

# Utilizing Airtable To Improve Pledge Processes

## A Scattered Puzzle



Scheduling teams build out a schedule of pledge programs, spanning multiple weeks of both live on-air and repeat pledge programming.

Gift fulfillment teams prepare a list of pledge gifts - with information often coming in very last minute.



Graphic designers build on-air graphics for the live pledge shifts, often building with missing information with no clear start and stop times. Many standard practices exist only in the minds of experienced designers.

Production staff builds live pledge shift resources, utilizing missing or broken information to determine team schedules and shot priorities.



## Assembling The Pieces

In order to get the puzzle together, we needed to first understand who used the information.

The schedule grid is the starting point for all members of the team, though it is often in flux until late into the process.

The production teams utilize this information to create an on-air pledge schedule, arranging staff for live pledge.

Designers utilize the pledge premiums to create on-air graphics.

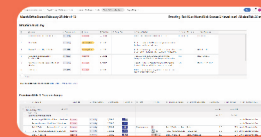
The gift fulfillment team utilizes this information to establish pledge premiums.

Scheduling teams may adjust pledge programs due to availability of specific premiums, thus adjusting the entire schedule.

## Putting It All Together



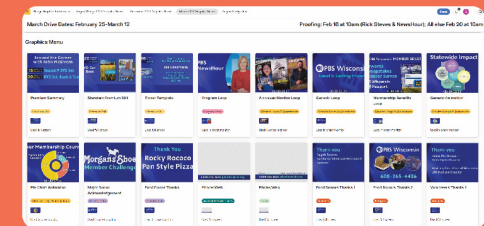
At the start of a new pledge session, the scheduling team enters all the pledge show information, including where the image assets can be found for national programs. Static links are saved here as well, to assist new incoming designers find common resources.



Design requests are also gathered within this space, allowing for a one-stop location for all information needed by every team. Each specific design image can be assigned, reviewed, and confirmed by production proofing staff in one easy spot!

## Creating A Graphics Menu

With multiple designers assigned throughout the course of the year, creating shared language is essential. Utilizing visualization tools provided by Airtable, this space also serves as a hub for every person working on the project to find exactly what they are looking for at any given moment.



## Lessons Learned

Once we assembled all the information, we learned very quickly that so much of the stress of the project had come from the information being siloed in different departments. Pulling all of this together into one singular source of truth has not only improved the pace at which the work is complete, but has transformed the way we've communicated with each other. We've begun utilizing this strategy to collaborate on events signage and other stationwide projects, and look forward to watching this form of collaboration continue to improve!

## Credits & People Involved