

Aidgency.TM

Pressure Test 01: **The Intake**

A validation study of our AI-guided tool,
tested with the nonprofits it was built for.

Published September 2026.

EXECUTIVE SUMMARY.

Between July and September 2026, Aidgency put its AI-guided nonprofit intake in front of eleven leaders across the nonprofit sector and asked them to run it, question it, and tell us what worked and what was missing.

11

SESSIONS

7

REFERRALS

6

REQUIREMENTS FOUND

5

CITIES

WHO

Nine nonprofit leaders. One funder. One peer review with an impact founder. Orgs four months to eleven years old, most operating under \$100K. Eight cleared their sessions for publication; three wished to remain anonymous.

HOW

45 to 60 minutes each, with 30 minutes live on the real tool. Every session captured end-to-end — intake, recommendation, project brief. Each closed with an open conversation: what worked, what didn't, what was missing.

New York, NY • Philadelphia, PA • San Francisco, CA • Denver, CO • Bowling Green, KY

WHAT WE VALIDATED

IT WORKED ON FIRST CONTACT.

Nobody needed a help doc, a walkthrough, or a second attempt. Every leader sat down cold and finished in one sitting, including the ones who told us upfront they weren't good with new software.

DATA HANDOVER WASN'T THE BLOCKER.

We asked every leader directly whether they'd hand over their organization's information. Most didn't pause. One said not yet and told us the form wasn't the problem — everything before it was. That is now a build requirement.

DECISIVENESS LANDS.

Most took the recommendation as given and edited it. One wanted to see the alternatives. A nonprofit team gets one output, not a menu to negotiate.

WHAT WE LEARNED

THE COACHING IS PART OF THE PRODUCT.

Most described their organization differently at the end than at the start. The intake was built to collect information, but it ended up teaching instead. Those words can go into grant applications, sponsor pitches, and the project brief a corporate team receives.

THEY WANTED IN.

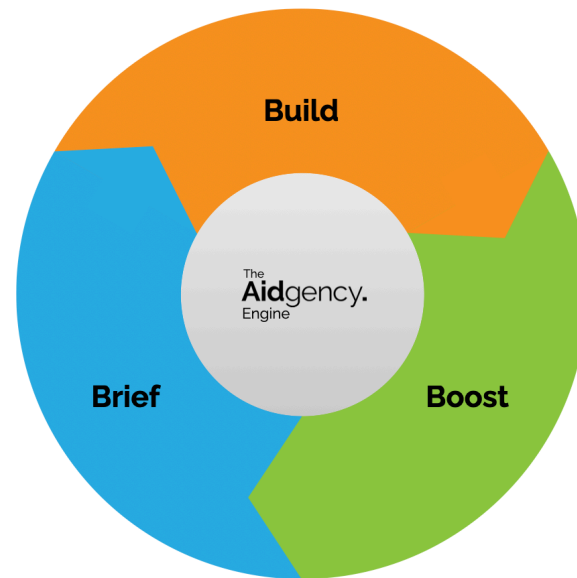
Nearly every leader asked how to keep using it or who else they could send. Three sessions produced seven referrals. Supply isn't the constraint, and cost won't be either.

THE SPEC GOT SHARPER.

Eleven sessions produced six build requirements we didn't have going in. Every one came from something a leader said out loud, on the record. Nothing here is a projection.

WHAT WE BUILT & WHAT WE TESTED.

Aidgency is the operating system for corporate purpose. Every *Aidgency Engine* runs through a repeatable three-stage cycle that drives alignment, action, and results.



BRIEF

Where purpose takes shape. Corporations and nonprofits align on goals, gather insights, and define success metrics.

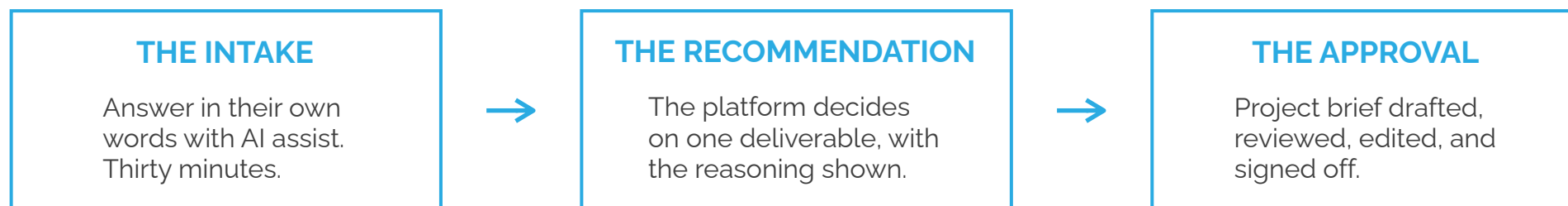
BUILD

Where purpose takes action. Energy meets execution as ideas turn into measurable impact.

BOOST

Where purpose gains momentum. Nonprofits turn the team's work into results that are tracked, shared, and reinvested.

Pressure Test 01 covered only the **BRIEF** stage. Nonprofits never pay for the Brief stage or any subsequent stage.



THIRTY MINUTES.

One person. One sitting. No training, no help doc, no second attempt. This is what we put in front of eleven leaders.

00:00

THEY START TALKING.

Plain questions in plain language. No jargon, no fields to decode. When they stall, "help me write this" sits beside the six answers nonprofits struggle with most. It coaches. It never invents.

00:20

THEY GET AN ANSWER.

One recommended deliverable, with the reasoning laid out. Grounded in Aidgency's knowledge base and dozens of sector reports. Not a list to rank. A call.

00:30

THEY LEAVE WITH THREE THINGS.

A Language: a sharper version of how they describe their own work, reusable in grant applications and sponsor pitches.

A Decision: one recommended deliverable, with the reasoning shown. Not a menu, but an order.

A Project Brief: mission, objective, audience, success metrics, risks. Their story, structured. Their words throughout.

WHAT THE INTAKE PRODUCED.

One session. One output. Project Brief generated on September 1, 2026, in a 30-minute session with Kent Madison, Founder/Executive Director, Wheelable Wilderness, Bowling Green, KY. Reproduced as generated.

RECOMMENDED DELIVERABLE

A 5- to 7-slide Credentials Deck. Leads with Kent's lived experience and the free track-wheelchair program already running. Closes with one ask: \$100,000 for Kentucky's first fully accessible campground. Why a Creds Deck: the challenge is reaching beyond a small circle, and this audience needs proof and a clear ask in one meeting.

SINGLE MOST IMPORTANT THING (SMIT)

The outdoors belongs to everyone. A wheelchair should get you to the campfire, not stop at the trailhead.

BUSINESS OBJECTIVE

We're raising \$100,000 to build Kentucky's first fully accessible campground — ADA+ cabins, solar-powered facilities, accessible fishing piers. So far it's mostly friends, family, and folks around Bowling Green giving. We need to get way beyond our own circle to hit that number.

REASONS TO BELIEVE THE SMIT

- Kent has used a wheelchair since age 17. Lived experience behind the mission
- Already lends track wheelchairs for free, delivered within 200 miles
- Covered by local news across the region
- Campground plans drawn up: ADA+ cabins, solar facilities, accessible fishing piers

TARGET AUDIENCE

Local businesses, regional sponsors, and individual donors who could become founding partners of the flagship campground.

SUCCESS METRICS

- \$100,000 raised toward the Kentucky flagship campground
- New donors whom the team has never met before
- Monthly/recurring givers signed on
- A few founding partners and sponsors committed

RISKS & WATCH-OUTS

No assets on file — the deck will need photos, plans, and press gathered from the team.

\$100,000 from beyond the current circle is ambitious; the deck must carry a strong, evidence-backed case.

Tone risk: messaging must center adventure and independence, never limitation, per the team's direction.

Capacity: one person runs the organization. The deck must work without a team behind it.

WHAT WE LEARNED.

Four findings from eleven sessions. Each one is an observation from these rooms, not a conclusion about the sector.

THE LANGUAGE, REWRITTEN.

"I want them to tell me what exactly they think would work for us." — Latanya Morrison

Leaders left describing their organization differently than the way they arrived. Those words then go into grant applications and sponsor pitches we will never see.

The intake was built to collect information. In transcript after transcript, it did something else first: it changed how the person in the room talked about their own work. That is the finding we did not design for.

THE HARD QUESTION, ANSWERED.

"Nothing hidden in there." — Felicia Shanken

We asked every leader directly whether they'd hand over their organization's information. Most said yes on the spot. One said not yet and told us the form wasn't the problem — everything before it was.

That answer became the sixth build requirement. Trust isn't declared in a campaign. It shows up when someone hands their data to a product they met thirty minutes ago.

THE REFERRALS, GIVEN.

"This is awesome, and I would love to be spreading the word for you." — Becca Ruiz

One leader produced three on her own. Another sent two peers. A third connected us with two more. No one was incentivized, and no one was pitched. These are on the record, not projected.

THE SPEC, SHARPENED.

"Can it diagnose the lane for a nonprofit that might not even know what to suggest?" — Beth Allee

We captured every intake, recommendation, brief, and exit conversation from start to finish. Eleven sessions became six build requirements and a body of sector evidence that nobody else has. The spec got sharper with every room we entered.

WHAT THEIR FEEDBACK CHANGED.

Six build requirements we didn't have going in. Each one came from a specific session.

THE INTAKE ASKS MORE

CAPACITY QUESTIONS

Ask how many people run the organization and how the work is split, so the recommendation matches what the team can execute and the corporate partner understands the needs.

WHAT THEY'VE ALREADY TRIED

Ask what the org has tried and what failed before recommending anything. This stops the system from prescribing what they just did and lets it recommend the fix instead.

THE RECOMMENDATION DOES MORE

DIAGNOSE, DON'T JUST ROUTE

The intake already routes on goal plus challenge. The mandate is to go further: for the org that cannot name its own solution, analyze the problem and recommend the lane.

NAME THE HAND-OFF ON SCREEN

The recommendation and brief must state that the corporate team builds the deliverable that the nonprofit then uses, not that it runs the campaign or raises the money.

TRUST RUNS BOTH WAYS

CREDIBILITY BEFORE THE FIRST QUESTION

Proof belongs on the screen before anyone starts answering: who is behind this, who has used it, what came out. The leader who hesitated told us the form wasn't the problem. Everything before it was.

VERIFICATION CHECKLIST

Before matching, confirm the org functions like a nonprofit: a website, a board, and registration. Protects the sponsor and Aidgency's name in one move.

IN THEIR WORDS.

LATANYA MORRISON

Founder & Executive Director
The Ahmad Butler Foundation
Philadelphia, PA



***"This is more than an intake.
You're actually teaching."***

Ran it from start to finish and named what the team had been circling, then pushed: verify nonprofits before they reach a corporation. "Your name is on the line."

ahmadbutler.foundation

FELICIA SHANKEN

CEO & Founder
Philadelphia Women's Network Connection
Philadelphia, PA



***"If I'd seen that seven years ago when I
started my nonprofit, I'd probably be
further along than I am now."***

Seven years running an org set Felicia's standard, and the intake cleared it. She found the flow transparent, "nothing hidden in there," and didn't hesitate to share her data: "How else are you going to get help?"

phillywnc.org

THERIS L. COATS, SR.

Co-Founder & CEO
BADD (Brothers Against Drug Deaths)
San Francisco, CA



"I've been looking for something like this."

The intake did what the sector rarely does for a nonprofit: it clarified what it needed before anyone asked it to pay, pitch, or perform. His verdict: "Almost perfect."

badd-sf.org

BETH ALLEE

Director, Events & Corporate Sponsorships
New York Women's Foundation
New York, NY



"Not intimidating in any way."

Brought eleven years across NYWF and Riverkeeper and asked, "Can it diagnose the lane for a nonprofit that might not even know what to suggest?" Her question is now a build requirement.

nywf.org

IN THEIR WORDS.

KENT MADISON

Founder/Executive Director
Wheelable Wilderness
Bowling Green, Kentucky



***"If it helps me help someone else,
I'm 1000% with it."***

Kent runs his org alone, "wearing 12 different hats." The intake recommended a Creds Deck for his \$100K push and found his story in his own words. His one question — whether the corporation will raise the money for him — shaped how we explain the hand-off.

wheelablewilderness.org

NONPROFIT LEADER

Deputy Director
Community Health Nonprofit
Philadelphia, PA

***"I almost got a sense of relief.
Time-saving beyond belief."***

This leader wasn't evaluating a form. They were reacting to a sharp read of their own org — one that had gone dark online to protect the community it serves. The intake recommended a Creds Deck; they were already building one by hand.

ENALA A. MWASHITETE

Development & Communications Manager
KenCCID
Philadelphia, PA



***"When too much responsibility falls on one
person, burnout becomes inevitable."***

Founded last October. She surfaced what no earlier session had: the intake has to know the team's capacity, or it hands a one-person shop a plan it can't run.

kenccid.org

BECCA RUIZ

Founder
Post On Purpose (POP)
Denver, CO



***"Getting a small nonprofit from 'we need
help' to something a corporate partner
can actually act on. That gap is very real."***

Becca founded a company that solves the same problem we do. She named the value proposition unprompted, then pushed on to where the other platforms in this space break down.

postonpurpose.co

WHAT'S NEXT.

Pressure Test 01 validated the **BRIEF** stage with one side of the cycle. Pressure Test 02 is the next validation stage: both sides in the same cycle, with a sponsor paying.

SETTLED IN PRESSURE TEST 01

The intake work on first contact.

One decisive recommendation holds up.

Data handover wasn't the blocker.

STILL AN ASSUMPTION

CORPORATE PARTICIPATION

No corporate team has run the Engine. Every finding in this report comes from the nonprofit side of the cycle.

BUILD AND BOOST

Neither stage has been observed end-to-end. We have not watched a corporate team receive a project brief and produce the work.

THE FULL CYCLE

Nothing has run from intake to delivered work and back. The cycle is designed, not proven.

WHAT PRESSURE TEST 02 PUTS TO THE TEST

A corporate team runs the **BRIEF** and **BUILD** stages end-to-end on a live nonprofit need.

The project brief becomes a finished deliverable, and the nonprofit reports what it moved.

One complete cycle, start to finish, with both a nonprofit and a corporation inside it.

PURPOSE DOESN'T HAVE A BELIEF PROBLEM.

Corporations still want to do the work. Nonprofits still need it. In a \$1.5 trillion sector, roughly half of America's 1.9 million nonprofits run on less than \$100K a year — and what's missing isn't goodwill; it's the thing in between.

There's no repeatable way to move a real need from a nonprofit's desk to a corporate team and back as finished work. That handoff runs on favors and six-month timelines nobody has. Most small nonprofits never get in the room.

We don't help corporations talk about purpose. We build the system that runs it. Eleven nonprofit leaders just told us the first stage of that system works. The next stage needs a sponsor: ninety days, one corporate team, one full cycle from intake to delivered work, run live and published the same way this round was.

If you're a corporation that wants purpose work you can measure, or a foundation funding what AI does *for* humans instead of *to* them, we should build this together.

AI for Humankind.



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