



missINFORMED Service Intake Matrix

This matrix is used by missINFORMED to evaluate incoming service requests in a consistent, transparent, and values-aligned way. It supports internal discussion and decision-making by helping our team assess alignment across key criteria.

Note: The relative weight of each category is not fixed. Weighting is intentionally flexible and will be discussed internally on a case-by-case basis. This matrix is designed to guide that conversation, not to replace it.

Criteria

What We're Assessing

Guiding Questions

Example Scoring Considerations (1-5)

Values Alignment



Alignment with missINFORMED's mission, ethics, and approach

- Does this request align with our core values and purpose?
- Does this request allow us to further our mission?
- Are there any ethical concerns? Conflicts of interest?

- 1 Misaligned or conflicting values
- 3 Partial alignment, some concerns
- 5 Strong, clear alignment with mission

Community Impact

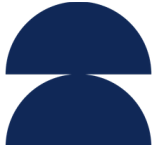


Potential impact for our target communities and broader public benefit

- Who benefits from this work?
- Does it reach or support our target communities?
- Is there meaningful, measurable impact?

- 1 Minimal or unclear impact
- 3 Moderate or indirect benefit
- 5 High, direct, and meaningful impact

Resource & Capacity Requirements



Feasibility given current team capacity, time, and operational constraints

- How many team members are required?
- What is the time commitment?
- Are external resources needed?
- What is the opportunity cost for our team?
- Is the proposed compensation reflective of the work required?

- 1 Not feasible / overextends team
- 3 Manageable with trade-offs
- 5 Well within our capacity

Visibility & Credit



Recognition and amplification of missINFORMED's work and mission

- Will missINFORMED be acknowledged, if yes, how?
- Will this contract increase awareness of our mission or services?

- 1 No visibility or misattribution risk
- 3 Limited or unclear visibility
- 5 Strong, positive visibility and credit

Industry & Organizational Alignment



Alignment of the client organization and its industry with our values and goals

- What industry is this organization part of?
- Does this industry align with or contradict our mission, vision, and values?
- What roles does this organization play within that space?

- 1 Industry/org is misaligned or harmful
- 3 Mixed or neutral alignment
- 5 Strong alignment and shared goals

Trust & Relationship History



Existing relationship, credibility, and reliability of the prospective client

- Have we worked with this organization before?
- Do we have trusted references or prior experience?
- Is there a track record of integrity and follow-through?
- Is the organization reliable enough to compensate us on time?

- 1 No trust or negative history
- 3 Limited or unknown track record
- 5 Strong, trusted relationship