

ADOPTION-READY LEADERSHIP PROPOSAL

Feed Their Tomorrow

A leadership-ready GivingTuesday plan that turns one day of generosity into verified 2027 child-hunger impact across Oklahoma.

\$125K

CAMPAIGN GOAL

\$100K public
+ \$25K match

375K

MODELED MEAL-EQ.*

Annual model.
Verify first.

DEC 1

GIVINGTUESDAY

One day
activates a
year

EXPLORE THE PERSONALIZED IMPACT CERTIFICATE >

DECISION REQUESTED TODAY

Approve the \$2,000, 10-business-day validation sprint.
Hold the remaining \$8,000 and launch authorization until the partner, funding need, donor capacity, match, impact and reporting proofs pass.

OPEN EXECUTIVE BRIEF >



Give today.
Feed their tomorrow.

FOUR-STAGE CONTROL
VALIDATE / AUTHORIZE
LAUNCH / REPORT

- VALIDATE
- AUTHORIZE
- LAUNCH
- REPORT

EXECUTIVE BRIEF

How one giving day becomes a verified year of impact

A confirmed match and one frictionless \$125 ask turn GivingTuesday urgency into verified 2027 child-hunger funding, with 30-day, 90-day and year-end proof.

DECISION TODAY

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

Release the remaining \$8,000 only after every proof area passes.

OPEN VALIDATION >

CAMPAIGN STRATEGY AT A GLANCE

OBJECTIVE

OPEN >

Raise \$125,000 for verified 2027 Oklahoma child-hunger programs.

AUDIENCE

OPEN >

Current and recently lapsed donors first; major donors, ambassadors and retargeting extend reach.

CORE MESSAGE

OPEN >

Give by December 1 to strengthen children's food access throughout 2027.

CTA + REWARD

OPEN >

Give now. Double the gift. Receive a personalized Impact Certificate.

CHANNELS

OPEN >

Email, SMS, social, paid retargeting, ambassadors, website and QR.

TIMELINE

OPEN >

Validate → Build → Warm → Reveal → Convert → Prove.

SUCCESS AT A GLANCE

\$125K

REVENUE GOAL

800

DONORS

≥12%

CONVERSION

\$125

AVERAGE GIFT

100%

MATCH USE

LAUNCH READINESS + APPROVAL

Approve launch only after all six evidence checks pass

[Delivery partner](#) | [Funding need](#) | [Donor capacity](#)
[Match](#) | [Reporting plan](#) | [Campaign budget](#)

OPEN READINESS CHECKLIST >

WHY IT HELPS CHILDREN

Reliable food access helps children learn, grow and thrive

Funds support food access. Research explains why it matters. Reconciled records determine what we report.

DIRECT BENEFIT

Funds deliver

Named child-hunger programs provide food access.

VERIFIED DELIVERY

Partners document

Program, area, period, funds, food, frequency and unique children.

SUPPORTED OUTCOME

Research supports

Food access supports health, nutrition and learning. [22][23]

RESPONSIBLE CLAIM

Public promise

Publish partner-approved results that reconcile to finance and program records.

THE 2027 COVERAGE PORTFOLIO

School days

Verify: sites, service days, food and unique students.

Weekends

Verify: distributions, weeks, food and unique children.

Breaks + summer

Verify: sites, operating weeks, food and unique children.

Family stability

Verify: households, referrals and repeat use without double counting.

WHY DAILY ACCESS MATTERS

USDA links child food insecurity with poorer health, more illness and lower reading and math achievement. Association is not proof of causation. [22]

WHY COVERAGE MATTERS

USDA found school-meal participation was generally associated with lower household food insecurity and better nutritional intake. [23]

PUBLIC CLAIM APPROVAL

375,000 is a planning estimate - publish only after all records reconcile

Reconcile net funds, meal formula, programs, geography, service period and unique reach.

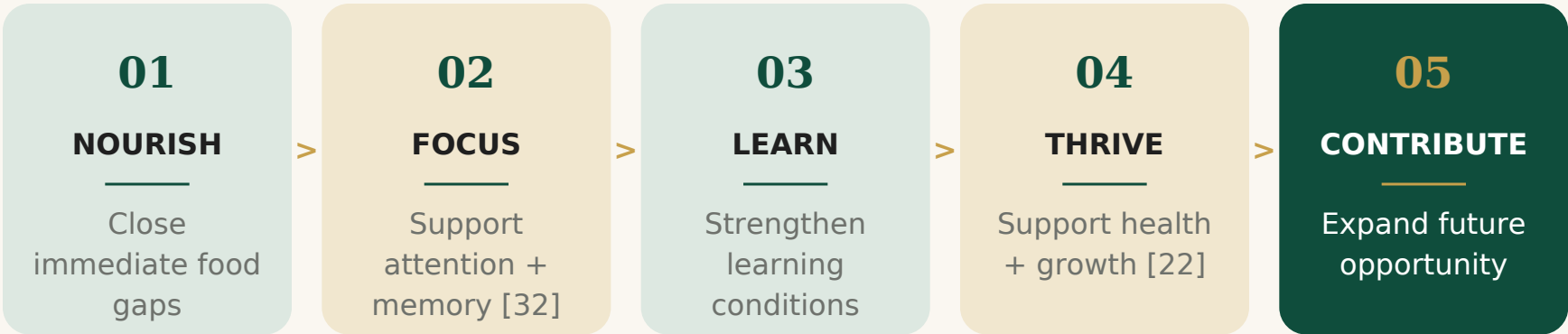
REVIEW + SIGN USE-OF-FUNDS PLAN >

IMPACT TO PROSPERITY

Feed children. Fuel learning. Strengthen Oklahoma.

Research supports the child-impact pathway. Company value is measured separately: profit requires verified savings or attributable revenue—not goodwill alone.

THE IMPACT CHAIN



WHAT THE EVIDENCE CAN SUPPORT

DIRECT ASSOCIATION

HEALTH + LEARNING

USDA links food insecurity with poorer health and lower reading and math achievement. [22]

+0.036 SD

TEST-SCORE GAIN

Schools using healthier lunch vendors recorded a modest test-score gain. [32]

+46%

ADULT MALE WAGES

Nutrition exposure predicted higher male wages in Guatemala; not an Oklahoma forecast. [33]

HOW COMPANY VALUE CAN REACH PROFIT

NEAR TERM / TESTABLE

Engagement. A randomized bank study found company-funded charity vouchers improved happiness and job satisfaction. [34]

Retention. A randomized study found one day of social-impact activity reduced turnover nearly a year later. [35]

PROFIT PATHWAY / MUST BE MEASURED

Profit is not assumed. Test turnover savings, qualified introductions, referred opportunities and attributable margin. Count profit only when verified savings or margin exceed campaign cost.

THE COMPANY-VALUE TEST

Verified return = savings + contribution margin – campaign cost. Track participation, turnover, referrals and attributable revenue. Report mission impact separately.

STRATEGIC ADVANTAGE

Why the hybrid can outperform a single-tactic strategy

Major gifts secure momentum, GivingTuesday concentrates attention, digital removes friction, the certificate makes impact visible and stewardship builds future value.

ONE CAMPAIGN / FIVE JOBS

01
SECURE
Lead gifts

02
MOBILIZE
Warm reach

03
CONVERT
Mobile giving

04
RETAIN
Monthly gifts

05
PROVE
Report results

WHY THE HYBRID OUTPERFORMS A SINGLE-TACTIC PLAN

HYBRID = MATCH + MAJOR GIFTS + GIVINGTUESDAY + DIGITAL + CERTIFICATE + MONTHLY

APPROACH	SPEED	TRUST	FUTURE VALUE	BEST USE
Paid ads only	Fast	Low alone	Low	Retarget intent
Event	Slow	High-touch	Medium	Relationships
Major gifts	Medium	High	Medium	Match + lead gifts
Monthly only	Slow	High	Highest	Continuity
Hybrid	Fast peak	High if proved	High	GivingTuesday

[24]
68% / 18%
TRUST NEEDED / HIGH TRUST

[16]
66% / 24%
PRIOR DONORS / NEW DONORS

[16]
27%
ONLINE REVENUE / MONTHLY

[16]
71%
SUSTAINERS / ACTIVE AT 1 YEAR

HOW THE HYBRID BUILDS MORE IMPACT

OPEN WORKING FORMS >

1
CAPTURE ACTION

Match + mobile checkout convert urgent intent.

2
BUILD TRUST

Partner proof + certificate make the gift visible.

3
KEEP VALUE

Monthly giving + follow-up support retention.

PARTNER + ACCOUNTABILITY MODEL

A credible statewide campaign needs three distinct owners

Campaign strategy, charitable custody and program verification stay separate so donors and leadership can see exactly who is accountable for what.

RECOMMENDED 77-COUNTY DELIVERY MODEL

Two food banks can create statewide coverage

Regional Food Bank of Oklahoma: 53 | Food Bank of Eastern Oklahoma: 24
Proposed model - written partner co-design and approval required. [3][15][17]

01

CAMPAIGN LEAD

Ashlee Hilton Marketing

Leads strategy, creative, sponsors and campaign reporting. Does not hold donations or verify meals.

02

DELIVERY + IMPACT

Participating food bank(s)

Receives gifts, issues receipts, approves claims, delivers 2027 programs and reports results.

03

MATCH + REACH

Corporate and media partners

Supplies the signed match and public reach. Commitment begins only with a signed agreement.

REPORTING CHAIN / WHO PROVES WHAT

EVIDENCE	ACCOUNTABLE OWNER	WHAT THE REPORT MUST SHOW
Gifts + match	Nonprofit finance	Reconcile deposits, gift records, fees, refunds and match use.
Campaign results	Ashlee Hilton Marketing	Report visits, gift completion, revenue and cost per donor.
2027 program results	Participating food bank(s)	Report funds, counties, service period and children reached.

PRIORITY PROSPECTS / QUALIFY BEFORE OUTREACH

Alignment suggests potential—not commitment. Confirm capacity and interest. [14][18][19]

MATCH / SPONSOR

Masonic Charity Foundation
APMEX/Cresap • Expand Energy
Dolese • Energy Transfer

MEDIA

KOCO 5
News on 6

EASTERN ACTIVATION

Burnett Home Improvement
TriStar Glass Products

SCALE + PROOF

Show the full need—and the campaign’s measurable share

Oklahoma’s need is far larger than one campaign. The strategy converts \$125,000 into a daily meal-equivalent model, then reports unique children and service frequency separately.

223K+

STATEWIDE CHILD NEED

Children estimated to lack consistent food access in Oklahoma.

[1]

\$1 = 3

BASE MEAL FORMULA

Conservative food-bank base; the partner approves the public formula.

[2][15]

1,027 / DAY*

GROSS DAILY MODEL

\$125K × 3 ÷ 365.
Meal-equivalents—not children. Final net scale needs partner approval.

[2]

WHAT THE 1,027/DAY MODEL ACTUALLY MEANS

1,027 / DAY IS A MEAL MODEL—NOT A CHILD LIMIT

It does not mean feeding only 1,027 of 223,000 children. It means the gross campaign model could fund about 1,027 meal-equivalents each day for one year. A child may receive multiple meals, so unique children and service frequency must be reported separately.

WHAT LEADERSHIP CAN PROMISE

WHY THIS SCALE MATTERS

It creates a concrete daily proof point while funding a verified share of a statewide need no single campaign can solve.

WHAT GETS PUBLISHED

Net funds, partner formula, programs, counties, service period, meal-equivalents, unique children and service frequency.

WHY GIVINGTUESDAY IS THE RIGHT MOMENT

\$4.0B NATIONAL ACTION

2025 GivingTuesday volume shows concentrated donor attention—not a campaign forecast. [4]

\$3.85M OKLAHOMA PRECEDENT

A recent holiday-match result shows local appetite for matched hunger giving—not our forecast. [14]

AUDIENCE STRATEGY

Design first for the donor most likely to act

The campaign prioritizes warm supporters, then expands through retargeting, Oklahoma trust networks and peer-to-peer sharing.

FIRST MESSAGE GROUP / AGES 40-54

Current + recently lapsed donors

Start with people who know the mission. Test the \$125 ask against real giving behavior before expanding.

THE DONOR'S PRIVATE QUESTION

"How will I know my gift actually helped?"

WORKING DONOR PROFILE

Maya, 42

A recent or lapsed donor who gives by phone when the need, match and proof feel credible—and checkout is fast.

WHAT EARNS THE GIFT

- Verified child-hunger use
- Confirmed match + deadline
- Fast, wallet-ready checkout

DONOR PRIORITY MAP / WHO GETS WHICH MESSAGE FIRST

Age changes the message—not who can participate.

PRIORITY	WHY FIRST	BEST MESSAGE	CHANNEL
1 CORE Age 40-54	Warm, high intent	\$125 impact + deadline	Email + SMS
2 CAPACITY Age 55-64	Higher gift potential	Proof + larger impact	Email + Facebook
3 GROWTH Age 25-34	New donor + sharing	Accessible gift + share	Instagram + P2P
4 CULTIVATE Age 65-74	High-trust giving	Proof + easy checkout	Email + Facebook

OUR ANSWER: FOUR VISIBLE PROOF CHECKPOINTS

Privacy-safe impact updates support repeat giving; 67.7% say trust is essential. [12][24]

INSTANT

Gift ID + modeled impact certificate

LIVE

Processed gifts + confirmed match

30 / 90 DAYS

Allocation + delivery update

YEAR END

Verified reach + service frequency

MESSAGE SYSTEM

Make the need human - and the impact unmistakable

The sample message joins emotional relevance with concrete proof; the adopting nonprofit approves the service area, meal metric and match language before release.

CENTRAL MESSAGE

One giving day can strengthen food access throughout 2027. Give by December 1 to help fund school-day, weekend and school-break support across Oklahoma. The first \$25,000 in eligible gifts can be doubled; verified results follow at 30 days, 90 days and year end.

GIVINGTUESDAY / DEC 1 / GIFTS DOUBLED

MESSAGE PILLARS

01 The need is now
More than 223,000 Oklahoma children face inconsistent food access.

02 One day becomes a year
The reconciled annual meal volume makes scale tangible; it is not a unique-child count.

03 The moment is urgent
The first \$25,000 is doubled through a 1:1 match.

04 Trust is protected
Approved claims, story consent and 2027 impact reporting support credibility.

● ● ● FEED THEIR TOMORROW

SECURE GIVING EXPERIENCE

DEC 1 / FIRST \$25K DOUBLED

Double your gift.
Make the impact visible.

Choose an amount, pay in seconds and receive a personalized impact certificate.

CHOOSE YOUR GIFT

\$50

\$125

\$250

GIVE \$125 >

YOUR MATCHED IMPACT

YOU GIVE
\$125

MATCH
+\$125

MATCHED VALUE \$250 × 3/\$1

750

MODELED MEAL-EQUIVALENTS*

FULL GOAL: ≈1,027 / DAY*

*Illustration: confirmed 1:1 match + proposed 3 meal-equivalents per \$1.

SIGNATURE CONVERSION ASSET

Make the donor's impact visible in seconds

The certificate turns an invisible transaction into personalized proof, an optional sharing moment and a natural bridge to future support.

PERSONALIZED IMPACT CERTIFICATE

PRESENTED TO

A GENEROUS OKLAHOMA NEIGHBOR

YOUR \$125 MATCHED GIFT CAN HELP PROVIDE

750

MODELED MEAL-EQUIVALENTS*

\$125 GIFT + \$125 MATCH = \$250 × 3/\$1

PRIVATE BY DEFAULT / OPTIONAL TO SHARE

Tax acknowledgment remains separate.

DOWNLOAD / SHARE

GIVE AGAIN >

WHY THIS REWARD IS WORTH TESTING

Evidence supports one controlled test: certificate-led vs. standard. Track completed gifts, shares and referred donations.

[25]

+2.7 percentage points

Higher donation likelihood

[26]

+5.1%

More share-link clicks

[26]

+12.4%

More referred gifts

USE THE CERTIFICATE TO MOVE EACH CHANNEL TO ONE ACTION

● EMAIL + SMS

Preview impact beside one direct gift link.

DOUBLE MY GIFT

● PAID + SOCIAL

Pair need, match and certificate; retarget visitors.

SEE MATCHED IMPACT

● REELS + STORIES

Reveal verified impact with one gift link.

HELP FILL THE GRID

● WEBSITE + QR

Show the preview beside wallet-ready gift choices.

CHOOSE MY IMPACT

● SPONSOR ASSETS

Pair match proof with one donation link.

DOUBLE IT NOW

● THANK-YOU + SHARE

Deliver the certificate; offer sharing or monthly giving.

SHARE / GIVE MONTHLY

Evidence rule: Lead with verified impact, one action and fast payment. Keep sharing optional, certificates private by default and tax receipts separate. [5][6][10][11][12][24][25][26][27]

RECOGNITION + MOTIVATION

Give donors an impact ladder worth earning and sharing

Lead with verified impact. Higher levels add useful share assets, optional recognition and real access - never a promise of popularity. Test every level before launch.

59%^[24]

Research before giving.

+20%^[28]

Larger gift in one message test.

+2.7 pts^[25]

Higher donation likelihood.

+12.4%^[26]

More referred gifts.

EVIDENCE-INFORMED FIVE-LEVEL LADDER

LEVEL	GIFT	MEAL-EQ.*	LEVEL BENEFIT	WHY IT APPEALS
Oklahoma Neighbor	\$25+	150	Certificate + verified impact	Proof + pride
Classroom Ally	\$50+	300	Share card + classroom badge	Easy sharing
Tomorrow Champion	\$125+	750	Numbered certificate + badge	Identity + credibility
Leadership Circle	\$500+	3,000	Seal + donor roll + briefing	Recognition + access
Founding 2027 Circle	\$1K+	6,000	Founding edition + roundtable + report	Legacy + voice

* Full-match illustration using the proposed 3 meal-equivalents per \$1. Names and thresholds require testing. [12][25][26][27][29]

WHAT COULD MOTIVATE A LARGER GIFT

● Impact maximizer

Verified match + results.

● Identity + pride

Personal title + share card.

● Status seeker

Opt-in seal + donor listing.

● Connector

Briefing + leader introductions.

● Legacy builder

Founding status + reports.

● Value seeker

Match deadline + outcomes.

Sharing can expand discovery; recognition never guarantees popularity.

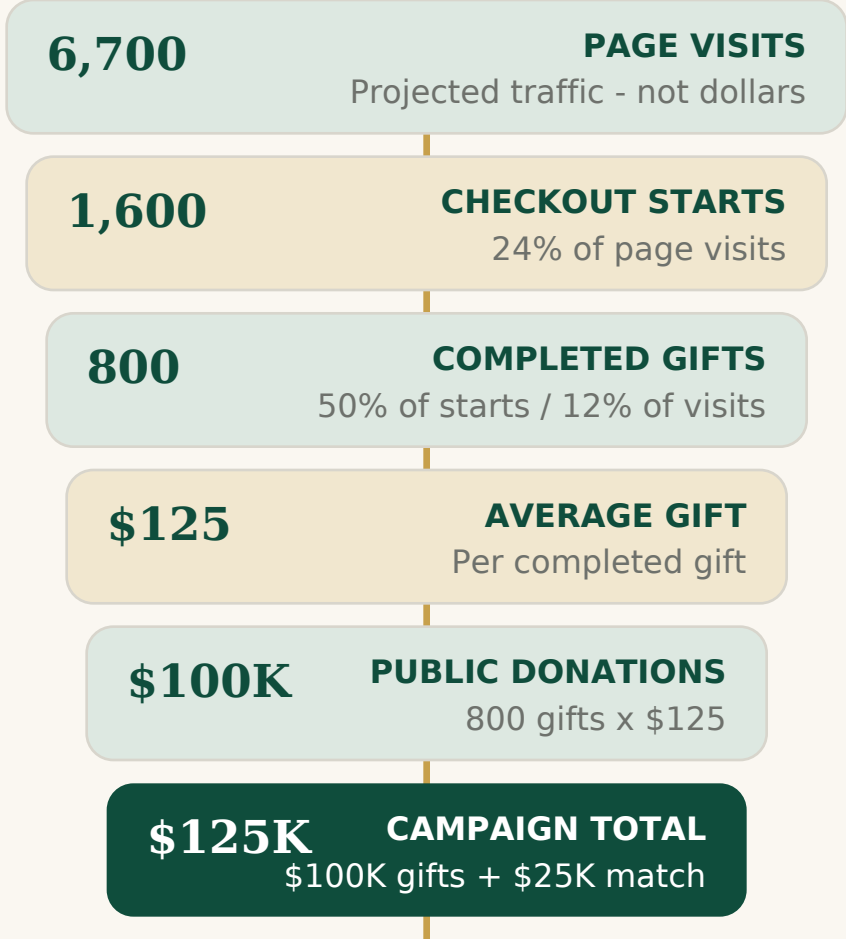
CONVERSION ENGINE

Turn motivation into a completed gift immediately

Every campaign message opens the donation page - not a reminder page. The model below shows exactly how projected visits become completed gifts, public revenue and the signed match.

MODELED CONVERSION PATH

Counts are projected digital actions; dollar signs begin when revenue enters the model.



WHAT MUST WORK TO HIT THE MODEL

Each stage assumption has one design requirement leadership can inspect before launch.

- START RATE 24%** Direct gift entry
Every CTA opens the gift form.
- FINISH RATE 50%** Wallet-ready checkout
Short form + wallets + card. [10][11]
- AVG GIFT \$125** Impact-anchored amounts
Show four approved impact choices.
- PUBLIC \$100K** Always-on traffic
Use email, SMS, QR + retargeting.
- MATCH \$25K** Visible match + reward
Publish terms, progress + certificate. [12][16]

MODEL ASSUMPTIONS / VALIDATE WITH ORGANIZATION DATA BEFORE LAUNCH [6]

12%
VISIT → GIFT

11% / 8%
DESKTOP / MOBILE

\$168 / \$88
\$125 ASK POSITION

WEEKLY FUNNEL RESPONSE PLAYBOOK

IF A STAGE MISSES PLAN, APPLY THE MATCHED FIX

OPEN KPI SCORECARD >

VISITS BELOW PLAN

Move paid spend to retargeting; trigger board and ambassador sends.

START RATE <24%

Test the hero, gift choices and 'Double My Gift' placement.

FINISH RATE <50%

Fix mobile form errors, wallets, page speed and abandonment.

AVG GIFT <\$125

Reorder gift choices; strengthen approved meal-and-match framing.

MATCH PACE LOW

Activate high-intent segments; publish an accurate progress update.

CHANNEL SYSTEM

Every motivated moment can become a gift

Each channel pairs its story with a direct donation path; warm audiences lead, trusted sharing expands reach and paid media retargets demonstrated intent.

INSPIRE
Make it matter
Story + social

PROVE
Make it credible
Impact + match

CONVERT
Make it easy
Page + wallets

RETAIN
Make it lasting
Certificate + monthly

CHANNEL ROLES AND SUCCESS SIGNALS

CHANNEL	ROLE	CORE ASSET	SUCCESS SIGNAL
Donation page	Central conversion hub	Gift array + impact certificate	Completed gifts
Email	Convert warm 35-64 donors	Six-message sequence	Revenue per recipient
SMS	Reach high-intent supporters	Launch + final-hours texts	Revenue per delivered
Instagram / FB	Activate 25-54 + retarget	Reels, Stories + carousel	Donation sessions
Paid social	Retarget and acquire	Video + dynamic urgency	Cost per donor
P2P toolkit	Grow younger peer reach	Board + ambassador kit	Ambassador revenue
Website	Capture existing intent	Homepage takeover + banner	Donation conversion

ZERO-DELAY GIVING STANDARD

Every ask is instantly actionable: deep-linked email and SMS buttons, Story link stickers, a pinned social CTA, persistent website donate button, QR codes and express wallets. Payment resolves into a personalized impact certificate showing gift + eligible match + modeled meal-equivalents; the official tax acknowledgment and verified 2027 reporting follow. After the gift, invite monthly support without inflating campaign revenue: count cash received in the goal and report annualized sustainer value separately. Provide DAF, check and human-contact routes for high-capacity donors.

[6][10][11][12][16][20][21]

YEAR-ROUND ACTION HUB

Turn campaign attention into year-round capacity

Fundraising stays primary. A role-based action hub gives donors, non-donors, job seekers, volunteers, partners and families an immediate next step the nonprofit can actually fulfill.

ONE CAMPAIGN / MANY FORMS OF GENEROSITY

GivingTuesday explicitly includes gifts of voice, time, talent and treasure. The campaign should capture that wider intent while keeping the direct donation experience focused. [5]

THE EIGHT-DOOR ACTION MENU

01

Give

One-time or monthly gift.

GIVE NOW

02

Volunteer

Current shift or skill need.

SEE OPENINGS

03

Join the team

Current paid openings.

VIEW JOBS

04

Host a drive

Food or peer fundraiser.

START A DRIVE

05

Give goods + skills

Approved goods or skills.

SEE NEEDS

06

Partner

Corporate or school partnership.

PARTNER WITH US

07

Use your voice

Share or advocate.

TAKE ACTION

08

Find food

Current help locator.

GET HELP

PLACEMENT + MEASUREMENT

Protect the gift

Emails, ads and fundraising posts keep Give Now dominant. Use a small “Other ways to help” link; keep Find Food continuously visible.

Deepen after action

Thank-you pages, certificates and welcome email offer two relevant next steps based on interest: volunteer, jobs, drive, skills, voice or partnership.

Prove year-round value

Track volunteer interest → shifts → hours; careers views → applications; drive registrations; qualified partner leads; skills placements; shares and help referrals.

Capacity rule: Publish only current opportunities with a named owner, response standard, screening/accessibility process and working destination. HR owns job applications; development and campaign data never influence hiring.

DELIVERY PLAN

Validate. Build. Prove 2027 impact.

GivingTuesday is the fundraising peak inside a controlled operating plan - not the first or last moment of accountability.

00

Validate
Sign partner, need, donor baseline, match + reports.

01

Build
Build gift flow, certificate, tracking + assets.

02

Warm
Early giving opens Oct. 26; recruit ambassadors.

03

Reveal
Launch story + confirmed match.

04

Convert
Optimize five GivingTuesday moments.

05

Prove
Send certificates + 30/90/year-end reports.

OWNERSHIP

Marketing
Strategy, creative, channels and live optimization

Development
Donor segments, match, major gifts and stewardship

Data / operations
Donation flow, CRM, revenue and reconciliation

Executive + board
Approval, ambassador reach and escalation

WEEKLY CADENCE

Monday: funnel + forecast
Wednesday: message choice
Friday: revenue + risk

DECEMBER 1 COMMAND PLAN

One day. Five coordinated fundraising moments.

6 AM

Launch email + page

10 AM

Match proof + Reel

2 PM

Progress + P2P push

6 PM

Evening donor segment

9 PM

Final-hours urgency

MEASUREMENT SYSTEM

A dashboard that protects revenue in real time

The scorecard separates money raised, donor behavior, efficiency and match utilization so every review ends with an action.

\$125K

FUNDRAISING OUTCOME

Total gifts including the \$25,000 match.

\$115K

AFTER CASH SPEND*

\$125K - \$10K; before fees, labor and other costs.

375K

GROSS IMPACT MODEL*

Meal-equivalents; publish only after finance and partner approval.

SCORECARD AND ACTION TRIGGERS

METRIC	TARGET	FORMULA	IF OFF-TRACK
Total campaign revenue	\$125K	Public gifts + eligible match	Reforecast by source and activate reserve sends
After-cash-spend subtotal*	>=\$115K	Gross revenue - \$10K cash budget	Pause or reduce spend; reforecast net value
Public gift revenue	\$100K	Reconciled completed gifts	Prioritize highest-value donor segments
Completed donors	800	Unique completed donors	Repair traffic or conversion bottleneck
Donation conversion	>=12%	Completed gifts / page sessions	Test page, wallets and form friction
Average public gift	>=\$125	Public revenue / donors	Adjust gift array and impact anchors
Match utilization	100%	Public gifts matched / \$25,000	Increase match visibility and progress proof
Cost per donor	<=\$12.50	\$10,000 / completed donors	Shift spend to the strongest donor source
New monthly donors	Set in validation	Count of new sustainers	Report cash and annualized value separately

Reconciliation rule: processor, CRM and GA4 are reviewed separately; finance owns revenue. The goal counts cash received; annualized monthly value is reported separately.

Impact: The partner verifies delivery; finance reconciles net funds.

BUSINESS CASE

\$10K staged. \$125K modeled. \$115K after cash spend.

Leadership limits downside by validating first, then releasing build and scale funds only when the campaign earns the next stage.

LEAN LAUNCH BUDGET

Paid social acquisition	\$3,000
Retargeting	\$1,800
Story photo / video	\$1,600
Donation / action UX + SMS	\$1,600
Ambassadors + contingency	\$2,000
TOTAL	\$10,000

BASE CASE

\$100K

+

\$25K

=

\$125K

PUBLIC GIFTS

MATCH

TOTAL

375,000

GROSS-MODEL MEAL-EQUIVALENTS*

\$115K BEFORE OTHER COSTS

12.5x GROSS REVENUE / SPEND

SCENARIO VIEW

SCENARIO	PUBLIC GIFTS	TOTAL REVENUE	MEAL-EQ.*	AFTER CASH SPEND*
Conservative	\$75K	\$100K	300,000	\$90K
Base	\$100K	\$125K	375,000	\$115K
Stretch	\$150K	\$175K	525,000	\$165K

INTERPRETATION + TAX GUARDRAIL

Release: up to \$2K validate / \$4K build / \$4K scale. Scenario impact = gross revenue x the proposed meal-equivalent factor. Before publication, the economics-and-impact record subtracts fees and all charged costs, reconciles eligible net program funds and applies the partner-approved formula. Count only cash received; report annualized monthly value separately. [9]
Tax: The nonprofit issues the official acknowledgment; the certificate is recognition. Finance or counsel approves material benefits and any required disclosure. [20][21]

CONTROL THE DOWNSIDE

Protect trust while moving at GivingTuesday speed

The campaign uses pre-approved claims, a confirmed match and live revenue controls so urgency never outruns accuracy or donor trust.

RISK REGISTER

RISK	EARLY SIGNAL	CONTROL	TRIGGER
Match uncertainty	No signed commitment	Written terms, cap and eligibility	Do not promote match
Campaign conflict	Existing holiday appeal overlap	Integrate, replace or clearly differentiate	Protect donor cadence
Donation friction	Mobile conversion below target	Wallets, QA and short form	Pause paid traffic
Revenue pace	Below 40% of goal by 2 PM	Segmented sends + ambassador push	Activate reserve plan
Message fatigue	Unsubscribes above baseline	Suppress low-engagement segments	Reduce frequency
Story harm	Consent or privacy concern	Dignity review and written consent	Pull asset
Service-area gap	No signed 77-county plan	Two-bank model or approved local scope	Narrow public claim

CREATIVE ENERGY STANDARD

Make the experience modern, hopeful and participatory: a live 40-classroom progress grid, match countdown, shareable impact certificate, ambassador challenges and visible proof updates.

Never gamify a child's hardship, expose identity or use shame.

STOP RULES

Unsigned match
Unapproved use of funds
Unverified impact formula
Unresolved privacy or access failure

NO PROOF = NO LAUNCH

DECISION READINESS

Confidence comes from answered questions - not optimism

This page is fillable. Leadership can approve the \$2,000 validation sprint now; the full launch waits until every readiness item is complete.

FILL BEFORE APPROVAL

ADOPTING NONPROFIT

EXECUTIVE SPONSOR

DECISION DATE

EIGHT QUESTIONS LEADERSHIP NEEDS ANSWERED

☐ **Delivery authority**
Signed nonprofit/food-bank MOU, counties and 2027 program owner.

☐ **Use of funds**
Program mix, timing, administrative share and documented funding gap.

☐ **Impact math**
Partner-approved meal metric, reach definition and 1,000-child caveat.

☐ **Match**
\$25,000 sponsor, eligibility, cap, dates and reconciliation are signed.

☐ **Demand**
Three-year results, warm-file size, RFM, average gift, deliverability and mobile conversion support the goal.

☐ **Gift + action experience**
Wallets, certificate, volunteer slots, current careers, get-help route and QA.

☐ **Governance**
Owners, approval SLA, child dignity, privacy and incident escalation.

☐ **Proof**
Finance, CRM and partner reporting reconcile at 30, 90 and year end.

APPROVAL LOGIC

Approve validation to resolve unknowns. Approve launch only when all **OPEN READINESS BINDER** > eight boxes, Appendix 1-6 and the Leadership Evidence Pack are complete. Resize or stop if the evidence cannot support the premise.

IMPLEMENTATION APPENDIX 1 / 6

Lock the assumptions before leadership approves launch

Known values are prefilled as proposed assumptions. Every launch value requires a verified replacement or written confirmation, source date and accountable owner.

DECISION IDENTITY

ADOPTING NONPROFIT	EXECUTIVE SPONSOR	DECISION DATE
DEVELOPMENT LEAD	FINANCE APPROVER	PROGRAM / IMPACT APPROVER

PROPOSED VALUE → VERIFIED LAUNCH VALUE

Public gift goal Proposed: \$100,000 VERIFIED	Donation conversion Proposed: 12% VERIFIED
Eligible match Proposed: \$25,000 VERIFIED	Average public gift Proposed: \$125 VERIFIED
Total revenue goal Proposed: \$125,000 VERIFIED	Meal-equivalent Proposed: 3 meals / \$ VERIFIED
Cash spend cap Proposed: \$10,000 VERIFIED	Service geography Proposed: 77-county aspirat VERIFIED
Gift-flow sessions Proposed: 6,700 VERIFIED	Program year Proposed: 2027 VERIFIED
Completed donors Proposed: 800 VERIFIED	Primary audience Proposed: 35-64 / core 40-5 VERIFIED

EVIDENCE CHECK For every verified value, record the source, as-of date and accountable owner in the campaign file. No blank, unsupported or stale input may appear in public copy, the forecast or the board approval memo.	VALIDATION OWNER VALIDATION COMPLETED
---	---

IMPLEMENTATION APPENDIX 2 / 6

Approve the fully loaded economics - not gross revenue alone

Finance replaces blanks with contracted or loaded costs. The campaign goal counts cash received; the decision model shows the true cost and net funds available for mission.

CAMPAIGN ECONOMICS

LINE ITEM	BASIS	ACCOUNTABLE OWNER	APPROVED AMOUNT
Public gifts received	CRM + processor	Finance	
Eligible match received	Signed terms	Finance	
Other campaign cash	Restricted / unrestricted	Finance	
Refunds + chargebacks (-)	Actual / reserve	Finance	
Cash campaign spend (-)	Approved cap	Marketing	
Processor + platform fees (-)	Contracted rate	Finance / data	
Internal labor (-)	Hours × loaded rate	Department leads	
Agency + creative fees (-)	Signed scope	Marketing	
Technology / SMS / CRM (-)	Incremental cost	Data / marketing	
Certificate / fulfillment (-)	Production + delivery	Development	
Match acquisition / servicing (-)	Sponsor cost	Development	
Contingency (-)	Approved reserve	Finance	

FINANCE DECISION OUTPUT

GROSS CASH REVENUE

Public + match + other - refunds

FULLY LOADED CAMPAIGN COST

All fundraising and transaction costs

NET FUNDS AVAILABLE

Gross revenue - fully loaded cost

Finance release check: Net funds available must reconcile to the partner-approved allocation plan in Appendix 6. Finance approver: _____ Date: _____

IMPLEMENTATION APPENDIX 3 / 6

Give every workstream one accountable owner

Role assignments are proposed defaults. Leadership replaces abbreviations with named staff in the working project plan and resolves every dual-accountability conflict.

ROLE KEY: EX Executive sponsor / DV Development / MK Marketing / FN Finance / PG Program / DT Data/operations / HR Human resources / LG Legal/compliance

PROPOSED RACI

WORKSTREAM	A	R	C	I	DUE	APPROVAL
Partner MOU + authority	EX	DV	PG/LG	FN/MK	Oct 9	☐
Use of funds + impact claims	PG	PG	FN/LG	EX/MK	Oct 9	☐
Match + lead gifts	DV	DV	FN/LG	EX/MK	Oct 9	☐
Donation flow + CRM	DT	DT	FN/MK	DV	Oct 23	☐
Action hub + fulfillment	EX	PG/HR	DT/MK	DV	Oct 23	☐
Creative + story consent	MK	MK	PG/LG	EX	Oct 23	☐
Media + sponsor activation	DV	MK/DV	EX/LG	PG	Nov 6	☐
Dashboard + reconciliation	FN	DT/FN	MK/DV	EX	Nov 6	☐
Compliance + accessibility	EX	LG	DT/HR	ALL	Nov 6	☐
Command center + reporting	EX	MK/DT	FN/PG	ALL	Dec 1+	☐

PRODUCTION RELEASE CHECKS

1 / VALIDATE

BY OCT 9

Inputs, partner, program, match + owners

2 / BUILD

OCT 12-23

Gift flow, action hub, creative + tracking

3 / QA

BY NOV 6

Compliance, wallets, routes + dashboard

4 / REVEAL

NOV 9-20

Story, match, sponsors + early giving

5 / COMMAND

DEC 1

Five sends, live decisions + reconciliation

6 / PROVE

DEC 2-2027

Thanks, stewardship + 30/90/year-end proof

IMPLEMENTATION APPENDIX 4 / 6

No asset launches without an owner, destination and test

This inventory connects production to conversion. Final URLs must resolve, carry approved tracking and preserve donor or applicant privacy.

CAMPAIGN CODE	FINAL BASE DOMAIN	GA4 PROPERTY / ANALYTICS
CRM CAMPAIGN ID	UTM CAMPAIGN	DATA OWNER

ASSET / LINK / QA REGISTER

ASSET	PRIMARY CTA	OWNER	FINAL DESTINATION / ID	QA
Donation page	Give now	DT/MK		☐
Action hub	Choose action	PG/HR		☐
Certificate tier set	Download/share	MK/DV		☐
Email series	Give now	MK/DV		☐
SMS series	Give now	MK/DV		☐
Organic social	Give/share	MK		☐
Paid + retargeting	Give now	MK		☐
Ambassador toolkit	Give/refer	DV/MK		☐
Sponsor + media kit	Match/partner	DV/MK		☐
Volunteer/jobs/help routes	Act / get help	PG/HR		☐

UTM STANDARD

source = platform / partner
medium = email / SMS / paid / organic / QR
campaign = feed_their_tomorrow_2026

EVENT STANDARD

begin_checkout / gift_complete /
certificate_download / share_click /
action_select
Privacy: no personal data in URLs or UTM fields.

IMPLEMENTATION APPENDIX 5 / 6

Launch only after compliance, dignity and access are signed

This checklist supports review; it is not legal advice. The adopting nonprofit's counsel or qualified reviewer confirms current federal, Oklahoma and multistate requirements.

LEGAL / COMPLIANCE REVIEWER	REVIEW DATE	JURISDICTIONS REVIEWED

LAUNCH APPROVAL CHECKLIST

☐ Charitable solicitation status Registration, exemptions and fundraiser status confirmed. [36]	☐ Authority + written agreements Nonprofit, food-bank, sponsor and vendor terms signed.
☐ Match terms + reconciliation Cap, dates, eligibility, exclusions and proof approved.	☐ Gift acknowledgment + benefits Receipts, certificates and quid-pro-quo review complete. [20][21]
☐ Child dignity + consent Release, withdrawal, privacy and safeguarding protocol approved.	☐ Privacy + data retention Notice, access, vendors, retention and deletion approved.
☐ Payment security Processor, access, fraud, refunds and incident controls tested.	☐ Email compliance Sender, subject, address, opt-out and suppression QA complete. [37]
☐ SMS consent + opt-out Consent evidence, STOP handling and suppression tested. [38]	☐ Accessibility Donation, action and content flows tested to WCAG 2.2 AA target. [39]
☐ Jobs + applicants HR/ATS, privacy, accessibility and EEO process separated from donors.	☐ Volunteer safety Screening, supervision, insurance and accommodation process ready.
☐ Gift acceptance + refunds Cash, DAF, check, in-kind, restricted and refund policies approved.	☐ Claims + intellectual property Facts, trademarks, sponsor logos and releases approved.
☐ Crisis + incident response Payment outage, withdrawn match, complaint and harm paths tested.	☐ Language access Required translations, captions, alt text and accessible alternates ready.

Compliance review signature: _____ Date _____

Release authority: Executive ____ Finance ____ Program ____ Development ____ Data ____

Legal/compliance _____ Communications _____

IMPLEMENTATION APPENDIX 6 / 6

Make every public impact claim traceable to partner data

The participating nonprofit or food bank approves definitions before launch and verifies actual delivery. Marketing reports campaign performance; it does not certify meals or child reach.

PARTICIPATING PARTNER(S)

PROGRAM OWNER

FUNDED PROGRAM(S)

COUNTIES / SITES

CHILD AGE / ELIGIBILITY

ADMINISTRATIVE SHARE

PUBLIC-CLAIM APPROVER

APPROVED IMPACT DEFINITIONS

METRIC	REQUIRED DEFINITION	SYSTEM / OWNER	APPROVED
Funds received	Reconciled campaign cash and eligible match	Finance / CRM	☐
Funds allocated + spent	Program ledger, dates and restricted use	Finance + program	☐
Meal / output metric	Formula, source, as-of date and exclusions	Partner program data	☐
Unique children	Deduplicated person definition and period	Partner client system	☐
Service frequency	Meals, packages, visits or service contacts	Program operations	☐
Geography + sites	Counties, schools, pantries or routes served	Program operations	☐
Coverage periods	School days, weekends, breaks and summer	Program calendar	☐
Quality standard	Nutrition, procurement and safety standard	Program / compliance	☐

PUBLIC REPORTING COMMITMENT

30 DAYS

Cash, match, donors + allocation

90 DAYS

Program launch, sites + outputs

YEAR END

Actual spend, reach + coverage

LEADERSHIP EVIDENCE PACK 1 / 6

Reconcile every dollar before claiming impact

Finance records actual or contracted amounts and identifies who funds every cost. The partner approves the program-eligible dollars, output formula and public claim.

A. REVENUE, COST AND EVIDENCE RECONCILIATION

LINE ITEM	EVIDENCE / DOCUMENT ID	APPROVED AMOUNT
Public gifts received		
Eligible match received		
Other campaign cash		
Refunds + chargebacks (-)		
Cash campaign spend (-)		
Processor + platform fees (-)		
Internal labor (-)		
Agency + creative fees (-)		
Technology / SMS / CRM (-)		
Certificate / fulfillment (-)		
Match acquisition / servicing (-)		
Contingency + admin / non-program (-)		

GROSS CASH REVENUE

Cash after refunds

FULLY LOADED COST

All campaign costs

NET PROGRAM FUNDS

Gross less all costs

COST FUNDING SOURCE

☐ Deducted from campaign

☐ Separately underwritten

☐ Mixed

B. APPROVED IMPACT RECONCILIATION

PROGRAM-ELIGIBLE DOLLARS	APPROVED MEALS / \$	APPROVED MEAL-EQUIVALENTS
ANNUAL-SCALE / 365	UNIQUE CHILDREN + PERIOD	PUBLIC-CLAIM APPROVER + DATE

☐ PUBLIC RELEASE CONTROL: Do not publish 375,000 meal-equivalents or the 1,027-per-day gross model until this page proves the cost-funding source, net program dollars and partner-approved formula.

LEADERSHIP EVIDENCE PACK 2 / 6

Show exactly where the donors and revenue will come from

Development and marketing replace top-down assumptions with source-backed channel capacity. Public-gift revenue excludes the separate \$25,000 match.

3-YEAR RESULTS

EMAIL + SMS REACH

BOARD + AMBASSADORS

BASELINE DATE

SOURCE-BACKED CHANNEL FORECAST

CHANNEL	VISITS	CONV %	GIFTS	AVG \$	REVENUE	COST	OWNER
Email / prior donors							
SMS / high intent							
Board + major gifts							
Ambassadors / P2P							
Organic / web / direct							
Paid acquisition							
Retargeting							
Corporate / media / QR							
RECONCILED TOTAL							

FORECAST RELEASE CHECK

- ☐ Traffic is source-backed
- ☐ No audience double counting
- ☐ Channel owners confirm capacity
- ☐ Paid assumptions fit the cap
- ☐ Totals reconcile to 6,700 / 800 / \$100K

APPROVED BY

APPROVAL DATE

LEADERSHIP EVIDENCE PACK 3 / 6

Record the commitments - and the release decision

The final release record ties each launch condition to a signed document, accountable owner and verification date. A blank critical item is a hold, not an assumption.

ADOPTING NONPROFIT

CAMPAIGN / PROJECT CODE

DECISION MEETING

COMMITMENT REGISTER

REQUIRED COMMITMENT	SIGNED EVIDENCE / DOCUMENT ID	OWNER	DATE	OK
Nonprofit authority + partner MOU				☐
Use-of-funds + funded program plan				☐
\$25,000 match terms + reconciliation				☐
Funding thresholds + over/under plan				☐
Final economics + impact reconciliation				☐
Impact definitions + public claims				☐
Donation, payment, CRM + analytics QA				☐
Compliance, privacy + accessibility review				☐
Story consent, brand + IP approvals				☐
30 / 90 / year-end reporting calendar				☐

RELEASE DECISION

☐ Approve validation☐ Approve build☐ Approve public launch☐ Do not launch / hold

CONDITIONS / HOLD R

EXECUTIVE SPONSOR

FINANCE APPROVER

PROGRAM / IMPACT

LEGAL / COMPLIANCE

COMPLIANCE REVIEW SIGNATURE: _____ Date: ☐ RACI COMPLETE **NEXT >**

LEADERSHIP EVIDENCE PACK 4 / 6

Fund the next best verified unit of child-hunger coverage

Each threshold below means net mission funding after campaign and transaction costs. The adopting partner replaces this recommended envelope with a unit-costed program plan before launch.

PROPOSED CUMULATIVE FUNDING LADDER

NET LEVEL	PROPOSED INCREMENTAL USE	WHAT THE LEVEL UNLOCKS	APPROVED PLAN
\$75K BASE	\$30K school-day access; \$26.25K weekend take-home; \$15K breaks/summer; \$3.75K measurement + quality.	Stabilizes the partner-selected core coverage mix. No new geography or frequency is promised without documented capacity.	
\$100K ADD \$25K	+\$10K breaks/summer; +\$8K family access; +\$5K verified site or frequency gaps; +\$2K program data + quality.	Closes more school-closure gaps and adds approved family-access or service-frequency capacity.	
\$125K ADD \$25K	+\$15K verified site/frequency expansion; +\$7.5K weekend/summer continuity; +\$2.5K reporting + quality.	Supports the full proposed year-round portfolio and the reporting needed to prove what was delivered.	
\$175K ADD \$50K	+\$30K verified geography/sites; +\$12.5K frequency/availability; +\$5K continuity reserve; +\$2.5K quality/reporting.	Expands only where the partner has staff, food, sites and data capacity; otherwise funds remain within the approved waterfall below.	

RESTRICTED GIFTS

1. Code the restriction in the gift record and ledger.

2. Spend only for the approved purpose, period and area.

3. If it cannot be used, pause and follow the counsel-approved remedy.

4. Never redirect it silently. [40]

GIFT POLICY / FUND CODE

UNRESTRICTED EXCESS WATERFALL

1. Fully fund the public promise.

2. Close verified gaps in the 2027 portfolio.

3. Add sites or frequency only with capacity.

4. Fund quality and measurement within the cap.

5. Place the remainder in an approved reserve and report its use.

BOARD APPROVAL / RESERVE ID

Planning envelopes only. Finance and program leadership approve the final unit-costed allocations and public wording.

LEADERSHIP EVIDENCE PACK 5 / 6

Count children once; report every service honestly

Unique children, meal-equivalents and service contacts answer different questions. The partner defines each measure, reporting period and geography before any public comparison is approved.

PARTNER / SYSTEM

REPORTING PERIOD

GEOGRAPHY VERSION

ELIGIBILITY VERSION

APPROVED MEASUREMENT DEFINITIONS

METRIC	APPROVED DEFINITION + PERIOD	SYSTEM / QUERY ID	OWNER	OK
Unique children				☐
Meal-equivalent				☐
Meal / package / service contact				☐
Service frequency				☐
Service period				☐
Geography + sites				☐
Program-eligible dollars				☐
Overlap / dedupe rate				☐

DOUBLE-COUNTING + PRIVACY CONTROL

- ☐ Stable deidentified ID key
- ☐ Cross-site / program match
- ☐ People separated from meals / visits
- ☐ Unknown IDs excluded from unique reach
- ☐ Household ≠ child without eligibility
- ☐ Suppress small cells + PII

DEDUPE METHOD / QUERY ID

OVERLAP RATE

QA OWNER + AS-OF DATE

Public reports use aggregates only. Named approvers may appear; donor, applicant, volunteer and child PII stay in controlled systems.

LEADERSHIP EVIDENCE PACK 6 / 6

Prove every path, assign every name, then authorize launch

A checked box means the named tester completed the documented scenario on the approved build. Exceptions require an owner, remediation date and explicit acceptance before launch.

TESTED EXPERIENCE REGISTER

EXPERIENCE	BUILD / URL ID	TESTER + DEVICE	EXCEPTION / OWNER	RETEST	PASS
Donation page + error recovery				☐	☐
Card + Apple Pay / Google Pay / PayPal				☐	☐
Receipt + certificate delivery				☐	☐
Certificate download/share + opt-in				☐	☐
Action hub: volunteer/jobs/help				☐	☐
Payment, CRM + revenue reconciliation				☐	☐
WCAG 2.2 AA + keyboard/screen reader				☐	☐

NAMED RACI - MATCH THESE PEOPLE TO APPENDIX 3

EXECUTIVE SPONSOR	DEVELOPMENT	MARKETING	FINANCE
PROGRAM / IMPACT	DATA / OPERATIONS	HR / VOLUNTEER	LEGAL / COMPLIANCE

QA + PRIVACY RELEASE

☐ All required tests passed ☐ Exceptions accepted in writing ☐ Named RACI complete

QA RELEASE APPROVER

APPROVAL DATE

EXCEPTION LOG / EVIDENCE ID

Use accountable-adult names and evidence IDs only; keep donor, applicant, volunteer and child fill out of this pack.

NEXT >

VALIDATION + READINESS BINDER 1 / 4

\$2,000 buys a decision - not a smaller campaign

The ten-business-day sprint resolves the assumptions that could invalidate the goal, impact promise or delivery plan. It produces a documented go, resize or stop recommendation before the remaining \$8,000 is released.

EXECUTIVE SPONSOR

VALIDATION LEAD

SPRINT START

DECISION DATE

PROPOSED \$2,000 VALIDATION USE

WORKSTREAM	WHAT IS VALIDATED	BUDGET	OWNER
Partner + program diligence	Legal recipient, authority, program capacity, service area, funding gap and reporting ability.		
Donor + channel baseline	Three-year results, warm-file health, RFM, deliverability, pipelines and traffic capacity.		
Match + offer + impact math	Match terms, eligible gifts, public claim, net-funding formula and program metric.		
Donation experience spike	Mobile page, wallets, receipt, certificate, share/action routes and accessibility test plan.		
Measurement + compliance	Source-of-truth map, KPI dictionary, 30/90/year calendar, privacy and review requirements.		
Decision pack + contingency	Evidence index, risks, exceptions, recommendation and executive decision meeting.		

TEN-BUSINESS-DAY SEQUENCE

1-2 Request

3-4 Validate

5-6 Reconcile

7-8 Test

9-10 Decide

SPRINT DELIVERABLES

☐ Partner and program diligence file

☐ Donor/channel baseline + forecast

☐ Match term sheet or executed agreement

☐ Finance-to-impact reconciliation

☐ Gift-flow test plan + issue log

☐ Go / resize / stop decision memo

VALIDATION PASSES ONLY WHEN

1. Evidence is indexed.

2. Data supports the revised goal.

3. Net funds support the approved claim.

4. Owners accept RACI + reporting.

5. No launch stop remains unresolved.

DECISION MEMO / EVIDENCE FOLDER

☐ READY FOR EXECUTIVE DECISION

VALIDATION + READINESS BINDER 2 / 4

Eight proofs leadership can audit before launch

A proof passes only when its evidence is current, attributable to a named owner and stored under a document ID. A persuasive explanation without the evidence is not a pass.

ADOPTING NONPROFIT

EXECUTIVE SPONSOR

READINESS REVIEW DATE

PROOF	PASS CRITERIA	REQUIRED EVIDENCE	OWNER	PASS
1 Delivery authority	Legal recipient and delivery partner have authority, capacity, geography and a named program	IRS/Oklahoma checks; signatory [text input]	[text input]	☐
2 Use of funds	A unit-costed 2027 gap and threshold plan reconcile restrictions, administrative share	Program budget; gap memo; [text input]	[text input]	☐
3 Donor demand	Organization-specific sources can support 6,700 sessions, 800 gifts and \$100K public revenue.	3-year results; RFM; [text input]	[text input]	☐
4 Signed match	Executed \$25K terms define ratio, cap, window, eligibility, payment, cancellation and proof.	Signed agreement; funds [text input]	[text input]	☐
5 Impact math	Net program dollars x approved factor; reach, period, geography, exclusions and dedupe are	Finance bridge; metric method; [text input]	[text input]	☐
6 Tested experience	Mobile donation, wallets, receipt, certificate, share, action routes and accessibility pass.	Build IDs; scripts; results; PII-free [text input]	[text input]	☐
7 Governance + privacy	Named RACI, approvals, consent, retention, incidents and compliance review are signed.	RACI; data map; policies; [text input]	[text input]	☐
8 Reporting proof	Finance, marketing and partner systems reconcile at 30 days, 90 days and year end.	Metric dictionary; dashboard; [text input]	[text input]	☐

☐ NO PROOF = NO LAUNCH. All eight must pass, or the executive sponsor records a hold, resize or stop decision in Evidence Pack 3.

OWNER

DATE

VALIDATION + READINESS BINDER 3 / 4

Validate five dependencies with documents - not reassurance

The adopting nonprofit supplies organization-level evidence. Marketing may organize and analyze it, but finance, development, program and counsel validate their own domains.

SECURE EVIDENCE FOLDER	REQUEST OWNER	DUE DATE
PARTNER	Legal name/EIN; IRS status and filings [41]; Oklahoma solicitation status [36]; governing/signatory authority; insurance and safeguarding; service map, capacity and program owner; draft or signed MOU.	FOLDER / DOCUMENT ID ☐ VALIDATED
FUNDING NEED	2027 program budget and documented gap; unit costs and volume assumptions; other committed funding; restricted/unrestricted treatment; administrative share; cash flow, procurement and staffing capacity; threshold allocation plan.	FOLDER / DOCUMENT ID ☐ VALIDATED
DONOR CAPACITY	Three years of GivingTuesday/holiday results; aggregate CRM/RFM; warm-file size and deliverability; average gift and conversion; major-gift pipeline; board/ambassador capacity; permissions/suppressions; source-backed traffic forecast.	FOLDER / DOCUMENT ID ☐ VALIDATED
\$25K MATCH	Executed agreement; funder and authorized signatory; proof of funds; ratio, cap, eligibility, exclusions, time zone and exhaustion rule; payment date; cancellation/remedy; brand/publicity approval; reconciliation method.	FOLDER / DOCUMENT ID ☐ VALIDATED
REPORTING PLAN	Metric dictionary and formulas; finance/CRM/analytics/program systems; named owners; dedupe logic; data-sharing/privacy terms; dashboard mockup; 30-day, 90-day and year-end due dates; partner certification language.	FOLDER / DOCUMENT ID ☐ VALIDATED

PRIVACY + ACCESS RULE: Request aggregate donor data and controlled evidence IDs. Do not copy donor, child, applicant or volunteer PII into this binder. Each validator records gaps, exceptions and the source's as-of date in the secure working file.

VALIDATION + READINESS BINDER 4 / 4

Separate the money, the marketing and the mission proof

The \$115,000 figure is a cash-spend-adjusted planning subtotal - not net mission funding. Finance calculates the net; the partner applies its approved metric; each result stream keeps its own evidence.

WHAT \$115,000 MEANS

\$125K

GROSS CASH REVENUE

Public gifts + eligible match + other cash - refunds

-\$10K

CASH CAMPAIGN BUDGET

Paid media, creative, UX/SMS and contingency

\$115K

AFTER CASH SPEND*

Before processor fees, labor, contracts and other costs

OTHER COSTS REQUIRED FOR TRUE NET PROGRAM FUNDING

	EVIDENCE / DOCUMENT ID	APPROVED AMOUNT
Processor + platform fees		
Internal labor charged to campaign		
Agency + creative contracts		
Technology / SMS / CRM		
Certificate production / fulfillment		
Match servicing, contingency + non-program allocation		
TRUE NET PROGRAM FUNDS		\$125K - \$10K - approved costs above

375K GROSS MODEL → PUBLISHABLE PARTNER CLAIM

Gross model: \$125K × 3 = 375K. Publish only: eligible dollars × the partner factor. Index processor and ledger tie-outs, cost support, dated methodology, dedupe definitions and approvals.

ELIGIBLE \$

MEALS / \$

OUTPUT

APPROVER

THREE RESULT STREAMS / THREE EVIDENCE OWNERS

DONATION RESULTS

Owner: Finance + Development
Evidence: Processor + bank + CRM tie-out.
KPIs: Net cash, donors, gift, match + refunds.

MARKETING RESULTS

Owner: Marketing + Data
Evidence: GA4/UTM + platform test log.
KPIs: Sessions, conversion, CPA + revenue.

PROGRAM RESULTS

Owner: Partner Program + Finance
Evidence: Ledger + partner report + certification.
KPIs: Funds, outputs, unique reach + frequency.

What reported campaign performance will look like

One scorecard shows targets, actuals, attributable evidence and the action leadership should take. Donation, marketing and program results remain separate until their systems reconcile.

REPORTING PERIOD	DATA THROUGH	PREPARED BY	DASHBOARD / FILE ID

EXECUTIVE PERFORMANCE SCORECARD

RESULT	TARGET	ACTUAL	EVIDENCE ID	OWNER	OK
Gross cash revenue	\$125K				☐
Public gift revenue	\$100K				☐
Eligible match received	\$25K				☐
Completed donors	800				☐
Average public gift	\$125				☐
Donation conversion	>=12%				☐
Cash cost per donor	<=\$12.50				☐
Certificate share + referral	Set in validat				☐
True net program funds	Validated				☐
Approved program output	Approved cla				☐

THREE RELEASES - EACH ANSWERS A DIFFERENT QUESTION

30 DAYS

Did gifts, match, refunds, fees, donors and channel

90 DAYS

Were net funds accepted, allocated and deployed into

YEAR END

What outputs, unique children, coverage and

verify?

What participating food banks must verify

A partner report is accepted only when the dollars, program activity, child reach and reporting period can be reproduced from controlled source records without double counting.

FOOD BANK LEGAL NAME	EIN	PROGRAM OWNER	REPORTING PERIOD

REQUIRED PARTNER EVIDENCE

CONTROL	WHAT MUST BE REPRODUCIBLE	EVIDENCE ID	OK
Authority + use of funds	Executed MOU; legal recipient; signed allocation, restrictions and reporting duty.		☐
Receipt + fund ledger	Bank receipt, restricted-fund code, transfer date and partner ledger balance.		☐
Approved impact method	Unit, formula, numerator, denominator, exclusions, source and as-of date.		☐
Service activity	Source-system report for the funded program, sites, dates and delivered output.		☐
Unique-child control	Identifier logic, dedupe query, repeat-service rule and query evidence.		☐
Coverage definition	Programs, counties, age/eligibility, service period and service frequency.		☐
Balance + restrictions	Funds deployed, approved obligations, unspent balance and restricted gifts.		☐
Officer certification	Named program and finance approvers certify accuracy and exceptions.		☐

PARTNER-CERTIFIED METRICS

NET FUNDS RECEIVED	FUNDS DEPLOYED	APPROVED OUTPUT	UNIQUE CHILDREN
SERVICE FREQUENCY	COUNTIES / SITES	SERVICE DATES	UNSPENT BALANCE
FOOD BANK PROGRAM SIGNATURE / DATE	FOOD BANK FINANCE SIGNATURE / DATE		

Projected economics leadership can reconcile

The working model shows what is known, what is assumed and what still requires a fee schedule, invoice, allocation policy or signed partner methodology.

\$125K

GROSS CASH

Public gifts + match

-\$10K

CASH BUDGET

Five staged lines

-\$3,140

MODELED FEES*

Public online gifts only

\$111,860

INTERIM SUBTOTAL*

Before other costs/admin

Processor sensitivity assumption - replace before approval: \$100,000 online public gifts x 2.9% + 800 completed gifts x \$0.30 = \$3,140. Match is assumed paid off-platform with no fee. The signed processor/platform schedule and settlement reports control actual fees.

\$10,000 CASH CAMPAIGN BUDGET

	PROJECTED \$	FUNDING SOURCE	EVIDENCE ID
Paid social acquisition			
Retargeting			
Story photo / video			
Donation / action UX + SMS			
Ambassadors + contingency			

COSTS OUTSIDE THE \$10K - DO NOT ASSUME ZERO OR DOUBLE COUNT

	BASIS / RATE	PROJECTED \$	EVIDENCE ID
Internal labor charged to campaign			
Agency / creative outside budget			
Technology / SMS / CRM outside budget			
Certificate production / fulfillment			
Approved administrative allocation			
Refunds / chargebacks / other deductions			

NET PROGRAM FUNDS = \$125K - \$10K - fees - other charged costs - refunds - approved administrative allocation. PUBLISHABLE MEAL-EQUIVALENTS = program-eligible net funds x partner-approved factor. Illustration only: \$111,860 x 3 = 335,580 before other costs/admin; never publish that number unless finance and the partner approve every input.

One approved use-of-funds statement. Used everywhere.

This is the controlled everyday language for the donation page, social assets, email, receipt, certificate and media materials. Blank facts are not approved claims.

ADOPTING NONPROFIT

PARTICIPATING FOOD BANK(S)

APPROVAL / VERSION DATE

FACTS THAT MUST BE APPROVED BEFORE PUBLICATION

PROGRAM(S)	COUNTIES / AREA	SERVICE DATES	AGE / ELIGIBILITY	NET PROGRAM FUNDS
OUTPUT AMOUNT	UNIQUE CHILDREN	FREQUENCY	ADMIN SHARE	REPORT DATE

SIGNED PROGRAM ALLOCATION

PARTNER / PROGRAM	COUNTIES	TIMING	NET \$	OUTPUT	UNIQUE CHILDREN

PLAIN-LANGUAGE TEMPLATE

Your gift to [nonprofit] supports [programs] delivered with [food bank(s)] in [counties] during [dates]. Approved campaign funds are expected to provide [output] for an estimated [unique children] children at [frequency]. [Cost/admin statement] Verified results will be reported by [date].

APPROVED PUBLIC EVERYDAY LANGUAGE

RESTRICTIONS, EXCESS FUNDS AND UNDER-GOAL TREATMENT

FINANCE / DATE	PROGRAM / DATE	FOOD BANK / DATE	COMPLIANCE / DATE

INTERACTIVE FORM INDEX

Every working form, one click away

Each button opens a fillable page inside this strategy. Complete the form, save the PDF and retain the evidence ID shown in the corresponding secure working file.

CLICK TO OPEN

19	Leadership readiness	OPEN >	20	Input assumptions	OPEN >
21	Financial model	OPEN >	22	RACI + approvals	OPEN >
23	Asset + URL register	OPEN >	24	Compliance approval	OPEN >
25	Impact plan	OPEN >	26	Economics reconciliation	OPEN >
27	Channel forecast	OPEN >	28	Commitments + release	OPEN >
29	Funding + gift rules	OPEN >	30	Impact definitions	OPEN >
31	Experience QA + RACI	OPEN >	32	\$2K validation scope	OPEN >
33	Eight-proof checklist	OPEN >	34	Partner documents	OPEN >
35	Net claim release	OPEN >	36	Performance report	OPEN >
37	Food-bank verification	OPEN >	38	Costs + fee formula	OPEN >
39	Signed public use of funds	OPEN >			

LIVE ROUTES: The adopter supplies donation, volunteer, career, help and partner URLs. Record each in the URL register; test before launch.

OPEN URL REGISTER >

RESEARCH NOTES

Evidence used only where it changes a decision

Click any title to open the source. Oklahoma operating evidence is separated from modeled campaign assumptions.

- [1] Food Bank of Eastern Oklahoma - Hunger Coalition**

More than 223,000 Oklahoma children lack consistent food access; nearly one million Food for Kids meals were served in 2025.
- [2] Regional Food Bank of Oklahoma - Donation Page**

The current donor claim is that every \$1 helps provide three meals.
- [3] Regional Food Bank of Oklahoma - Service Area**

The Regional Food Bank serves 53 central and western counties; the remaining 24 are served by the Food Bank of Eastern Oklahoma.
- [4] GivingTuesday Data Commons - 2025 Impact**

38.1 million U.S. participants, \$4.0 billion raised and 13% year-over-year growth.
- [5] GivingTuesday - 2026 Nonprofit Toolkit**

Official December 1, 2026 date; GivingTuesday frames generosity as gifts of voice, time, talent or treasure and encourages volunteer, drive and advocacy activation.
- [6] M+R Benchmarks 2026 - Website Performance**

Mobile produced 52% of visits; main donation-page conversion was 11% desktop and 8% mobile; average gifts were \$168 and \$88.
- [7] M+R Benchmarks 2026 - Email Messaging**

Email revenue rose 16% in 2025 and remained a meaningful online revenue source.
- [8] M+R Benchmarks 2026 - Advertising**

Direct fundraising received 58% of nonprofit digital ad spend.
- [9] J-PAL - Matching Gift Field Experiment**

A match increased donation likelihood and total giving; larger match ratios did not add benefit.
- [10] Stripe - Apple Pay for Nonprofits**

Saved wallet credentials reduce card entry and make mobile donations faster to complete.

Evidence rule: Public research informs design. Current donor, finance, program and service-area data control the final goal, claim and budget.

NEXT: FUNDRAISING >

FUNDRAISING + PARTNER EVIDENCE

Evidence guides the campaign; it does not guarantee results

The certificate research supports impact information, recognition and sharing mechanisms; the campaign still tests the integrated asset against a standard donor experience.

- [11] PayPal - Accepting Online Donations**

Mobile-optimized Donate buttons support immediate and optional recurring gifts.
- [12] JESP - Actual Impact Information**

Actual-impact feedback increased perceived efficacy and supported repeated giving.
- [13] GivingTuesday - Generosity Across Generations**

Giving spans Gen Z, Millennials, Gen X and Boomers; age should guide, not exclude.
- [14] Regional Food Bank - 2025 Holiday Match Result**

The Nov. 15-Jan. 15 match raised \$3,852,218 with APMEX and the Cresap Family Foundation as match partners.
- [15] Food Bank of Eastern Oklahoma - Donor FAQ**

The food bank serves 24 eastern counties and currently reports four meals per \$1; partner-specific claims therefore require approval.
- [16] M+R Benchmarks 2026 - Fundraising**

Monthly giving supplied 27% of online revenue; retention was 66% for prior donors versus 24% for new donors; 71% of sustainers remained active after one year.
- [17] Feeding America - Oklahoma**

Feeding America identifies two food banks serving Oklahoma, supporting the proposed two-bank statewide model.
- [18] Regional Food Bank - 2025 Food for Kids Match**

Masonic Charity Foundation, Expand Energy, Dolese Bros, Energy Transfer and others funded a \$290,455 child-hunger match; KOCO 5 was media sponsor.
- [19] Food Bank of Eastern Oklahoma - Hunger Coalition**

News on 6, Burnett Home Improvement and TriStar Glass Products formed a local business partnership for Food for Kids.
- [20] IRS - Topic No. 506, Charitable Contributions**

Only donations to qualified organizations may be deductible; eligibility belongs to the actual donor, not campaign approvers.

Interpretation: Match, recognition, impact and sharing evidence supports the test plan—not a promised response rate.

CONTINUE TO CONTROLS >

IMPACT EVIDENCE + RECOGNITION CONTROLS

Status is useful only when trust remains intact

Impact, trust, recognition and sharing evidence inform the certificate system; privacy, dignity and partner-approved claims still control execution.

[21] IRS - Written Acknowledgments

The nonprofit's official acknowledgment supports tax substantiation; a campaign impact certificate is separate recognition.

[22] USDA - Child Food Security and Outcomes

Child food insecurity is associated with poorer health, more illness and lower reading and math achievement; association does not establish causation.

[23] USDA ERS - School Meals and Food Insecurity

National School Lunch Program participation was generally associated with lower food insecurity and improved nutritional intake.

[24] Give.org - Donor Trust Report 2026

Among more than 1,500 adults, 67.7% said trust is essential before donating, 18.3% reported high trust, and 59% usually seek information before giving.

[25] Innovations for Poverty Action - Public Recognition

In a field experiment with 4,168 prior donors, offering public recognition increased donation probability by 2.7 percentage points; the effect is context-specific.

[26] Marketing Science - Sharing Field Experiment

Across 77,485 donors, consequence framing increased sharing click-through 5.1% and the probability of recruiting a later donation 12.4%.

[27] Vanderbilt - Recognition Caution

Public recognition can reduce willingness to make small gifts in some contexts, supporting private-by-default certificates and optional sharing.

Recognition control: Higher tiers add distinction and access—never shame. Names, amounts and sharing are opt-in; anonymous donors receive the same impact proof.

NEXT: BEHAVIOR >

BEHAVIORAL EVIDENCE + ASSUMPTIONS

The tier system is evidence-informed - and testable

Self-benefit, suggested giving, social information and self-image evidence justify the design; they do not guarantee that a specific certificate will increase revenue.

[28] NBER - Donor Self-Benefit Appeal Field Experiment

In a statewide field experiment with 540,000 people, a self-benefit message increased giving likelihood 4.5% and average contributions 20% relative to control.

[29] J-PAL Research Paper - Suggested Contribution Levels

Higher suggested amounts increased mean gifts but reduced participation; campaign returns did not increase significantly, so tiers must preserve an accessible entry level.

[30] Economic Journal - Social Information and Giving

A high social-norm example increased mean contribution levels 12% in the referenced field experiment; low examples could also pull gifts downward.

[31] JEBO - Self-Image Concerns in Charitable Giving

Laboratory evidence supports self-image as one motivation for giving; almost one quarter of participants later chose an opt-out option.

MODELING ASSUMPTIONS

Model: seven-week 2026 campaign; \$25K match; \$10K staged spend; 6,700 visits; 800 donors; \$125 average gift. $\$125K \times 3 = 375K$ is a gross meal-equivalent model. Finance calculates eligible dollars after all costs; the partner applies its approved factor. Divide by 365 only as a daily scale comparison—never a unique-child count.

Tier testing: Randomize certificate-led vs. standard creative and tier order. Track conversion, gift distribution, upgrades, certificate downloads, shares, referred gifts, unsubscribes and complaints.

Reporting: Ashlee Hilton Marketing reports campaign performance; nonprofit finance reconciles gifts and match; participating food bank(s) verify program impact and delivery.

Adoption disclosure: Prepared independently; no cited nonprofit, company or sponsor has approved this proposal. All affiliations, funds and results require written agreements.

CONTINUE TO OUTCOMES >

OUTCOMES + COMPANY-VALUE EVIDENCE

A transparent evidence ladder protects the promise

Child outcomes have the strongest support. Company value is plausible and testable, but financial growth is not a guaranteed result of this campaign.

[32] NBER - School Lunch Quality and Academic Performance

California schools switching to healthier lunch vendors had a 0.036 standard-deviation increase in test scores; the design was difference-in-differences, not a randomized meal trial.

[33] The Lancet / PubMed - Early Nutrition and Adult Earnings

In rural Guatemala, nutrition supplementation before age three was associated with 46% higher adult hourly wages among men; this context-specific result is not an Oklahoma forecast.

[34] PLOS ONE - Prosocial Bonuses

In a randomized bank study, a \$50 company-funded charity voucher increased employee happiness and job satisfaction; smaller samples in separate team studies limit broader performance claims.

[35] Management Science - Social Impact and Turnover

A randomized field experiment with 221 new bank employees found a one-day social-impact activity reduced turnover almost one year later; it does not prove this campaign will do the same.

EVIDENCE LADDER

Direct: food insecurity, health, nutrition and learning evidence. Context-specific: long-run earnings and workplace field experiments from other populations. Inference: a stronger future Oklahoma workforce and company benefit. The strategy labels each level instead of presenting every relationship as causal.

PROGRAM DESIGN CONDITION

The California evidence concerns lunch quality, not simply meal count. Before launch, the nonprofit should document what is funded, nutrition or procurement standards where applicable, age groups, delivery settings and how food access and child outcomes will be reported.

COMPANY CLAIM CONTROL

Use: “This campaign can strengthen employee connection today while investing in the health and learning conditions behind Oklahoma’s future workforce.” Do not use: “This donation will increase profit, retention or productivity.” Measure employee and brand signals; disclose design and sample limits.

CONTINUE TO COMPLIANCE >

COMPLIANCE + ACCESSIBILITY SOURCES

Authority informs the checklist; counsel controls the launch

These sources identify review areas. They do not replace advice from the adopting nonprofit's counsel, finance team, technology vendors or insurers.

[36] Oklahoma Attorney General - Charity Enforcement

Oklahoma's Charity Enforcement Unit directs charities, professional fundraisers and solicitors to Secretary of State charitable-solicitation registration instructions; applicability must be reviewed for the adopting entities.

[37] Federal Trade Commission - CAN-SPAM Guide

FTC guidance covers accurate sender information and subject lines, postal-address and opt-out requirements, suppression timing and responsibility for vendors sending on an organization's behalf.

[38] Federal Communications Commission - Robocalls and Texts

FCC guidance states that consumers may revoke consent for robocalls or robotexts in any reasonable manner; campaign counsel and the sending vendor must confirm current consent and suppression rules.

[39] W3C - Web Content Accessibility Guidelines 2.2

WCAG 2.2 provides testable accessibility success criteria across perceivable, operable, understandable and robust web content; the campaign uses Level AA as its design and QA target.

LEGAL SCOPE CONTROL

The checklist requires a documented review of solicitation status, email and SMS practices, tax acknowledgments, donor benefits, privacy, child consent, payment security, accessibility, employment, volunteer safety, insurance and multistate reach. Requirements may depend on the adopting organization, vendors, message type, audience and jurisdiction.

ACCESSIBILITY ACCEPTANCE

Test donation, certificate, action-hub and application routes using keyboard navigation, meaningful focus order, color contrast, labels, alt text, captions, error identification, zoom and mobile screen-reader checks. Record exceptions and remediation owners before launch.

FINAL RELEASE RULE

No campaign asset, list upload, automated message, child story, sponsor benefit, job route or volunteer opportunity launches until its accountable owner and required reviewer have approved it in Appendix 3-5 and Evidence Pack 3 and 6.

NEXT: VALIDATION >

VALIDATION + GIFT GOVERNANCE SOURCES

Verify the entity, the authority and the gift before release

External records establish baseline facts. The adopting nonprofit still supplies current authority, agreements, policies, financial evidence and signed approvals for this campaign.

[40] National Council of Nonprofits - Ethical Fundraising

A donor restriction can be enforceable, including a verbal restriction. The adopting nonprofit's gift-acceptance policy, finance controls and counsel govern acceptance, modification, use or refund; the campaign never silently redirects a restricted gift.

[41] IRS - Search for Tax-Exempt Organizations

IRS Tax Exempt Organization Search can verify an organization's tax-exempt status, eligibility to receive tax-deductible contributions and available filings using its EIN or legal name.

PARTNER IDENTITY CHECK

Search IRS records by legal name or EIN; save the determination and relevant filing evidence; confirm Oklahoma legal and charitable-solicitation status; match the bank/payee identity; document who may sign, receive, restrict and report on funds; and record the evidence's as-of date. An assumed affiliation, logo or prior relationship is not delivery authority.

RESTRICTION + USE-OF-FUNDS CONTROL

Attach the approved 2027 program budget, funding-gap memo, allocation thresholds, gift-acceptance policy and executed partner agreement. If a restricted gift cannot be used as represented, finance and counsel determine the permitted remedy; marketing never substitutes a different use or public impact claim.

EVIDENCE SCOPE

The Validation Binder records document IDs, owners, dates and pass decisions—not donor or child PII. IRS and Oklahoma records support entity checks; signed campaign documents, processor settlements, ledgers and partner source systems control the financial and program release.

FINAL CONTROL: Release only the claim that finance and the delivery partner can reproduce from the indexed evidence file.

BACK TO BRIEF >