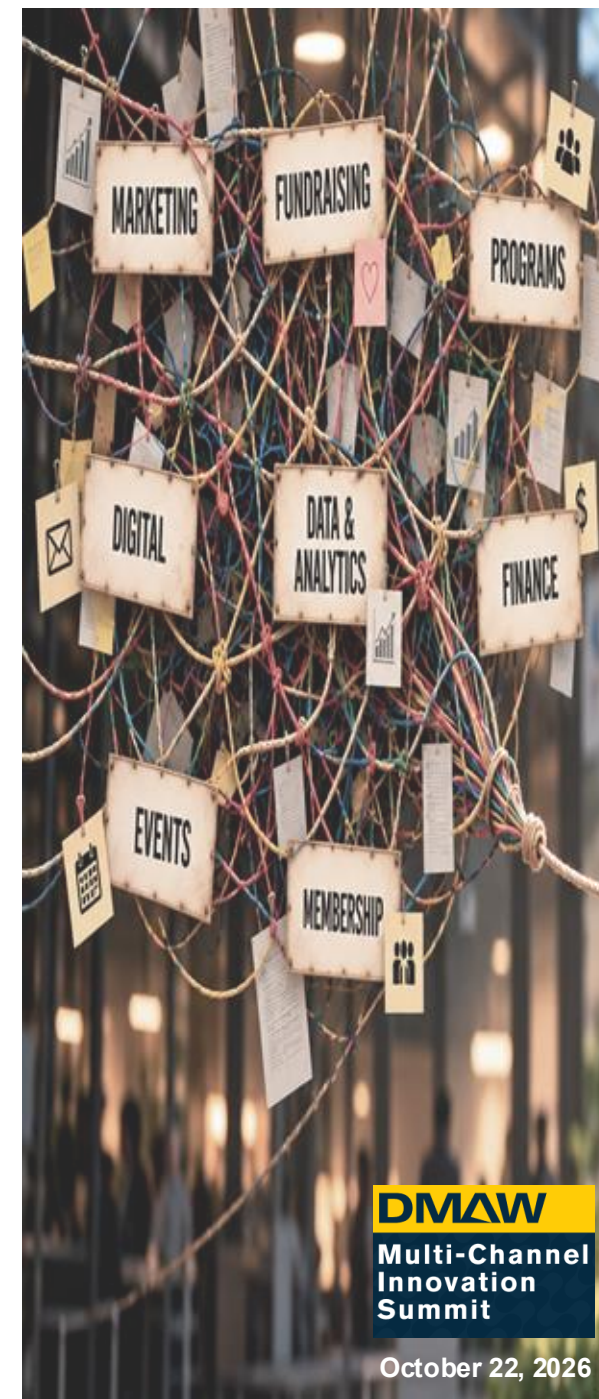


**Derek
Drockelman**

VP, Sales & Marketing



ddrockelman@roisolutions.com



DMAW
Multi-Channel
Innovation
Summit

October 22, 2026

Your Donor Doesn't Care About Your Org Chart