

# Feed Their Tomorrow

A conversion-focused leadership proposal that turns one day of generosity into a verified y



**\$125K**

CAMPAIGN GOAL

\$100K public + \$25K match

**375K**

GROSS MEAL-EQ.\*

Statewide base at 3 per \$1

**\$2K**

DECISION TODAY

Ten-business-day validation

## RECOMMENDED DECISION

**Approve the \$2,000 validation sprint - not the launch.**

Release the remaining \$8,000 only after partner, donor, match, impact, finance and reporting proof passes.

REVIEW THE DECISION

## LEADERSHIP RECOMMENDATION

# Approve learning before committing scale

The proposal is strongest when leadership can make one bounded decision now and reserve the larger launch decision until the evidence is complete.

## DECISION TODAY

## Authorize a \$2,000, ten-business-day validation sprint.

Deliver a documented GO / RESIZE / STOP recommendation before the remaining \$8,000 is released.

APPROVE VALIDATION

## STAGED INVESTMENT

### \$2K

## VALIDATE

Partner, demand, match, impact, finance

### \$4K

## BUILD

Gift flow, creative, tracking, accessibility

### \$4K

## SCALE

Paid reach, retargeting, command center

## WHAT MAKES THE NEXT DECISION DEFENSIBLE

● Signed delivery authority and 2027 program capacity

● Finance-to-impact reconciliation

● Source-backed donor and channel forecast

● Tested mobile giving and wallet checkout

● Executed \$25,000 match terms

● Named 30-day, 90-day and year-end reporting owners

## STOP RULE

No signed match, no approved use of funds, no reproducible impact formula, or no accessible payment path = no public launch.

## DONOR VALUE PROPOSITION

# Make the donor's decision feel immediate

The internal campaign goal can be complex. The public offer should not be.

## LEAD MESSAGE

## Your \$25 becomes \$50 today.

Your matched gift can help provide 150 meal-equivalents for Oklahoma children.

DOUBLE MY GIFT

## TWO VISIBLE GOALS - ONE CLEAR ACTION

### \$25K

## GIVINGTUESDAY MILESTONE

Public gifts needed to unlock the full match

### 375K

## CAMPAIGN IMPACT GOAL

\$125K x conservative statewide base of 3 meals per \$1

## WHY THIS HIERARCHY CONVERTS

Personal impact comes first, a reachable match second and full campaign scale third. Every button uses one label and opens the gift form.

DOUBLE MY GIFT

Use this exact CTA in email, SMS, social, QR and the donation page.

## CONSISTENCY RULE

For a statewide two-food-bank proposal, keep the conservative 3-meals-per-\$1 planning model until both partners approve one public formula. Use 4 meals per \$1 only for a Food Bank of Eastern Oklahoma-specific campaign with written approval.

[1] Oklahoma child-hunger need

[2] Food Bank of Eastern Oklahoma donor FAQ

## MESSAGE ARCHITECTURE

# Emotion earns attention. Proof earns trust.

Use one approved human story to make the need real, then support it with only the facts required to act.

## SUBJECT

**Your \$25 can help provide 150 meals today**

**A child's backpack should carry books and possibilities - not the worry of whether there will be enough food at home.**

[Insert one real, consented Oklahoma child, parent, teacher or pantry story in 2-3 sentences. Do not invent a beneficiary.]

**Today, your \$25 can be matched to \$50 and help provide 150 meal-equivalents.**

**DOUBLE MY GIFT**

## WHAT MUST BE TRUE

## LOCAL

223,000+ Oklahoma children face inconsistent food access.

## MATCH

The first \$25,000 in eligible gifts is backed by signed terms.

## USE

The partner approves programs, geography and the funding gap.

## PROOF

Donors receive 30-day, 90-day and year-end reporting.

## DIGNITY AND CONVERSION RULES

- Use written story consent and a withdrawal path.
- Lead with agency, routine and possibility - never shame.
- Keep only one primary action in fundraising messages.
- Move sharing, monthly giving and volunteer choices after the gift.

[3] Oklahoma need

[4] GivingTuesday 2025 results

## CONVERSION EXPERIENCE

# One click to give. Four moments to build trust.

The impact receipt is a retention mechanism, not another pre-gift decision.

01

## EMAIL

One human story, one matched impact, one button.

02

## GIFT FORM

\$25 selected, custom amount, wallet-ready checkout.

03

## IMPACT RECEIPT

Gift + eligible match + estimated meal-equivalents.

04

## ACTUAL UPDATE

30-day, 90-day and year-end verified results.

## PERSONALIZED IMPACT RECEIPT

YOU MADE SOMETHING HAPPEN

150

ESTIMATED MEAL-EQUIVALENTS

\$25 GIFT + \$25 MATCH = \$50 x 3

Together, donors have helped fund [LIVE TOTAL] meal-equivalents.

DOWNLOAD IMPACT CARD

SHARE MY IMPACT

## LANGUAGE CONTROL

## Immediate

Use 'estimated impact' or 'can help provide.'  
The food has not yet been distributed.

## After delivery

Report actual net funds, partner-approved outputs, unique reach and service frequency.

## Why it matters

Actual-impact information supports perceived efficacy and repeat giving.

## DO NOT CALL AN ESTIMATE PROOF

Rename the immediate asset 'Impact Receipt.' Reserve 'Verified Impact Certificate' for the later report after finance and program records reconcile.

[5] Actual impact and repeat giving

## AUDIENCE STRATEGY

# Segment the ask - not the mission

A \$25 entry point can recruit donors; a higher or personalized anchor can protect revenue. Do not force one ask on every audience.

## ACTIVE DONORS

## Prior gift + 10-25%

Lead with continuity, match and known impact.

## LAPSED DONORS

## \$25 accessible restart

Lead with trust, relevance and an easy return.

## NEW PROSPECTS

## \$25 selected

Lead with the local story and visible match terms.

## MAJOR DONORS

## Personal proposal

Offer DAF, check and direct contact; do not force web checkout.

## RECOMMENDED GIFT ARRAY

\$25

\$50

\$125

\$250

OTHER

Example for warm donors. Personalize the highlighted amount when donor history is available.

## TESTING PLAN

Randomize ask order and default by segment. Measure completed gifts, average gift, total revenue, unsubscribes and complaints. A higher reference point may raise revenue while a lower one may recruit more donors.

## MATCH CAUTION

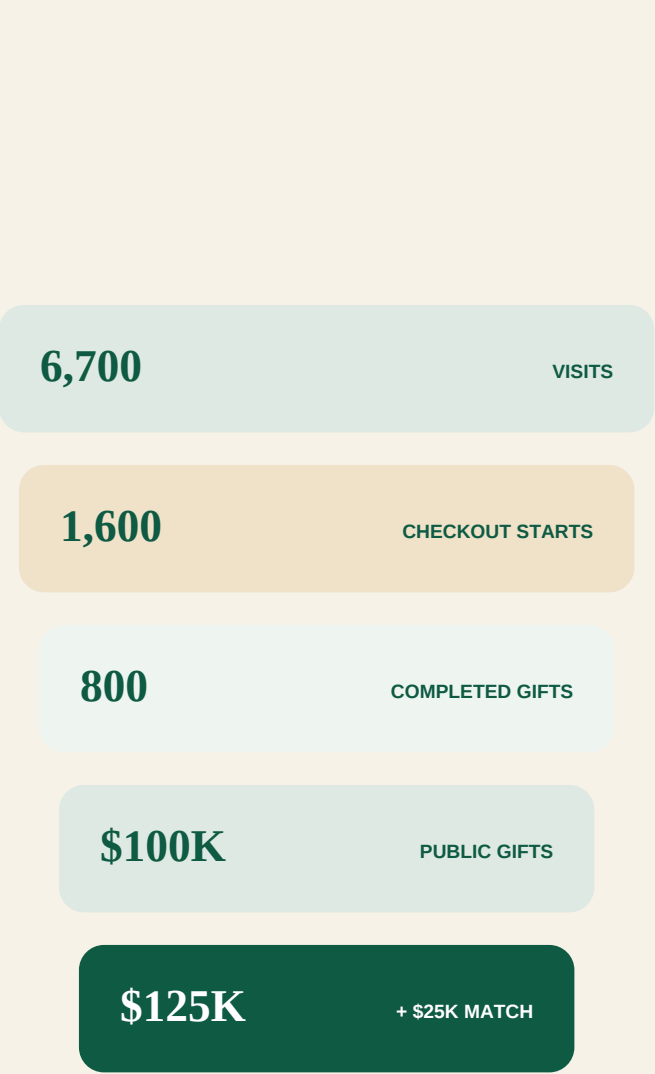
Matches are not magic. Prior supporters may respond differently from lapsed or new audiences, so report results by segment.

[7] Matching-gift field evidence

CONVERSION MODEL

# Show exactly how the goal can be reached

The base case is a model, not a promise. Each stage has one owner, one assumption and one response if performance misses plan.



BASE-CASE ASSUMPTIONS

|                     |        |
|---------------------|--------|
| Visit -> gift       | 12%    |
| Checkout completion | 50%    |
| Average public gift | \$125  |
| Public gift revenue | \$100K |
| Signed match        | \$25K  |

SCENARIO VIEW

| SCENARIO     | PUBLIC | MATCH | TOTAL  | GROSS MEAL-EQ.* |
|--------------|--------|-------|--------|-----------------|
| CONSERVATIVE | \$75K  | \$25K | \$100K | 300K            |
| BASE         | \$100K | \$25K | \$125K | 375K            |
| STRETCH      | \$150K | \$25K | \$175K | 525K            |

\*Gross planning model at 3 meal-equivalents per \$1. Publish only partner-approved impact based on eligible net funds.

ACTIVATION PLAN

# Warm audiences first. Every touch leads to the gift form.

Use paid media to retarget demonstrated intent - not as the primary source of trust.

**EMAIL**

Core warm-donor revenue  
Personalized ask + direct gift link

**SMS**

High-intent urgency  
Launch and final-hours only

**DIRECT MAIL**

Active donor reinforcement  
Compact letter + QR / reply route

**AMBASSADORS**

Trusted expansion  
One story + one tracked link

**RETARGETING**

Recover intent  
Page visitors and video viewers

**WEBSITE**

Capture existing demand  
Homepage takeover + gift form

GIVINGTUESDAY MESSAGE SEQUENCE

**6 AM**

LAUNCH

Story + matched \$25 impact

**10 AM**

TRUST

Sponsor terms + live progress

**2 PM**

MOMENTUM

Real progress + ambassador push

**6 PM**

SEGMENT

Prior donor / lapsed donor versions

**9 PM**

DEADLINE

Short plain-text final ask

**MOBILE IS THE CONVERSION CONSTRAINT**

M+R Benchmarks 2026 reports that mobile generated 52% of nonprofit website visits, but primary donation-page conversion averaged 8% on mobile versus 11% on desktop. The gift form must be short, fast and wallet-ready.

[8] M+R 2026 website performance

[9] M+R 2026 direct mail

MEASUREMENT AND TRUST

# Report what happened - not only what was projected

Three evidence owners keep donation, marketing and program results distinct until their records reconcile.

INSTANT

**Impact estimate**

Gift, eligible match and modeled meal-equivalents

30 DAYS

**Money proof**

Cash, match, refunds, fees and allocation

90 DAYS

**Delivery proof**

Program start, sites and approved outputs

YEAR END

**Actual impact**

Net spend, unique reach, service frequency and balance

EIGHT LAUNCH GATES

☐ Delivery authority

☐ Approved use of funds

☐ Source-backed donor demand

☐ Signed \$25K match

☐ Finance-to-impact math

☐ Tested payment experience

☐ Governance, privacy and access

☐ 30 / 90 / year-end reporting

EVIDENCE OWNER MAP

Finance proves gifts and match. Marketing proves traffic and conversion. Participating food bank program and finance leaders prove delivery and impact. Marketing never certifies meals or child reach.

FINAL RECOMMENDATION

# A decision maker can say yes without approving unsupported claims

The short brief earns attention. The 47-page interactive validation binder preserves the controls, working forms and audit trail.

DECISION REQUESTED

## Approve the \$2,000 validation sprint.

Do not authorize public launch until all eight proof gates pass and leadership receives a GO / RESIZE / STOP memo.

SCHEDULE DECISION REVIEW

WHAT LEADERSHIP RECEIVES AFTER TEN BUSINESS DAYS

- Partner and program diligence file
- Source-backed donor and channel forecast
- Executed match terms or documented hold
- Finance-to-impact reconciliation
- Mobile gift-flow and accessibility test plan
- Executive GO / RESIZE / STOP recommendation

PORTFOLIO AND DECISION-MAKER ADVANTAGE

Present this Executive Decision Edition first. Provide the full interactive binder only after interest is established or when reviewers request the evidence, forms and implementation controls.

SELECTED CURRENT SOURCES

- [1] GivingTuesday 2025 results

[4] Oklahoma child-hunger need
- [2] GivingTuesday Dec. 1, 2026

[5] Regional Food Bank holiday match
- [3] M+R Benchmarks 2026

[6] Actual-impact study