

Feed Their Tomorrow

A GivingTuesday campaign system designed to turn urgency into trust, giving and verified child-hunger impact.



\$125K

GOAL

\$100K public + \$25K match

375K

MODELED MEAL-EQ.

Statewide planning base: 3 per \$1

4 parts

INTEGRATED SYSTEM

Strategy, donor UX, proof, measurement

THE CHALLENGE

Turn one high-attention day into a year of credible support.

Build an emotional donor experience without making promises the participating food banks cannot verify.

[EXPLORE MY WORK](#)

STRATEGY

The obstacle was not awareness. It was belief.

GivingTuesday creates attention. The campaign still has to answer three donor questions in seconds: Why now? What will my gift do? How will I know it happened?

01**URGENCY**

A one-day match makes delay costly without inventing fear.

02**CLARITY**

One gift amount, one match equation and one impact statement reduce friction.

03**TRUST**

Immediate estimated impact is followed by verified delivery updates.

STRATEGIC ANSWER

Match + proof + momentum

Before giving: \$25 -> \$50 -> 150 modeled meal-equivalents.

After giving: a personalized Impact Receipt and visible campaign progress.

After delivery: a verified update based on partner and finance records.

\$25

DOUBLED

MY ROLE

 Campaign strategy Donor journey Message architecture Channel plan Financial model Proof governance

EXECUTION

The strategy becomes a donor-ready email

This portfolio treatment shows how the match, local need and proof promise work together in one focused GivingTuesday message.

INBOX PREVIEW

Your gift can go twice as far for Oklahoma children

Give by midnight and receive a personalized Impact Receipt.



GIVINGTUESDAY / CONCEPT COPY

Your gift can go twice as far today.

More than 223,000 Oklahoma children do not get the food they need. Today, every eligible gift can be doubled dollar for dollar, up to \$25,000.

\$25 -> \$50 -> 150 modeled meal-equivalents

Conservative statewide planning formula; partner approval required.

Give before midnight to unlock the match and help feed their tomorrow.

DOUBLE MY GIFT

After you give, you will receive an immediate Impact Receipt and later verified campaign updates.

Thank you for helping feed their tomorrow.

WHY THIS CAN CONVERT

- Local need creates relevance
- A finite match creates urgency
- One equation makes impact concrete
- One CTA reduces decision friction
- Proof is promised before the click

Oklahoma need source

A/B TESTING PLAN

SUBJECT	local need vs. match leverage
CTA	Double My Gift vs. Feed Their Tomorrow
GIFT	\$25 default vs. prior-gift anchor
PROOF	Impact Receipt before vs. after CTA

Primary readout: completed gifts and revenue per recipient, segmented by device.

LAUNCH GUARDRAILS

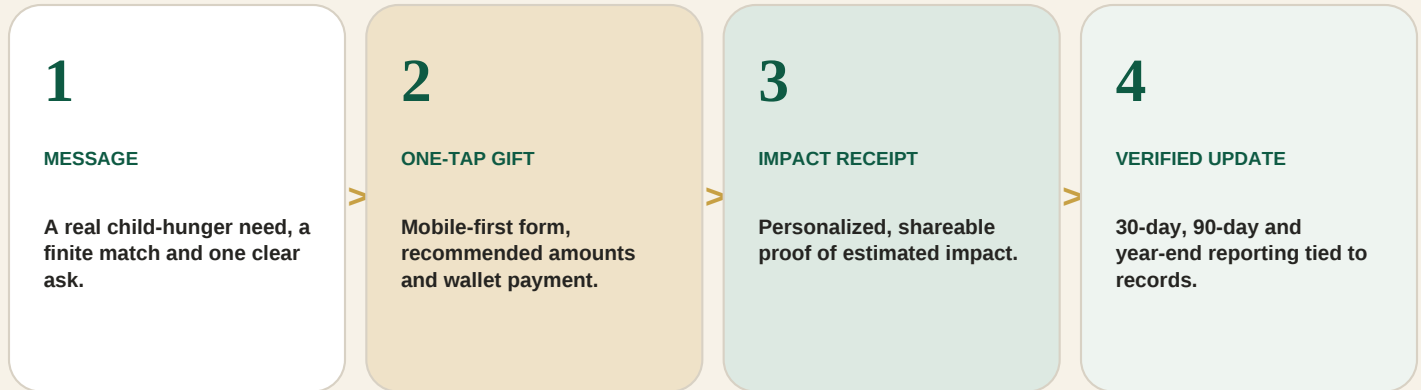
Execute the match first. Approve the meal formula. Build accessible HTML with descriptive alt text. Use only consented stories and verified program facts.

M+R mobile benchmark

DONOR UX

A four-step experience turns intent into evidence

The emotional reward is not merchandise. It is immediate proof that the donor made something happen - followed by evidence that the organization did what it promised.



CONFIRMATION SCREEN

You made something happen.

Your \$25 gift was doubled to \$50 and can help provide at least 150 meal-equivalents.

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

[DOWNLOAD IMPACT CARD](#)
[SHARE MY IMPACT](#)

LANGUAGE DISCIPLINE

IMMEDIATE

Impact Receipt uses **estimated** or can help **provide** language.

AFTER DELIVERY

Verified Impact Certificate uses actual finance and partner records.

WHY IT MATTERS

The distinction protects trust while preserving the donor's emotional momentum.

DESIGN PRINCIPLE

Recognition is optional. Proof is automatic.

The share card is offered after the donor receives a private confirmation. Public recognition is never the price of participation.

Research: actual-impact information and repeat giving

CONVERSION SYSTEM

One campaign, designed for different reasons to give

The public idea stays simple while the message, suggested amount and proof change by audience behavior.

PRIORITY AUDIENCES

ACTIVE DONORS

Lead with renewal, match urgency and impact history.

LAPSED DONORS

Lead with welcome-back language and a low-friction amount.

PROSPECTS

Lead with local need, peer proof and a clear first gift.

MAJOR GIFTS

Lead with leverage, capacity and reporting access.

RECOMMENDED GIFT ARCHITECTURE

\$25

150 MEAL-EQ.

accessible anchor

\$50

300 MEAL-EQ.

mid-tier step

\$125

750 MEAL-EQ.

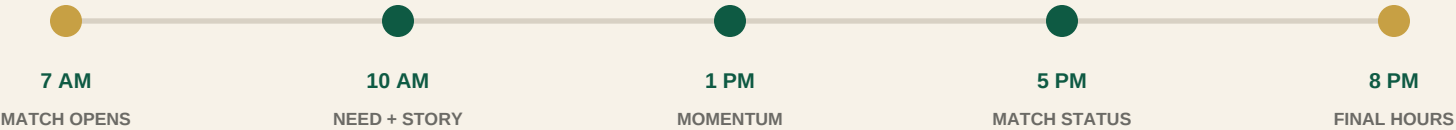
forecast average

\$250

1,500 MEAL-EQ.

leadership gift

GIVINGTUESDAY MESSAGE RHYTHM



CHANNEL RULE

Email and direct mail activate known donors. Social builds attention and retargeting pools. The donation page closes the decision.

CAMPAIGN MODEL

The creative idea is backed by a testable revenue model

The forecast is a planning case, not a promise. Each assumption becomes a launch gate or an optimization signal.



FORECAST EQUATION

$$800 \text{ gifts} \times \$125 \text{ average} = \$100,000 \text{ public revenue} + \$25,000 \text{ match} = \$125,000$$

EIGHT LAUNCH GATES

- Partner authority

- Program capacity

- Demand evidence

- Match execution

- Impact formula

- Finance controls

- Accessible gift flow

- Reporting ownership

STOP RULE

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

WHAT THIS WORK DEMONSTRATES

Strategy that makes people feel something - and do something

This concept balances emotional storytelling with conversion design, financial discipline and accountable reporting.

CAMPAIGN OWNERSHIP

From objective and audience through launch gates and reporting.

DONOR COMMUNICATION

A persuasive message system built around urgency, clarity and proof.

MULTICHANNEL STRATEGY

Coordinated email, web, social, direct mail and retargeting roles.

DONOR EXPERIENCE

Mobile-first giving, impact receipt, sharing and verified follow-up.

MEASUREMENT

A transparent funnel, decision thresholds and named evidence owners.

ETHICAL STORYTELLING

Consent-aware stories and impact language that protects trust.

PORTFOLIO NOTE

The seven-page case study is the story. The executive brief is the recommendation. The interactive binder is the proof.

SELECTED EVIDENCE

- Oklahoma child-hunger need
- GivingTuesday 2025 results
- GivingTuesday calendar
- M+R website benchmarks
- Matching-gift evidence
- Suggested-amount field study

VIEW PORTFOLIO

CONNECT ON LINKEDIN

SCHEDULE 15 MINUTES

EMAIL ASHLEE