

THE ASKTQ PLATFORM GUIDE

Ask more, get more done.

The strategic work platform for people doing mission-driven work.
What it does, how the parts fit together, which tool to reach for, and
what you leave with.

67

FIXERS

8

PARTS

3

PLANS

PUBLISHED BY

ASKTQ

asktq.base44.app · tequionbrookins.com

READ IT IN
ONE SITTING

 CONTENTS

WHAT IS IN HERE.

Eight parts. Read it front to back once, then keep it for the days you cannot remember which tool does what.

ONE	Start here. What AskTQ is, who it is for, and the kinds of work it moves.	FIVE	Teams. Organizations, the Adoption Center, role-based rollout, and measuring it.
TWO	AskTQ. The question box, response depth, links, files, and the two profiles that teach it how you work.	SIX	Programs. Cyber Day, the Ask-a-thon, sponsorships, and nonprofit access.
THREE	Fixers. All 67, grouped by the work they do, plus the guided sessions and recommended sequences.	SEVEN	Examples. Four realistic runs from first sentence to finished output.
FOUR	Your work. Projects, files, saved answers, exports, brand kit, accountability.	EIGHT	Use it well. Responsible use, where judgment matters, plans, and a 15-minute start.

A GUIDE SHOULD MAKE THE PLATFORM EASIER TO USE. NOT LOUDER.

Nothing in here is a staged scenario. Every feature described is built and live. Where something is illustrative rather than a screenshot, it says so on the image. Where a capability is limited by plan, the plan is named.

HOW TO USE THIS GUIDE

Skimming to decide whether AskTQ fits? Read Part One and Part Eight. Bringing it to a team? Part Five. Already paying and want more out of it? Part Three and Part Four.

NEW IN THIS RELEASE

Four capacity Fixers, recommended Fixer sequences, Stay on Track, the How You Work profile, the Insights library, and real screenshots throughout.

WHAT HAS NOT CHANGED

Three plans at \$0, \$29 and \$99. Three questions a month on the free plan, forever, with no card.

WHERE TO SEND A CORRECTION

If something in here does not match what you see in the product, the product is right and this is out of date. Say so: asktq@tequionbrookins.com.

FROM TEQUION

WHY THIS EXISTS.

The most common thing people say before they ask me something is a version of the same apology: *"This is probably a dumb question, but..."*

It never is. Usually it is the question everyone else in the room also has, and nobody wanted to be the one to say it out loud. I have watched that silence cost organizations real money — a grant chased that never fit, a vendor signed without a comparison, a board packet assembled the night before, a program launched without anyone asking who it was actually for.

Most of that is not a knowledge problem. It is an access problem. The people doing the most consequential work often have the least room to stop and think, and the least budget to buy an hour of someone else's thinking. Consulting is priced for organizations that already have money.

AskTQ is what I built instead. There is no judgment in a text box at eleven at night, and no billable hour ticking while you figure out how to phrase it. You bring the mess — the half-formed idea, the funder guidelines you do not understand, the decision you have been avoiding — and you leave with something you can actually use. A draft. A plan. A comparison. A reason.

This guide is the whole platform in one place, written plainly. Read it, argue with it, give it to your team. Then go ask the question.

WHAT ASKTQ REFUSES TO DO

Invent a statistic. Pretend a tool exists that does not. Flatter a plan that will not work. Replace the judgment of the person who actually knows the community.

WHAT IT WILL DO

Tell you what is missing. Name the tradeoff you were hoping to skip. Write the first draft so the blank page stops being the obstacle.

A NOTE ON HONESTY

Where AskTQ is not the right answer, this guide says so. Part Eight is the section most product guides leave out.

TEQUION DRISCOLL

Founder, AskTQ

01

START HERE.

What AskTQ is, who it is built for, and the kinds of work it is designed to move. If you only read one part, read this one.

What AskTQ is	p.3	Who it is for	p.4
What you leave with	p.5	The platform at a glance	p.6
How to ask well	p.7	Inside AskTQ	p.8

ASK MORE, GET MORE DONE.

THE DIGITAL PROBLEM SOLVER FOR CHANGEMAKERS.

GET GOOD DONE FASTER.

Action-ready deliverables grounded in impact work.

 DEFINITION

WHAT ASKTQ IS.

A strategic work platform. You describe a real situation; it gives you back something you can use on it.

Most AI tools are a blank box and good luck. AskTQ is built around the opposite assumption: that you already know your work, and what you are missing is structure, a second read, and the part nobody has time to write down.

There are three ways in, and they are the same engine underneath. **AskTQ** is the open question — bring anything. **Fixers** are 67 specialized tools for when you already know the shape of the job. **Guided sessions** interview you first, then build a multi-part deliverable.



THREE WAYS IN

Open question, Fixer, or guided session. Same engine underneath; the difference is how much structure you want before you start.

THE THING THAT MAKES IT DIFFERENT

It asks you questions back. A good plan needs facts only you have: who you serve, what you tried, what your board will tolerate. AskTQ gathers those before it commits to an answer.

NOT A CHATBOT

A chatbot optimizes for the next reply. AskTQ optimizes for the artifact — the draft, the matrix, the plan you hand to someone else.

NOT A TEMPLATE LIBRARY

Templates do not know your budget, your timeline, or the funder who already said no once. Context is the whole point.

ASKTQ

One box. A question, a file, a link, a decision, an unfinished idea. Choose how deep you want the answer to go.

FIXERS

67 purpose-built tools. Each one knows what a good output looks like for its job and asks only for what it needs.

GUIDED SESSIONS

Interview first, build second. Event plans, infrastructure reviews, campaigns, and Cyber Day programming.

AUDIENCE

WHO IT IS FOR.

People doing mission-driven work who carry more responsibility than support.



THE EXECUTIVE DIRECTOR OF A SMALL ORGANIZATION

You are the strategist, the fundraiser, the HR department and the person who fixes the printer. You do not need more information. You need someone to help you decide and then help you write it.



THE DEVELOPMENT LEAD

Grant season is a volume problem disguised as a writing problem. AskTQ triages which opportunities fit, drafts the narrative, and builds the budget justification around your real numbers.



THE PROGRAM DIRECTOR

Design, documentation, evaluation and the report nobody enjoys. Turn what you already do into something a funder can read.



THE OPERATIONS OR FINANCE PERSON

SOPs, workflow maps, approval chains, internal controls, and the institutional knowledge currently living in one person's head.



THE BOARD MEMBER OR VOLUNTEER LEADER

Governance you were never trained for. Prepare for the meeting, understand the financials, ask the question that moves the decision.



THE CONSULTANT OR CAPACITY BUILDER

You serve several organizations at once. Projects keep each client separate, and Client Reports turns the work into something deliverable.

ASKTQ FOR TEAMS + COHORTS

HELP YOUR TEAM GET MORE DONE.

LIVE SITE · ASKTQ FOR TEAMS, COHORTS AND CLIENT COMMUNITIES



ALSO BUILT FOR

Small businesses and solo founders, fiscally sponsored projects, mutual aid and movement groups, cohort and accelerator programs, funders supporting grantee capacity, and employers rolling out responsible AI to a team.

IF THE WORK MATTERS MORE THAN THE PAPERWORK AROUND IT, THIS WAS BUILT FOR YOU.

AskTQ does not assume a communications team, a grant writer on retainer, or a technology budget. It assumes one person with too much to do and good instincts worth sharpening.

 OUTPUTS

WHAT YOU LEAVE WITH.

Not a conversation transcript. Something you can send, present, file, or act on.

DRAFTS	Proposal narratives, case for support, donor and funder emails, board communications, policy language, position descriptions, SOPs.	BUDGETS	Budget narratives, cash and runway views, cost structures tied to the program you actually run.
DECISIONS	Decision briefs with options, tradeoffs, risks and a recommendation you can defend in a meeting.	DESIGNS	Social graphics, one-pagers, flyers and presentation decks — with your logo and colors on paid plans.
PLANS	30/60/90 plans, fundraising sprints, strategic plan outlines, event run of show, rollout sequences.	REVIEWS	What am I missing, equity lens checks, compliance reads, due diligence on a partner or vendor.
COMPARISONS	Funder fit analysis, vendor and bank comparisons, entity structure options, program viability checks.	EXPORTS	PDF, deck, document, or straight to Google Drive. White-label on VIP Strategy.

CHOOSE HOW DEEP TO GO

Every AskTQ question has a depth setting. Free includes the first two; paid plans include all four.

- 1 QUICK ANSWER**
A direct response. The fact, the phrasing, or the yes or no.
- 2 DRAFT LANGUAGE**
Something sendable. An email, a paragraph, a statement.
- 3 DETAILED STRATEGY**
Reasoning, options, tradeoffs and a recommendation. The one most people underuse.
- 4 STEP-BY-STEP PLAN**
Sequenced actions with owners and order, for when the doing is the hard part.



EVERYTHING IS SAVABLE

Any response can be saved, attached to a project, exported, or turned into an accountability plan with milestones and dates.



SAY THE FORMAT YOU WANT

Ask for a one-page memo, a table, a script, five bullet points or a slide outline, and that is what you get.

THE MAP

THE PLATFORM AT A GLANCE.

Everything that exists, on one page, so you know what you have not opened yet.

67

FIXERS

3

RESPONSE DEPTHS
BEYOND QUICK
ANSWERS

17

CONNECTABLE APPS

3

PLANS, FROM FREE



ASK AND ANSWER

AskTQ open questions · response depth · link and website scanning · file-supported answers · saved responses · usage tracking



THE FIXER LIBRARY

Funding and fundraising · programs and impact · decisions and operations · business and revenue · technology and systems · equity and movement · events and brand



YOUR WORKSPACE

Projects · File Library · saved responses · Brand Kit · white-label exports · Google Drive export · shared views



KNOWING YOURSELF

How You Work profile · bring your own assessment results · Voice Profile · role personalization · Operating System Library



STAYING ON IT

Stay on Track accountability plans · milestones and reminders · human accountability partners · progress logging



LEARNING AND REFERENCE

Insights articles · Template Library · Resource Library · SEO Resources · Support Center · this guide



TEAMS AND ORGANIZATIONS

Team Access · organization context · Adoption Center · role-based onboarding · usage and impact dashboards · Client Reports



PROGRAMS

Cyber Day · the Ask-a-thon · Sponsor a Fixer · Back the Doers · cohort support · nonprofit access



WHERE TO FIND ANY OF IT

Every page is listed on the site map, and the footer keeps five groups: Platform, Solutions, Resources, Company, and Trust & Legal. If you cannot find something, ask AskTQ where it is.

 TECHNIQUE

HOW TO ASK WELL.

The single highest-return skill on this platform. It takes one extra sentence.

**WEAK**

"How do I write a needs statement?"

**STRONG**

"We serve 40 teens after school in Detroit. Our funder wants a needs statement and I do not know what evidence they expect. Our last one got no feedback."

The second version gets you something you can send, because it carries the facts a good answer depends on. The first gets you a definition you already knew.

DESCRIBE THE MESS, NOT THE ASK

You do not need the right words. You need the real situation. Five things change an answer more than any phrasing trick:

1**WHO YOU SERVE, SPECIFICALLY**

Numbers, ages, geography, how they reach you. "The community" is not a population.

2**WHAT YOU ALREADY TRIED**

What failed and why is the most valuable thing you can tell it.

3**WHO HAS TO SAY YES**

A board, a funder, a city department, a skeptical colleague. Audience changes everything.

4**THE REAL CONSTRAINT**

Money, time, a staff of two, a deadline in nine days. Constraints make a plan usable.

5**WHAT DONE LOOKS LIKE**

An email you can send, a decision you can defend, a document you can file.

**PUSH BACK ON IT**

If the answer is generic, say so: "this is too general, we are a \$180K organization with no development staff." The second answer is usually the good one.

**ASK WHAT YOU ARE MISSING**

Paste your own plan and ask what is wrong with it. There is a Fixer built for exactly this: What Am I Missing?

**NAME THE FORMAT**

A table, a memo, a script, four bullets, a slide outline. Saying the shape saves you a round trip.

**FOUR PHRASES WORTH MEMORIZING**

"Here is what we already tried." "Our constraint is X." "What am I not thinking about?"

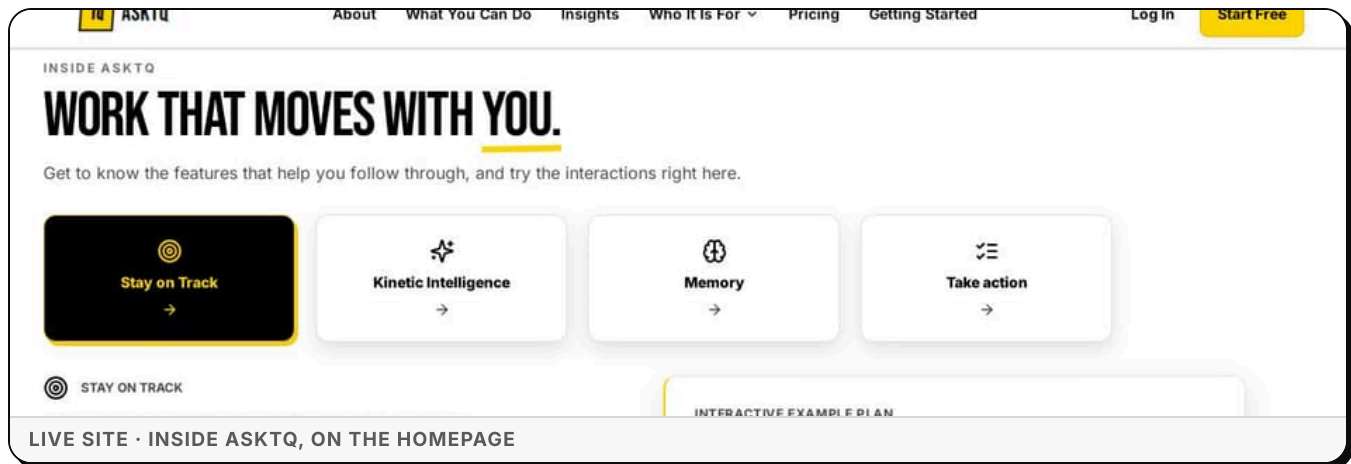
YOU DO NOT NEED THE RIGHT WORDS. YOU NEED THE REAL SITUATION.

Nobody is grading the sentence. Type it the way you would say it to a colleague, include the numbers, and let AskTQ ask for the rest.

 INSIDE ASKTQ

WHAT FOLLOWS YOU THROUGH THE WORK.

Four things the homepage leads with, because they are what makes a second session better than the first.


 STAY ON TRACK

Turn a response into milestones and regular check-ins. The accountability partner you needed yesterday.

 KINETIC INTELLIGENCE

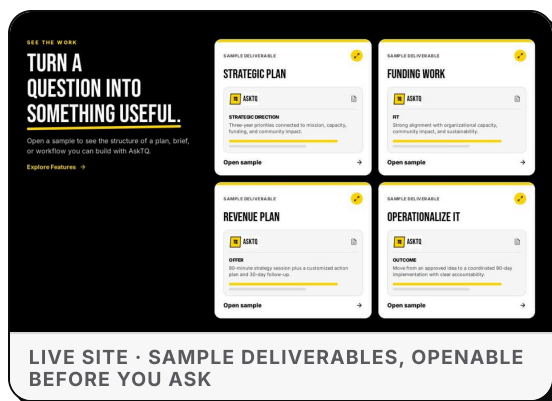
Thinking that moves with the work rather than sitting still in a chat window.

 MEMORY

Your projects, files and past decisions stay available, so you are not re-explaining your organization every time.

 TAKE ACTION

Every answer ends somewhere: a task, a plan, an export, a next move.



OPEN A SAMPLE BEFORE YOU ASK ANYTHING

The homepage lets you open finished examples — a strategic plan, funding work, a revenue plan, an Operationalize It output — so you can see the structure of what AskTQ builds before you spend a question on it. It is the fastest way to decide whether the output is the kind of thing you can use.

 THE COUNTER IS LIVE

The questions-answered number on the homepage counts real questions, and the strip beneath it shows which Fixers people actually used in the last thirty days.

02

ASKTQ.

The open question. How to bring a situation, a link, or a file — and how to teach the platform the way you actually think and write.

The question box	p.9	Scanning links and websites	p.10
Working from your files	p.11	How You Work	p.12
Voice Profile	p.13		

ABOUT ASKTQ

STRATEGIC SUPPORT FOR THE WORK SITTING IN FRONT OF YOU.

Bring whatever you have. A question. A draft. A funding opportunity. A decision. A half-built idea. ASKTQ helps you make sense of it, decide what matters, and turn it into usable work.

[AskTQ](#) →

[Explore Fixers](#) →

THE CORE

THE QUESTION BOX.

One field, four depths, and a few switches that change the answer more than the wording does.

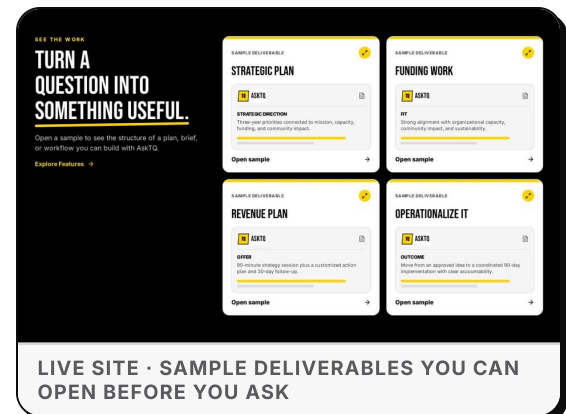
The AskTQ page is the front door. You type a situation, choose how deep you want the response to go, optionally point it at a project, a file or a link, and send it. Free accounts get three questions a month, forever. Builder gets fifty. VIP Strategy is unlimited.

DEPTH	Quick Answer, Draft Language, Detailed Strategy, or Step-by-Step Plan. Free includes the first two.
PROJECT	Attach the question to a project so the answer, the files and the follow-up tasks stay together.
FILES	Point at anything in your File Library and the answer will reflect it rather than guess.
LINKS	Paste a URL and AskTQ reads the page before answering.
KEEP ME ACCOUNTABLE	Turn the answer into a Stay on Track plan with milestones and dates.



YOUR QUESTION COUNT IS VISIBLE

The page shows what you have used this month and what is left, so a limit never arrives as a surprise mid-grant-season.



SAMPLE QUESTIONS ON THE HOMEPAGE

Click any of them and the form opens with the question already filled in. Edit it to match your situation before you send.



START BY OUTCOME

If you know the result you want but not the tool, pick the outcome and AskTQ routes you.



WHAT SHOULD I DO FIRST?

For when you are genuinely stuck. A few questions, then your next move.



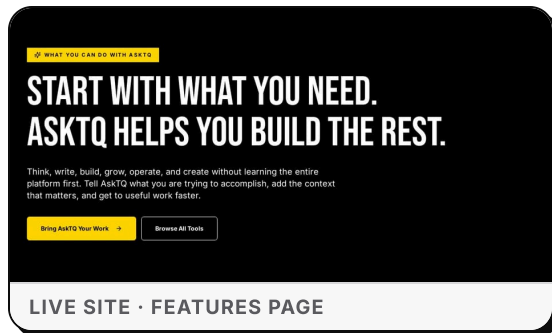
PRIORITY PULSE

Everything feels urgent. This Fixer sorts what actually is, and what can wait without consequence.

LINKS

SCANNING LINKS AND WEBSITES.

Paste a URL into a question and AskTQ reads the page first.



The most common use is the simplest: paste your own website and ask what is broken.

AskTQ fetches the page content and uses it as the basis for the answer instead of guessing from the domain name. That turns a vague question into a specific review.



WORKS ANYWHERE A QUESTION DOES

Open questions and most Fixers accept links the same way.



YOUR OWN SITE

Load speed, missing image descriptions, dead links, unclear calls to action, a donate button nobody can find.



A FUNDER'S GUIDELINES

Paste the opportunity page and ask whether you fit, and what they are really asking for.



A PARTNER OR VENDOR

Read their site before the call. What they actually do, who they serve, what to ask.



AN ARTICLE OR REPORT

Pull the argument out of a long page and apply it to your own situation.



FOUR WEBSITE FIXES THAT PAY FOR THEMSELVES

Move the donate button above the fold. Replace described impact with counted impact. Add alt text to every image. One clear action per page.



A LIMIT WORTH KNOWING

AskTQ reads public pages. Anything behind a login, a paywall or a password will not load, and it will tell you rather than inventing what was probably there. For those, download the page or document and upload it instead.

FILES

WORKING FROM YOUR FILES.

Upload the document and the answer stops being generic.

The File Library holds what your work actually runs on: the budget, the last proposal, the bylaws, the funder guidelines, the strategic plan somebody wrote in 2021. Point a question at any of them and the answer is built on what is in the file rather than on an assumption.

1

UPLOAD

Drag a file into the library, or attach it from inside a question. Free includes 3 uploads a month, Builder 50, VIP Strategy 200.

2

CATEGORIZE

Files get a category so the right ones surface in the right workflows.

3

REFERENCE

Select one or several files when you ask. Multi-file workflows are a Builder and VIP feature.

4

REVIEW

File Review reads a document and reports back on it — gaps, risks, unclear language, missing sections.



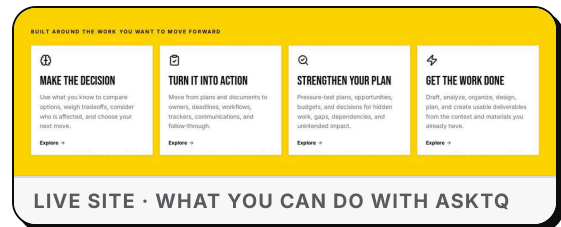
WHAT TO UPLOAD FIRST

Your most recent funded proposal, your current budget, your strategic plan, and one funder's guidelines. Those four make almost every answer better.



WHAT NOT TO UPLOAD

Anything you would not want a third-party service to process: personally identifying participant records, protected health information, payroll detail. Part Eight covers this properly.



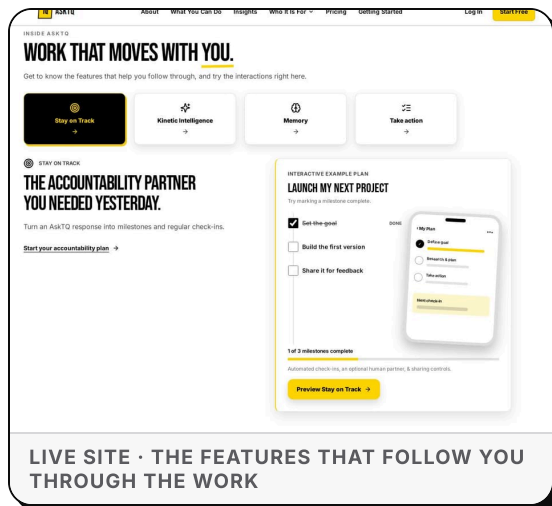
FILES LIVE WITH PROJECTS

Attach files to a project and every question inside that project can draw on them without re-selecting each time.

 YOUR PROFILE

HOW YOU WORK.

A preference layer you control, so responses arrive in a shape you can actually use.



AskTQ should adapt to you too.

Tell it how you prefer to receive thinking — lead with the recommendation, three options maximum, use examples — and what loses you: long preambles, too many choices, vague next steps. Add what you know about your leadership, communication, decision-making and processing preferences, and responses come back easier to act on.

 YOU REVIEW EVERYTHING

Nothing becomes a preference until you approve it, and you can edit or delete any of it later.

ALREADY TOOK AN ASSESSMENT? BRING THE RESULTS.

Upload the report or paste the summary — CliftonStrengths, DISC, Working Genius, MBTI, Predictive Index, Kolbe, or your organization's own instrument. AskTQ extracts the practical preferences from it and shows you what it pulled before anything is saved.

 IT WILL NOT TREAT A FRAMEWORK AS A FIXED TRUTH

An assessment is evidence about how you tend to operate, not a verdict on who you are. Your own judgment outranks the report, and the profile says so.

CliftonStrengths

DISC

Working Genius

MBTI

Predictive Index

Kolbe

Your own instrument

 WHAT IT CHANGES

Structure, length, how directly a recommendation is stated, and whether you get options or a single path.

 WHAT IT DOES NOT CHANGE

The substance. A preference for brevity will not make AskTQ hide a risk you need to know about.

 CHANGE IT ANY TIME

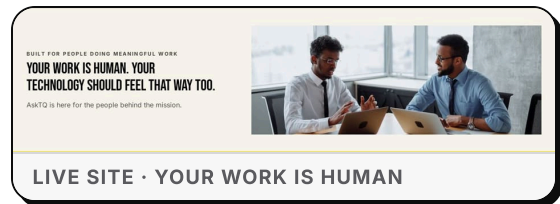
Preferences drift. Edit the profile when the way you work changes, or clear it entirely.

 YOUR VOICE

VOICE PROFILE.

So the drafts sound like your organization instead of like software.

Share a paragraph or two of your own writing — an appeal that worked, a newsletter you were proud of, the way you describe your program out loud — and AskTQ matches that register in anything it drafts for you.



1

PASTE A SAMPLE

Two paragraphs is enough. Real writing beats a description of your writing.

2

ADD WORDS YOU LIKE

The phrases your community actually uses. Terms your field expects.

3

ADD WORDS TO AVOID

Jargon you have banned, euphemisms that misrepresent the work, anything that sounds like a grant application wrote itself.

4

APPLY IT

Drafts, emails, appeals and narratives come back in that voice. Edit and the profile gets better.



WORDS TO AVOID

A short list does real work. Most organizations have four or five phrases they never want to see again.



WHY THIS MATTERS MORE THAN IT SOUNDS LIKE IT SHOULD

Donors and funders can tell when language was not written by a person who knows the work. Voice is the difference between a draft you rewrite and a draft you send.



VOICE PROFILE VS. BRAND KIT

Voice is how it reads. Brand Kit is how it looks — your logo, colors and organization name on designs, PDFs and decks. Part Four covers the Brand Kit.



VOICE PROFILE VS. HOW YOU WORK

Voice shapes output written for your audience. How You Work shapes how AskTQ talks to you. Two different jobs, both worth five minutes.

03

FIXERS.

Sixty-seven purpose-built tools for when you already know the shape of the job. Each one knows what a good output looks like and asks only for what it needs.

How Fixers work	p.14	Funding and fundraising	p.15
Programs and impact	p.16	Decisions and operations	p.17
Capacity building	p.18	Recommended sequences	p.19
Business and revenue	p.20	Technology and systems	p.21
Equity and movement	p.22	Events, brand and comms	p.23
Guided sessions	p.24	Funding Match	p.27
Vendor recommendations	p.28		

NATIVE ASKTQ FEATURES

YOU ALREADY HAVE TOOLS FOR THE ENTIRE PATH TO REVENUE.

The point is not to chase “easy money.” It is to make better use of your expertise, assets, time, opportunities, and customer relationships.

01

FIND THE MONEY

REVENUE MAXIMIZER



Find underused assets, new offers, recurring revenue, upsells, and partnership opportunities.

IDEA MATCHMAKER



Pressure-test business and nonprofit ideas before spending heavily to launch them.

MECHANICS

HOW FIXERS WORK.

A Fixer is a question with the structure already built in.

An open question is the right tool when you do not know what you need. A Fixer is the right tool when you do.

Instead of describing the whole situation, you answer a short form and get an output shaped like the thing you asked for — a checklist that is actually a checklist, a comparison that is actually a table.

- 1 PICK THE FIXER**
Browse the library by category, or search it. Each card says what you get, not just what it is about.
- 2 ANSWER THE FORM**
Short, specific fields. Most take under three minutes. Links and files are accepted where they help.
- 3 REVIEW THE OUTPUT**
Structured, titled, and built in the format the job calls for.
- 4 KEEP IT**
Save it, attach it to a project, export it as a PDF or deck, send it to Google Drive, or turn it into an accountability plan.

RECOMMENDED WORKFLOW
USE THE FIXERS IN SEQUENCE.
You can use any Fixer on its own, but this sequence is designed to move from clarity to a usable work product.

- 1 DECISION BRIEF GENERATOR**
Put the decision, facts, options, tradeoffs, risks, and next actions on one page. →
- 2 CAPACITY REALITY CHECK**
Test whether the people, time, cash, systems, and expertise can actually support the choice. →
- 3 WHAT AM I MISSING?**
Surface blind spots, dependencies, approvals, stakeholder issues, and hidden costs. →
- 4 PRIORITY PULSE**
Decide what should receive attention first when everything feels urgent. →
- 5 OPERATIONALIZE IT**
Turn the chosen direction into the actual work needed to move. →

Start This Workflow →

LIVE SITE · A RECOMMENDED FIXER SEQUENCE

ACCESS BY PLAN

Free — 3 Starter Fixers.

Builder — the full library except five VIP-only Fixers.

VIP Strategy — all 67.

- ✓ **THE FREE PLAN INCLUDES THREE**
Grant Readiness Checklist, Founder Clarity Worksheet, and Fix My Tech Problem are labelled Starter and shown first when you are not on a paid plan. They are the three that answer the most common first questions.

THE FIVE VIP-ONLY FIXERS

Scenario Planner, Underwriting Readiness Fixer, Business Valuation Fixer, Automation Builder and Strategic Plan Builder. The most complex workflows in the library — multi-variable modelling, lender-facing analysis and board-adopted planning.

RECOMMENDED SEQUENCES

Several pages suggest Fixers in order rather than as a list — capacity, decisions, governance and revenue each have a sequence built to move you from clarity to a usable work product. Start the whole workflow in one click.

⑤ CATEGORY ONE

FUNDING AND FUNDRAISING.

Ten Fixers covering the full arc: deciding whether to apply, writing it, justifying the budget, and reporting afterward.

FIXER	WHAT YOU GET
Grant Readiness Checklist Starter · free	An honest read on whether you are ready to apply at all, and what to fix first if you are not.
Funder Fit Analyzer	Paste a funder's guidelines or link. You get where you match, where you do not, and whether the application is worth the two weeks.
Funding Match	Live federal opportunities matched to your organization from Grants.gov, filtered for eligibility. Covered in full on page 27.
Proposal Narrative Builder	Draft narrative sections built from your program facts: need, approach, outcomes, capacity, sustainability.
Budget Narrative Generator	The justification prose that goes with your numbers, line by line, in the language reviewers expect.
Case for Support Builder	The document behind every ask: why this work, why now, why you, and what a gift changes.
30-Day Fundraising Sprint	A short, sequenced campaign plan for when you need money in a month and cannot run a full appeal.
Donor Follow-Up Email Generator	Stewardship that does not sound like a receipt. Thank-yous, updates, re-engagement, and the second ask.
Sponsorship Package Builder	Tiers, benefits framed as audience access rather than logo placement, and a deadline tied to print.
Grant Compliance Manager	What you promised, what is due, what evidence you need, and where the reporting risk is.

🚩 THREE QUESTIONS BEFORE ANY APPLICATION

Have they funded an organization our size? Do we already do what they fund? Can we deliver the reporting? If any answer is no, that is not failure — that is two weeks back.

📌 THE ORDER THAT WORKS

Fit first. Narrative and budget last, once you have decided the opportunity is worth it.

📁 REUSE, DO NOT REWRITE

Save your funded narratives. Your own best language beats a blank page.

🕒 THE REPORTING TRAP

Price the reporting before you apply. It is often the real cost.

CATEGORY TWO

PROGRAMS AND IMPACT.

Designing the work, proving it, and keeping it sustainable.

FIXER	WHAT YOU GET
Program Design Canvas	A full program on one structure: who it serves, the theory, activities, outputs, outcomes and measures.
Program Viability Checker	Whether a program can actually run with the staff, money and time you have, before you commit to it publicly.
Social Impact Story Builder	A participant story told with dignity and consent, structured so a funder or donor understands what changed.
Impact StoryBank	A running library of stories, quotes and moments you can draw from instead of scrambling at report time.
Impact Strategy Builder	Connect activities to the change you are claiming, with the assumptions made visible so they can be tested.
Strategic Plan Outline	A plan short enough to be used: priorities, objectives, measures and owners, without a hundred-page binder.
Nonprofit Sustainability Plan	Revenue mix, dependency risk, reserve position and the moves that reduce fragility.
Capacity Reality Check	An honest look at what your team can absorb. Often the answer to “should we do this” is a capacity answer.



A PLAN THAT GETS USED

Short, owned, and reviewed on a cadence. Most strategic plans fail because nobody is named and nothing recurs — not because the thinking was wrong.

EVIDENCE SHOULD HELP THE WORK, NOT BURY IT.

Where it is relevant, AskTQ cites academic and industry sources and names the framework it is drawing on — logic models, results-based accountability, developmental evaluation — so you can check the reasoning rather than take the output on faith. The Insights library on page 34 goes deeper on this.



DESIGN BEFORE YOU FUND

A proposal built on a vague program reads as a vague proposal, and reviewers can tell.



COLLECT STORIES AS YOU GO

One story a month, with consent recorded, and reporting season stops being a scramble.



MEASURE WHAT YOU WILL ACT ON

A measure nobody will change a decision over is overhead.

 CATEGORY THREE

DECISIONS AND OPERATIONS.

The largest group, and the most underused. Thirteen Fixers for the decisions that get postponed and the processes nobody wrote down.

FIXER	WHAT YOU GET
Decision Brief Generator	The decision stated plainly, options with tradeoffs, risks, a recommendation, and what you would need to know to be wrong.
Opportunity Triage	Four things landed this week and you can do one. This ranks them against your actual capacity and strategy.
Priority Pulse	Everything feels urgent. This separates what is, what can wait, and what can be dropped without consequence.
Meeting to Action	Paste the notes. Get decisions, owners, dates, and the follow-up message you can send within the hour.
Board Decision Center	A board-ready packet: the question, the context, the options, the financial picture, and the motion language.
Cash + Runway Decision Tool	How many months you have, what changes the number, and which decisions buy you time.
Crisis Decision Map	For the week something breaks. Immediate moves, who to tell, what to say, and what not to decide yet.
Scenario Planner VIP Strategy only	Multiple futures modelled side by side — funding loss, rapid growth, leadership change — with triggers and responses for each.
Partnership + Vendor Due Diligence	What to verify before you sign, the questions to ask, and the red flags specific to that category of partner.
Operationalize It	A decision turned into a running process: steps, owners, cadence, documentation, and how you will know it is working.
What Am I Missing?	Paste your own plan and get the gaps, the unexamined assumptions, and the objection your board will raise.
Resource Match	What you need matched to what exists — funding, tools, providers, and free or discounted options.
Grant Compliance Manager	Also listed under funding. Obligations, deadlines, evidence, and reporting risk.



THE ONE TO TRY FIRST

What Am I Missing? Paste a plan you already believe in. It is the fastest way to find out whether AskTQ is adding anything.

CATEGORY FOUR

CAPACITY BUILDING.

Four Fixers added for the question underneath most others: can the people you have actually carry this?

FIXER	WHAT YOU GET
Capacity Reality Check	What the organization can realistically carry right now, what is creating pressure, and what to strengthen first.
People + Workload Capacity Planner	Who is carrying what, where overload and role confusion sit, and how to redesign the work before defaulting to another hire. Comes back as a capacity plan, a role map and a staffing plan.
Human-Centered Capacity + Wellness Designer	Redesign how work gets done so capacity, wellbeing, accessibility and human needs are built into the operating environment rather than bolted on. For meeting overload, uneven workloads, change fatigue and growth pressure.
Systems + Infrastructure Builder	Turn recurring work that lives in people's heads into lighter, clearer systems — intake, onboarding, approvals, grants, finance, reporting and handoffs — with a systems roadmap, process map, SOP plan and ownership matrix.

WHAT ASKTQ HELPS SOLVE

START WITH THE PROBLEM PEOPLE ARE ALREADY CARRYING.

- The organization is doing meaningful work, but too much of it depends on a few people holding everything together.
- Growth opportunities keep arriving faster than the team can absorb them.
- Roles, workloads, meetings, and decision-making have evolved without being intentionally redesigned.
- People are feeling the effects of the work, but wellness efforts sit outside the operating system instead of shaping it.
- Important processes live in memory, email, or one person's files.
- The team needs stronger capacity without automatically adding another position or another platform.

LIVE SITE · THE PROBLEMS THE CAPACITY FIXERS START FROM

WHY THIS GROUP EXISTS

Growth opportunities arrive faster than a team can absorb them. Important processes live in one person's memory or inbox. Capacity answers are usually the real answer to "should we do this?"

BUILDER INCLUDES ALL FOUR

None of the capacity Fixers are VIP-only.

WORKFLOWS

RECOMMENDED SEQUENCES.

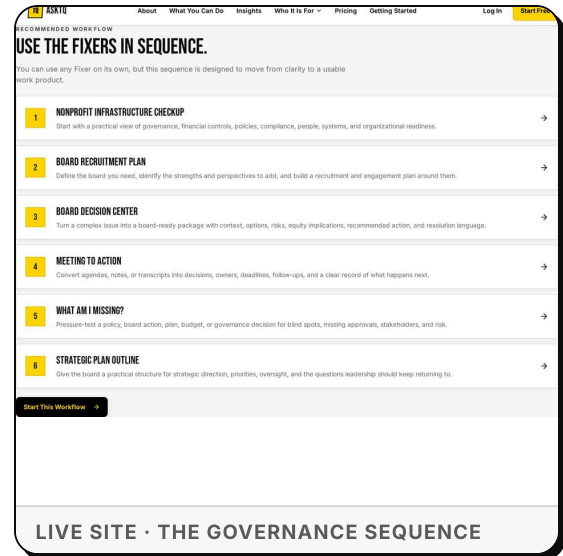
You can use any Fixer on its own. The sequences exist because the order matters more than people expect.

Several pages publish a recommended order rather than a menu — a path designed to move you from clarity to a usable work product. Each step says what it does and why it sits where it does, and you can start the whole workflow in one click instead of choosing between sixty-seven options.

CAPACITY	Capacity Reality Check → People + Workload Capacity Planner → Human-Centered Capacity + Wellness Designer → Systems + Infrastructure Builder.
DECISIONS	Decision Brief Generator → Capacity Reality Check → What Am I Missing? → Priority Pulse → Operationalize It.
GOVERNANCE	Nonprofit Infrastructure Checkup → Board Recruitment Plan → Board Decision Center → Meeting to Action → What Am I Missing? → Strategic Plan Outline.
REVENUE	Find the money → build the offer → win the work → deliver it well, with the Fixers grouped under each stage.

WHY A SEQUENCE BEATS A LIBRARY

A library asks you to already know what you need. A sequence assumes you are in the middle of something and shows you the next move. Most people who stall on this platform stall at the choosing step, not the using step.



START THE WHOLE WORKFLOW

One button runs the sequence in order and carries what you answered from one step into the next.

⑤ CATEGORY FOUR

BUSINESS AND REVENUE.

Earned revenue, entity decisions, and the financial readiness questions that sit outside grant funding.

FIXER	WHAT YOU GET
Revenue Maximizer	Where revenue could come from that you are not using, ranked by effort against return for an organization your size.
Entity Structure Selector	Nonprofit, LLC, fiscal sponsorship, hybrid or something else — compared against what you are actually trying to do.
Business in a Box	The operating pieces a new venture needs: offer, pricing, delivery, systems, and first customers.
Business + Nonprofit Idea Matchmaker	You have an idea and are not sure which vehicle fits. This compares the paths and names the tradeoffs.
Offer Design Worksheet	What you sell, to whom, at what price, and why someone chooses it over the alternative.
Bank Selector	Banking compared on what matters to a small organization: fees, minimums, lending appetite, mission alignment and actual service.
Corporate Gifting Guide	Corporate partnership and gifting approached as a business conversation rather than a charity ask.
Underwriting Readiness Fixer VIP Strategy only	How a lender will read your organization, what will stop the application, and what to fix before you apply.
Business Valuation Fixer VIP Strategy only	A defensible valuation view with the method stated and the assumptions exposed.



REVENUE WITH ASKTQ

There is a dedicated page walking through earned revenue for mission-driven organizations, and a Revenue Strategy Coach for working the question over time rather than in one session.



WHERE TO BE CAREFUL

AskTQ is not a lawyer, an accountant or a financial advisor, and says so. Entity structure, lending and valuation outputs are preparation for a professional conversation, not a substitute for one.

 CATEGORY FIVE

TECHNOLOGY AND SYSTEMS.

For the person who became the IT department by accident.

FIXER	WHAT YOU GET
Fix My Tech Problem Starter · free	Describe what is broken in plain language. You get a diagnosis, the fix, and what to do if the fix does not work.
Website Fix + Update Generator	Paste your site. Get what is broken, what is costing you donations, and the specific changes in priority order.
Prompt Perfect	Turns a vague request into one that gets a useful answer — here or in any other AI tool your team uses.
Automation Builder VIP Strategy only	A repetitive process mapped into an automation you can actually build, with the tools named and the handoffs defined.
Custom App Development	Scope a small internal tool properly before anyone builds it: what it must do, what it must not, and what it will cost to maintain.
Cyber Day Planner	Plans a full organizational technology day — modules, agenda, role-based labs and materials. Part Six covers the program.
Cyber Day Findings	Turns what the day surfaced into a leadership report with quick wins and a 30/60/90 plan.

BEFORE YOU BUY ANOTHER TOOL

The most expensive technology decision most organizations make is buying software to solve a process problem. Four questions, in order, before any purchase:

- ☐ What exactly is the job, described without naming any product?
- ☐ Who will own it after launch, and do they know that?
- ☐ What does it replace, and what happens to the data in the old thing?
- ☐ What is the real annual cost, including the staff hours to run it?

SEO RESOURCES

A separate reference section on being findable: what actually moves search visibility for a small organization, with completed examples to work from rather than theory.

 CATEGORY SIX

EQUITY AND MOVEMENT.

The Impact Toolkit. Seven Fixers for organizing, advocacy and community-accountable work.

FIXER	WHAT YOU GET
Equity Lens Checker	Run a program, policy, budget or communication through an equity review. Who benefits, who bears the cost, who was not asked.
Impact Strategy Builder	Connect what you do to the change you are claiming, with assumptions stated so they can be challenged.
Community Accountability Planner	How the community you serve will hold you accountable in practice — structures, feedback, and what changes when they say something.
Movement Messaging Studio	Message framing that holds up under pressure: core message, proof, the opposition's argument, and the response.
Rapid Response Toolkit	For the week something happens. A statement, a position, internal alignment and the decision about whether to speak at all.
Liberation Budget Builder	A budget as a values document. Where the money goes, what that says, and where it contradicts your stated priorities.
Impact StoryBank	A library of stories and quotes gathered with consent, so reporting season is not a scramble.

 SOCIAL JUSTICE IMPACT

There is a dedicated page for organizations whose work is explicitly political or movement-based, and a Social Justice Impact section that frames these tools in that context.

A BUDGET IS A VALUES DOCUMENT WHETHER YOU TREAT IT LIKE ONE OR NOT.

These Fixers assume you know your community better than any platform does. They are structured to surface what you have not asked rather than to tell you what your politics should be. Where a question is genuinely contested, AskTQ gives you the positions and the reasoning rather than a verdict.

 WHERE TO START

Equity Lens Checker on something you have already decided. Less comfortable, more useful.

 CONSENT IS A PRACTICE

A story you cannot prove you were permitted to tell is one you should not publish.

 BEFORE YOU ISSUE A STATEMENT

Rapid Response starts with whether to speak at all — the step most regret skipping.

 CATEGORY SEVEN

EVENTS, BRAND AND COMMUNICATIONS.

The public-facing work: events, campaigns, design and the things with your name on them.

FIXER	WHAT YOU GET
Event Architect Guided session	A full event plan through conversation: program, run of show, budget, vendor matrix, sponsorship plan, signage and a risk checklist. Page 27.
Event Production Generator	A faster, single-pass version for a smaller event or one you have run before.
Sponsorship Package Builder	Tiers built around audience access, with a top tier that feels obviously worth it.
Campaign Kit Guided session	A complete campaign: message, channel plan, calendar, assets, and the emails. Page 28.
Email Campaign Builder	A sequence rather than a send. Audience, sequence, subject lines and the copy.
Marketing Content Calendar Builder	A calendar you can actually sustain, scaled to how much time you genuinely have.
Graphic Design Studio	Social graphics, one-pagers and flyers from six templates, with your Brand Kit applied on paid plans. Exports as image or PDF.
Branded Presentation Builder	A deck with your logo and colors, built from content rather than from a blank slide.
Partnership Pitch Builder	The approach to a partner organization: what you are proposing, what they get, and why it is worth their meeting.
Board Recruitment Plan	The gaps on your board, who fills them, where those people are, and how to approach them.
Founder Clarity Worksheet Starter · free	For when you cannot explain your own work in one sentence. Gets you to that sentence.

✦ SPONSORSHIP DECKS FAIL PREDICTABLY

They describe what the sponsor gets instead of what the sponsor wants. Logo placement is not a benefit. Access to your audience is.

CONTENT FIRST, DESIGN SECOND

Run the thinking through a Fixer, then bring finished words into the design tool.

A CALENDAR YOU CAN KEEP

One built for a team you do not have is one you abandon in week three.

ONE CAMPAIGN BEATS SIX POSTS

Message platform first, so every asset says the same thing.

GUIDED SESSION

EVENT ARCHITECT.

Bring a half-formed idea. Leave with a plan you can hand to your team.

A guided session works differently from a Fixer form.

Event Architect interviews you first — four questions — because an event plan built without knowing your budget, audience, venue reality and the outcome you are being judged on is a template, not a plan.

1 IT ASKS

What the event is for, who is coming, what you are working with, and what success looks like to whoever is watching.

2 YOU ANSWER IN PLAIN LANGUAGE

No event-industry vocabulary required. "About 120 people, a church basement, \$4,000, and the board wants new donors" is a complete answer.

3 IT BUILDS

A multi-part plan, each part usable on its own.

4 YOU REVISE

Change an answer and rebuild the affected sections rather than starting over.

NATIVE ASKTQ FEATURES

YOU ALREADY HAVE TOOLS FOR THE ENTIRE PATH TO REVENUE.

The point is not to chase "easy money." It's to make better use of your expertise, assets, time, opportunities, and customer relationships.

01 FIND THE MONEY

Look for revenue opportunities inside what you already know, own, offer, or have access to.

REVENUE MAXIMIZER

Find undervalued assets, new offers, recurring revenue, upsells, and partnership opportunities.

IDEA MATCHMAKER

Pressure-test business and nonprofit ideas before spending heavily to launch them.

OPPORTUNITY TRIAGE

Decide which contracts, grants, partnerships, and opportunities deserve your time.

BANK SELECTOR

Clarify what kind of banking or capital relationship fits your needs.

02 BUILD THE OFFER

Turn an idea, skill, audience, event, or service into something another person or organization can actually buy.

BUSINESS IN A BOX

Shape the model, audience, offer, launch plan, and operating structure.

EVENT ARCHITECT

Design paid workshops, events, retreats, sponsorship experiences, and revenue-producing gatherings.

CORPORATE GIFTING GUIDE

Explore larger-volume corporate gifting and institutional sales opportunities.

CUSTOM APP DEVELOPMENT

Scope a digital product, client portal, workflow, or app that can support a new offer or service.

03 WIN THE WORK

Package your value clearly enough for a customer, funder, sponsor, partner, or client to say yes.

PROPOSAL + SCOPE SUPPORT

Create proposal language, scopes, pricing logic, timelines, and follow-up.

BRANDED PRESENTATION BUILDER

Turn the strategy into an editable pitch, capability, sponsorship, or sales presentation.

GRAPHIC DESIGN STUDIO

Create the visual direction and marketing assets that help an offer look ready to buy.

PARTNERSHIP + VENDOR DUE DILIGENCE

Review terms, risk, hidden work, and economics before committing to a deal.

04 DELIVER IT WELL

Turn a new commitment into a delivery plan that respects your team's capacity and the value promised to your client.

OPERATIONALIZE IT

Turn the solid idea or scope into workflows, tasks, owners, timelines, trackers, and cadences.

MEETING TO ACTION

Convert client and team meetings into decisions, assignments, follow-ups, and next steps.

CAPACITY REALITY CHECK

Understand whether your time, team, systems, and cash can actually carry the new work.

WHAT AM I MISSING?

Catch hidden costs, approvals, dependencies, stakeholders, and implementation risk before they become expensive.

LIVE SITE · FIXERS GROUPED ALONG THE PATH TO REVENUE

WHAT THE PLAN CONTAINS

Program design

Run of show

Budget

Vendor matrix

Sponsorship plan

Signage and print list

Staffing and roles

Risk checklist

Day-of timeline

Follow-up plan



PROGRESS IS VISIBLE

The session shows how close you are to a buildable plan, so you know whether one more answer will change the output.



VENDOR RECOMMENDATIONS INCLUDED

Where the plan needs suppliers, it names real providers for your geography and budget. Page 30 explains how that works.



WORKS FOR NON-EVENTS TOO

A board retreat, a cohort convening, a community listening session, a program launch. Anything with a date, a room and people.



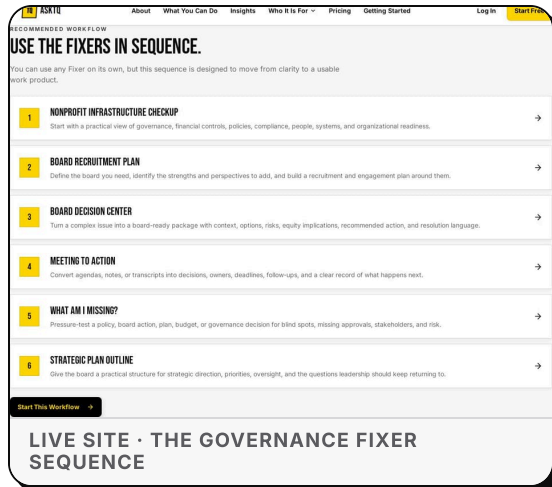
EXPORT THE WHOLE THING

PDF for the team, deck for the board, or straight into a project where the tasks live.

GUIDED SESSION

NONPROFIT INFRASTRUCTURE CHECKUP.

A short conversation that produces a readiness report, a priority matrix, and a 30/60/90-day plan.



INCLUDED WITH BUILDER

The full checkup is available on Builder and VIP Strategy.

Most organizations know something is fragile. Few can say which thing, or what to fix first.

The checkup walks through governance, finance, programs, people, systems and compliance in a conversation rather than a 200-question audit. It scores readiness honestly, including the parts that are fine, and then forces a priority order — because a list of nineteen weaknesses is not a plan.

GOVERNANCE

Board composition, meeting practice, policies in force versus policies on a shelf, officer roles, conflict of interest.

FINANCE

Reserves and runway, revenue concentration, internal controls, audit readiness, budget practice.

PROGRAMS

Design clarity, evaluation, documentation, participant feedback, capacity against demand.

PEOPLE

Roles, single points of failure, onboarding, succession, the knowledge in one person's head.

SYSTEMS

Data, files, permissions, software sprawl, what breaks when someone is out.



READINESS REPORT

Where you stand in each area, written in language you can hand to a board without translation.



PRIORITY MATRIX

Effort against consequence. What to fix now, what to schedule, and what to stop worrying about.



30/60/90 PLAN

Sequenced, owned and realistic for the staff you have — not for the staff the plan wishes you had.

⚡ GUIDED SESSION

CAMPAIGN KIT AND THE REST.

Three more guided sessions, each built around the same pattern: interview first, deliverables second.

⚡ CAMPAIGN KIT

A full campaign rather than a set of posts. The session establishes what you are trying to move, who you are talking to and what you have to work with, then builds the message platform, the channel plan, a calendar scaled to your actual capacity, the asset list, and the email sequence. Use it for an appeal, a program launch, an advocacy push or a membership drive.

Message platform

Channel plan

Content calendar

Asset list

Email sequence

Measurement

👤 ORGANIZATION ADOPTION SETUP

For a team bringing AskTQ in. The session runs the implementation intake — why you are adopting it, what problems you are solving, who will use it, what should never be entered — and produces an Organization Adoption Plan rather than leaving you to design your own rollout. Part Five covers the Adoption Center this feeds.

Readiness assessment

Responsible use policy

30-day plan

Role-based use cases

Workflow identification

Adoption scorecard

🔧 CYBER DAY PLANNER AND CYBER DAY FINDINGS

Two sessions that bracket an organizational technology day. The Planner builds the program — format, modules, agenda, role-based labs, scoring and materials. The Findings session takes what the day actually surfaced and turns it into a leadership report: patterns, systems gaps, quick wins, decisions that need making, and a 30/60/90 plan. Part Six is the full program.

Format and modules

Full agenda

Role-based labs

Friction Hunt

Ask-a-thon

Findings report

🕒 ALL GUIDED SESSIONS SAVE AS YOU GO

A session can be left and resumed. Nothing is lost if the meeting you were preparing for starts before you finish.

Q REAL DATA

FUNDING MATCH.

Live federal opportunities, matched to your organization and filtered for eligibility.

Funding Match queries live federal opportunity data rather than working from a list that was accurate last year. You describe your organization and what you do; it returns open opportunities you are eligible for, with the deadline, the amount and what the funder is actually asking for.

1

DESCRIBE YOUR ORGANIZATION

Type, size, geography, population served, program area. Eligibility is filtered on this, so accuracy matters more than polish.

2

GET LIVE OPPORTUNITIES

Open federal programs matched to what you described, with deadlines and award ranges.

3

READ THE FIT, NOT JUST THE TITLE

Each match comes with why it fits and where it might not — the part a keyword search cannot tell you.

4

TAKE IT FURTHER

Send a promising one to Funder Fit Analyzer for a full read, or into Proposal Narrative Builder to start drafting.



FEDERAL IS NOT THE WHOLE PICTURE

Foundation and corporate funding is not in a single public database the way federal opportunity data is. For those, Funder Fit Analyzer works from a link or guidelines you bring, and Resource Match helps you find where to look.

RECOMMENDED WORKFLOW USE THE FIXERS IN SEQUENCE.

You can use any Fixer on its own, but this sequence is designed to move from clarity to a usable work product.

- 1 **CAPACITY REALITY CHECK**
See what the organization can realistically carry now, what is creating pressure, and what needs to strengthen first. →
- 2 **PEOPLE + WORKLOAD CAPACITY PLANNER**
Map the work, rebalance ownership, surface invisible labor, and decide what should stay, shift, simplify, automate, contract, pause, or stop. →
- 3 **HUMAN-CENTERED CAPACITY + WELLNESS DESIGNER**
Redesign the operating environment around the people doing the work, with wellbeing, accessibility, recovery, focus, and care built into how work happens. →
- 4 **SYSTEMS + INFRASTRUCTURE BUILDER**
Turn recurring work into maintainable processes, ownership, documentation, and systems that reduce rework and single points of failure. →

Start This Workflow →

LIVE SITE · THE CAPACITY FIXER SEQUENCE



ALSO WIRED INTO THE PROPOSAL TOOLS

Opportunity matching surfaces inside the grant and proposal workflows, so you are not switching tools to check whether something better is open.



FUNDING TRACKER

A separate page for managing what you have found: requirements, contacts, next steps and status across every opportunity you are working.



DESCRIBE YOURSELF ACCURATELY

Eligibility is filtered on what you enter. Rounding up produces matches you cannot win.



A MATCH IS NOT A RECOMMENDATION

Eligible means you are allowed to apply. Whether you should is a capacity and fit question — take it to Funder Fit Analyzer and Capacity Reality Check.



VERIFY THE DEADLINE

Opportunity data moves. Confirm the closing date and the submission requirements on the funder's own page before you commit staff time.

 PROVIDERS

VENDOR AND PROVIDER RECOMMENDATIONS.

Where a plan needs someone to call, AskTQ names real providers — not categories.

✓ WHAT YOU GET

At least three named providers, with what they actually do, a realistic cost range, and what to ask before you sign.

📍 GEOGRAPHY AWARE

Local first where local matters — catering, print, AV, venues. National where it does not.

💰 BUDGET AWARE

A provider who will not take a \$3,000 job is not a recommendation. The suggestions match what you said you have.

“Hire a caterer” is not help. Three caterers who serve your city, work at your budget, and have done an event your size is help.

Vendor suggestions are built into the workflows where they belong — event planning, technology decisions, due diligence, resource matching — rather than sitting in a separate directory you would have to remember to open.

VENDOR DEMOGRAPHICS ARE SURFACED, NOT BURIED

Where it is known and verifiable, AskTQ notes whether a provider is minority-owned, woman-owned, veteran-owned, disability-owned, or a certified diverse supplier. Many organizations have procurement goals and no practical way to meet them. Putting that information in the recommendation rather than three clicks away is the difference between a goal and a practice.

Minority-owned

Woman-owned

Veteran-owned

Disability-owned

LGBTQ-owned

Small and local

Nonprofit vendor

🔍 WHERE THE NAMES COME FROM

Vetted partners in the AskTQ marketplace first, then live web research and public supplier directories. Where a detail could not be verified, it says so rather than filling the gap.

■ VERIFY BEFORE YOU SIGN

A recommendation is a shortlist, not a reference check. Confirm current pricing, insurance, availability and certification status yourself — and use Partnership + Vendor Due Diligence for anything consequential.

04

YOUR WORK.

Where everything lands. Projects, files, saved answers, exports, your brand on the output, and the plan that keeps you honest afterward.

Projects	p.29	Saved answers and exports	p.30
Brand Kit and white-label	p.31	Design and decks	p.32
Stay on Track	p.33	Insights	p.34
Templates and resources	p.35	Connected apps	p.36
AskTQ in other tools	p.37	Help in the moment	p.38

SEE THE WORK

TURN A QUESTION INTO SOMETHING USEFUL.

Open a sample to see the structure of a plan, brief, or workflow you can build with AskTQ.

[Explore Features →](#)

SAMPLE DELIVERABLE

STRATEGIC PLAN


ASKTQ


STRATEGIC DIRECTION

Three-year priorities connected to mission, capacity, funding, and community impact.

Open sample →

SAMPLE DELIVERABLE

FUNDING WORK


ASKTQ


RT

Strong alignment with organizational capacity, community impact, and sustainability.

Open sample →

SAMPLE DELIVERABLE

SAMPLE DELIVERABLE

WORKSPACE

PROJECTS.

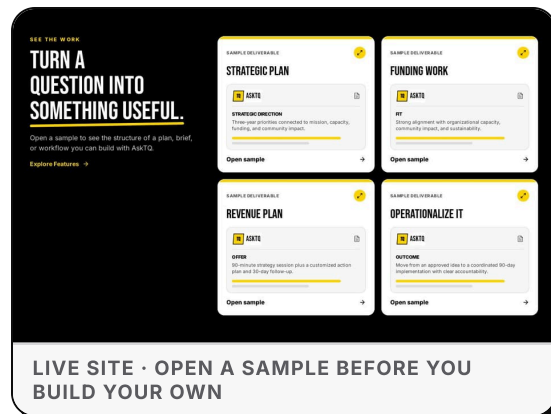
A project keeps one piece of work together: the files, the questions, the answers and the tasks.

Without projects, every question starts from nothing. With them, the grant you are writing has the guidelines, the budget, the last submission, the six answers you already got, and the tasks still open — all in one place, and all available as context the next time you ask.

FILES	Attach the documents this work depends on once, and every question inside the project can draw on them.
QUESTIONS	Ask inside the project and the answer inherits its context automatically.
SAVED ANSWERS	Responses collect in the project instead of scattering across your account.
TASKS	Milestones from a Stay on Track plan become project tasks, so the plan and the work are the same thing.
SHARED VIEWS	Share a read-only view with a colleague, a board member or a client without giving them your account.
LIMITS	Free includes 1 active project, Builder 10, VIP Strategy unlimited.

Ⓢ USE ONE PROJECT PER REAL THING

One per grant, per event, per client, per decision.
Projects that try to hold everything stop being useful at about the third unrelated file.



PROJECT WORKSPACE

Each project has its own workspace page with its files, its history and its open tasks, so you can pick the work back up without reconstructing where you were.

KEEPING IT

SAVED ANSWERS AND EXPORTS.

An answer you cannot find again is an answer you did not get.



SAVED RESPONSES

Save any answer with a title and a category. Free keeps 3; Builder and VIP Strategy are unlimited. Search them later rather than re-asking and spending another question.



PDF EXPORT

Any response or Fixer output exports as a clean PDF. On paid plans your logo, colors and organization name are applied; on VIP Strategy AskTQ branding is removed entirely.



DECK EXPORT

Turn content into a presentation rather than retyping it into slides. Branded Presentation Builder handles the full deck.



GOOGLE DRIVE

Send an output straight to your Drive so it lands where your team already works instead of in a downloads folder.



SHARED VIEWS

A read-only link to a single output. Useful for a board member who needs to see the brief but does not need an account.



CLIENT REPORTS

For consultants and capacity builders: assemble findings and recommendations into a deliverable report per client.



USAGE AND ACTIVITY

Your question count for the month is always visible, and an activity log shows what you have run. Organization accounts get usage and impact dashboards at the team level.

SAVE THE ANSWER. RE-ASKING COSTS YOU A QUESTION AND GIVES YOU A SLIGHTLY DIFFERENT ANSWER.

The habit worth building: when an output is good, save it with a title you will recognize in four months and attach it to the project it belongs to. Six months in, your saved library is more valuable than any single answer in it — it is a record of how your organization thinks.

 YOUR BRAND

BRAND KIT AND WHITE-LABEL.

Output that carries your organization's name rather than ours.

Set your logo, your colors and your organization name once in the Brand Kit, and they apply everywhere output is generated: designs, PDFs, decks and reports. It is the difference between a document you forward internally and one you can put in front of a funder.

1

UPLOAD YOUR LOGO

Used on exports, designs and decks.

2

SET YOUR COLORS

Primary and accent. The templates adapt rather than overlaying your colors on a fixed design.

3

ADD YOUR ORGANIZATION NAME

Appears in headers, footers and title slides.

4

PICK YOUR TYPOGRAPHY PREFERENCE

Where templates support it.

COMPARE THE PLANS AT A GLANCE.

Use this if you already know how often you expect to use AskTQ.

What matters	Free	Builder	VIP Strategy
Questions each month	3	50	Unlimited
AskTQ Anywhere email beta	Not included	Not included	Included; inbox activation pending
SMS texting	Not available	Not available	Planned
Response depth	Quick + limited drafting	Full strategy + execution	Full + advanced workflows
Filers	3 starter Filers	Full library except VIP-only	Every Filer
Branding on exports	AskTQ branding	Your logo + colors	Fully white-label
Rolling out to a team	Not included	Role onboarding + resources	Full Adoption Center: plan, policy, scorecard
Projects	1	10	Unlimited
File uploads	3 / month	50 / month	200 / month
Best fit	Occasional use	Regular use	High-volume use

LIVE SITE · BRANDING ON EXPORTS, BY PLAN

**WHO WHITE-LABEL IS FOR**

Consultants delivering to clients, organizations producing funder-facing material, and anyone whose board would ask why another company's name is on the strategic plan.

THREE LEVELS OF BRANDING, BY PLAN

FREE

Designs and PDFs carry AskTQ branding. Everything works; the output is marked.

BUILDER

Your logo, colors and organization name on designs, PDFs and decks, alongside a small AskTQ credit.

VIP STRATEGY

Full white-label. AskTQ branding is removed entirely, so the output is yours without qualification.

**SET IT BEFORE YOU NEED IT**

The Brand Kit takes about four minutes and changes every output you generate afterward. Most people set it up the day after they needed it.

VISUAL OUTPUT

DESIGN AND DECKS.

Two tools for the work that has to look like something.

GRAPHIC DESIGN STUDIO

Six templates covering what a small organization actually needs: social posts, quote cards, event announcements, impact statistics, one-pagers and flyers. Your Brand Kit is applied automatically on paid plans. You edit the content directly on the canvas, then export as a high-resolution image or a print-ready PDF.

Social post

Quote card

Event announcement

Impact stat

One-pager

Flyer

BRANDED PRESENTATION BUILDER

Decks built from content rather than from a blank slide. Give it the substance — a board update, a program proposal, a funder pitch — and it structures the deck, writes the slides, and applies your brand. Export and present, or keep editing. On VIP Strategy the deck carries no AskTQ branding at all.

Board update

Funder pitch

Program proposal

Sponsorship deck

Staff training

Annual report

WHERE DESIGN FITS WITH EVERYTHING ELSE

Most design requests are really content requests. Run the thinking through a Fixer first, then bring the output here — the design is better when the words are already right.

CANVA AND OTHER TOOLS

Connected Apps includes a Canva connection for teams that already work there. Page 36 covers the full integration list.



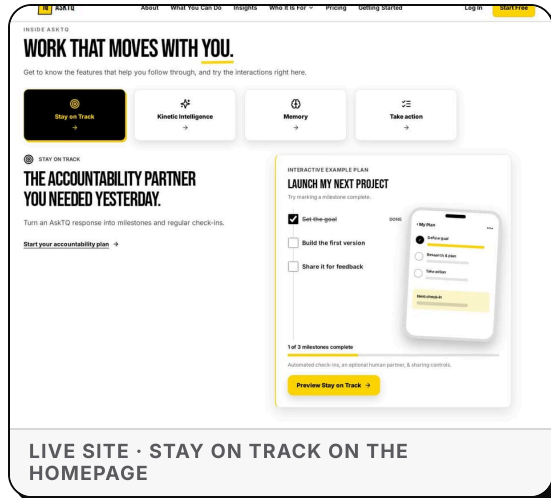
A DESIGN NOTE

The most common mistake in nonprofit design is too much on the page. One message, one action, enough white space that the eye knows where to land. The templates are built to make that the easy path.

 FOLLOW-THROUGH

STAY ON TRACK.

An accountability partner for the plan you just made.



Set a meaningful goal, recognize your progress, and adjust your next steps with support.

Follow-through is a structure problem rather than a character problem. Stay on Track turns a goal into milestones with dates, logs what you moved, and reminds you when a date is coming.

- 1 BRING A PLAN OR A GOAL**
Build one here, or choose “Keep me accountable” on any AskTQ response and the plan is built from it.
- 2 AGREE ON THE MILESTONES**
Review the dates before approving. Approving creates project tasks for new milestones and reuses ones that exist.
- 3 SAY WHAT THE NUMBER MEASURES**
Sponsor contacts, dollars raised, applications submitted — whatever indicates progress.
- 4 LOG WHAT YOU MOVED**
Short entries. What you completed or advanced, and what changed.
- 5 ADD A HUMAN PARTNER**
Your plan starts private; you choose what they see.

✓ ONE ACTIVE PLAN AT A TIME

Deliberately. Finish or archive the current one before starting another — which is the whole point.

👤 WHY THE HUMAN PARTNER IS OPTIONAL BUT BETTER

A reminder from software is easy to dismiss. A person who knows what you committed to is not. Invite someone once the plan is real.

📁 CONNECTS TO A PROJECT

Link the plan to a project and milestones become tasks in that workspace rather than a separate list.

🕒 REMINDERS THAT ARRIVE

Milestone reminders are sent on a schedule, so the plan does not depend on you remembering to open it.

🔒 STARTS PRIVATE

Nothing is shared until you share it. The owner controls which milestones a partner can see.

READING

INSIGHTS.

Useful thinking for people doing the work. Not a blog.

Six long-form articles that go deeper than any single answer can, each written for a decision you are likely to face rather than for search traffic. Every article ends with a way to apply the idea to your own situation immediately.

STRATEGY THAT GETS USED

Why most nonprofit strategic plans are never opened again, and what a usable one looks like instead.

BEFORE YOU BUY ANOTHER TOOL

A better way to make technology decisions, starting with the job rather than the product.

WHAT CAPACITY ACTUALLY MEANS

Organizational capacity, defined concretely enough to be assessed and built.

DECISIONS FROM DATA YOU ALREADY HAVE

Most organizations are not short on data. They are short on the step between data and a decision.

GOVERNANCE THAT MOVES THE WORK

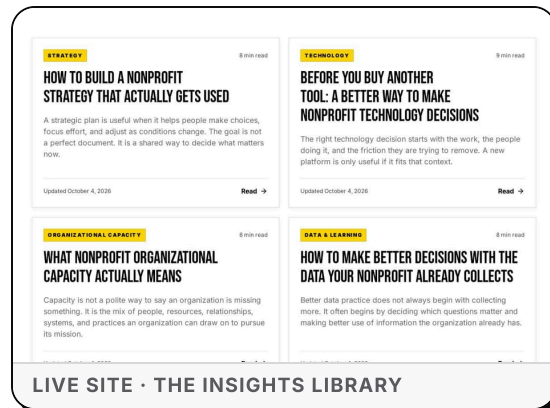
Board practice that makes the organization stronger between meetings, not just during them.

RESPONSIBLE AI STARTS WITH THE WORK

Using AI without losing the context and judgment that make the work good.

🔗 EACH ARTICLE HAS A DOOR OUT OF IT

At the end of every piece is a prompt to apply it — a Fixer or a question that turns the reading into a decision about your own organization.



🔗 WHY THIS EXISTS

Evidence should help the work, not bury it. These are the explanations worth having once rather than re-deriving in every conversation.

📄 TEMPLATE LIBRARY

Free nonprofit planning resources, available without an account. Starting points for the documents every organization needs.

📁 RESOURCE LIBRARY

A wider reference collection inside the platform, organized by the kind of work rather than by document type.

📞 SUPPORT CENTER

Forty-eight articles covering how the platform works, plus a support agent. Email asktq@tequionbrookins.com for anything the articles do not cover.

REFERENCE

TEMPLATES, RESOURCES AND SEO.

The reference material, including the parts that are free and require no account.



TEMPLATE LIBRARY

Free nonprofit planning resources. Open to anyone, no account needed — useful to send to a peer organization or a board member who needs a starting point rather than a subscription.



RESOURCE LIBRARY

The in-platform collection, organized by the work it supports: funding, governance, programs, operations and technology.



SEO RESOURCES

A practical reference on being findable. What actually moves search visibility for a small organization, each item with a completed illustrative example rather than an abstract instruction.



OPERATING SYSTEM LIBRARY

If your organization already runs on EOS, OKRs, a strategic workplan, grant workplans, a board and committee cadence, agile, or your own internal system — tell AskTQ which one. It attaches to the moments that already happen rather than asking you to adopt a new method.



START BY OUTCOME

Choose the result you want and get routed to the right tool. Useful when you know the destination but not the path.



WHAT SHOULD I DO FIRST?

For genuine stuckness. A few questions, then one next move — not a list of nineteen options.

ATTACH ASKTQ TO MOMENTS THAT ALREADY HAPPEN.

This is the single most useful idea in the Operating System Library. Adoption fails when a platform asks an organization to invent a new ritual. It succeeds when it slots into the weekly leadership meeting, the board cycle, the grant opportunity review, the quarterly planning session, and the decision-to-execution handoff that already exist.



SET UP HOW YOUR ORGANIZATION ACTUALLY OPERATES

The library lets you name your system and the recurring moments in it, so suggestions arrive in the rhythm your team already keeps.

 INTEGRATIONS

CONNECTED APPS.

Seventeen connections, so output lands where your team already works.

Connections are optional. AskTQ works fully without any of them — they exist so you are not downloading a file in one place and uploading it in another.

EMAIL

Gmail

Outlook Mail

Yahoo Mail

iCloud Mail

CALENDAR AND MEETINGS

Google Calendar

Outlook Calendar

Google Meet

FILES AND DOCUMENTS

Google Drive

Google Docs

Google Sheets

OneDrive

Box

COMMUNICATION AND DESIGN

Slack

Canva

WEB AND SOCIAL

Wix

LinkedIn

Facebook



CONNECT ONLY WHAT YOU USE

Each connection is granted individually and can be revoked from the Connected Apps page at any time.



THE ONE MOST PEOPLE WANT FIRST

Google Drive. Export straight from an output into the folder your team already shares.



WIX

For organizations whose site runs on Wix, there is a manager page for working with site content and contacts.



A PERMISSIONS NOTE

A connection can read and write only what you authorize when you grant it. Review what each one asks for, grant the narrowest thing that does the job, and revoke anything you stop using.

ELSEWHERE

ASKTQ IN OTHER TOOLS.

Two ways to use AskTQ without opening AskTQ.

CONNECT ASKTQ TO CLAUDE

VIP Strategy accounts can generate a connection token and attach AskTQ to Claude as a connector. Your Fixers, your projects and your organization context become available inside a Claude conversation — useful if that is already where you do your thinking and you want the AskTQ structure without switching windows.

The token is yours, generated on demand, and can be revoked. Treat it like a password.

ASKTQ ANYWHERE, BY EMAIL

An email beta is included on paid plans, with inbox activation pending. The intent is simple: forward a question or a document from your inbox and get the answer back there.

WHY THIS MATTERS FOR ADOPTION

The tools people actually use are the ones that do not require a new habit. Meeting someone in their inbox or in the assistant they already have open is usually more effective than asking them to remember a new tab.

PLAN REQUIREMENT

The Claude connector is a VIP Strategy capability. The email beta is included on paid plans.

REVOKE ANY TIME

Tokens are managed from your account. Generating a new one invalidates the old one.

YOUR DATA STAYS YOURS

A connector exposes your own workspace to a tool you control. It does not publish anything or make your work visible to other accounts.

WHAT A CONNECTOR IS, PLAINLY

A sanctioned doorway between two tools you already pay for. It is not a copy of your data sitting somewhere new, and it stops working the moment you revoke the token.

THE TOOLS PEOPLE ACTUALLY USE ARE THE ONES THAT DO NOT REQUIRE A NEW HABIT.

This is the whole argument for meeting people where they already work. Every rollout plan assumes staff will open a new tab; most staff will not, consistently, for longer than a fortnight. An answer that arrives in the inbox they already have open, or inside the assistant they already use, survives the third week. Part Five turns that observation into a rollout sequence.

IN THE FLOW

HELP IN THE MOMENT.

Small things built into the pages you are already on, rather than tools you have to go and find.

CONCIERGE

Describe where you are stuck and it recommends the next step and the Fixer that fits, rather than making you browse the library.

MAKE THIS BETTER

On any output. Choose how to refine it — sharper, shorter, more evidence, different audience — instead of rewriting the whole request.

BEFORE YOU SUBMIT

Paste what you are about to send, say what it is and when it goes out, and get the check you would have asked a colleague for.

EXPORT TO SOCIAL

Turn an output into a post: choose the platform, the post type and the tone, then adjust before it leaves.

MOMENTUM

A light record of what you have moved. Small wins add up, and the widget is there to make that visible rather than to gamify your work.

DAILY SIGNAL

A short scrollable prompt on the dashboard worth a minute of attention. Save the ones you want to come back to.

ATTACH ASKTQ TO MOMENTS THAT ALREADY HAPPEN

The Operating System Library publishes recurring workflows rather than asking you to invent a new ritual. Each one names what AskTQ does before, during and after a meeting your team already holds.

WEEKLY

Weekly leadership meeting. Prepare, clarify, capture and follow through without changing the meeting format.

MONTHLY

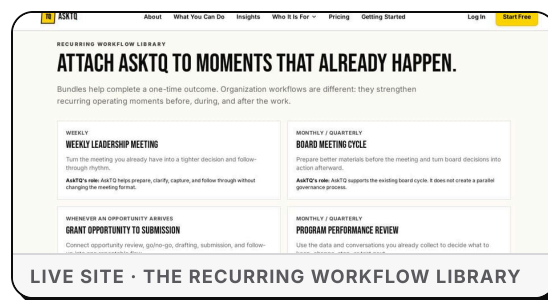
Board meeting cycle. Prepare materials and turn board decisions into action afterward.

WHEN IT ARRIVES

Grant opportunity to submission. Go/no-go, drafting, submission and follow-up in one repeatable flow.

QUARTERLY

Program performance review and **quarterly planning.** Decide what to keep, stop or test next.



05

TEAMS.

Adoption is a product, not an onboarding step. How to bring AskTQ to an organization so that people know when, why and how to use it.

Teams and organizations	p.39	The Adoption Center	p.40
The 30-day journey	p.41	Role-based use cases	p.42
The AskTQ Champion	p.44	Measuring adoption	p.45

INCLUDED WITH TEAM ACCESS

GIVE YOUR TEAM SHARED CAPACITY.

Most tools hand you logins and wish you luck. The Adoption Center runs the rollout with you, so a team, cohort, or group of grantees actually uses what you bought.

SETUP INTERVIEW

Fifteen minutes on why you are adopting AskTQ, who owns it, and what staff should never enter. You do not design the plan yourself.

YOUR ADOPTION PLAN

First workflows ranked, a 30-day rollout week by week, and what leadership should say to frame it.

RESPONSIBLE USE POLICY

Written in your language, ready to adopt, covering what gets human review and what never goes in.

ROLE-BASED ONBOARDING

Six use cases per role, so nobody wonders what they are supposed to use it for.

 ORGANIZATIONS

TEAMS AND ORGANIZATIONS.

Shared context, shared access, and a record of what the team is actually getting out of it.

An organization account is more than a pile of seats. The point is shared context: once your organization's profile, documents and operating system are set up, every person's answers are grounded in the same facts rather than in whatever each individual happened to type.

TEAM ACCESS	Add members, manage who has access to what, and keep work visible to the people who need it.
ORGANIZATION CONTEXT	Your mission, size, population served, programs and constraints, assembled once and applied to every workflow.
OPERATING SYSTEM	Name how your organization actually runs so AskTQ attaches to meetings and cycles you already hold.
USAGE REPORTS	Which tools the team uses, which categories dominate, and where adoption is thin.
IMPACT DASHBOARD	Readiness scores, recent strategies and revenue opportunities across the organization.
CLIENT REPORTS	For consultancies and capacity builders serving multiple organizations.



ISOLATION IS THE DEFAULT

Organization context is scoped to the organization. One organization's documents, answers and profile are not visible to another, and individual accounts are not pooled into a team without an explicit membership.

ASKTQ FOR TEAMS - COHORTS

HELP YOUR TEAM GET MORE DONE.

Bring AskTQ to a team, cohort, accelerator, fellowship, network, or client community. People can use AskTQ between meetings and sessions to make decisions, create work products, turn plans into tasks, and keep moving.

[LIVE SITE · ASKTQ FOR TEAMS AND COHORTS](#)


COHORTS AND PROGRAMS

Accelerators, funder-supported cohorts and associations can bring a group of organizations in together. Cohort Success covers turning a cohort from learning into action.

ADOPTION

THE ADOPTION CENTER.

The customer should never have to design their own implementation plan. AskTQ builds it for them.

INCLUDED WITH TEAM ACCESS
GIVE YOUR TEAM SHARED CAPACITY.
 Most tools hand you logins and wish you luck. The Adoption Center runs the rollout with you, so a team, cohort, or group of grantees actually uses what you bought.

SETUP INTERVIEW Fifteen minutes on why you are adopting AskTQ, who owns it, and what staff should never enter. You do not design the plan yourself.	YOUR ADOPTION PLAN First workflow ranked, a 30-day rollout week by week, and what leadership should say to frame it.
RESPONSIBLE USE POLICY Written in your language, ready to adopt, covering what gets human review and what never goes in.	ROLE-BASED UNDOING Six use cases per role, so nobody wonders what they are supposed to use it for.
CHAMPION SUPPORT The person running it internally gets the facilitator guide, workbook, and training materials.	ADOPTION SCORECARD Measures whether work got better, not whether people logged in. Built for reporting to a board or funder.

Funders and intermediaries can show adoption through completed work, repeat use, and measurable progress across the cohort.

LIVE SITE · WHAT TEAM ACCESS INCLUDES



BUILT INTO THE PLATFORM

Not a PDF you receive. A set of pages and guided sessions inside the product.

The biggest adoption problem is almost never “how do I use the technology?” It is “what am I supposed to use this for?”

The Adoption Center answers that question role by role, and sequences the rollout so an organization moves from “we bought access” to “our people know when and why to use this.” It runs in seven stages.

1

PREPARE

Readiness assessment and guardrails. Why you are adopting it, what problems you are solving, and what should never be entered.

2

PRIORITIZE

Identify the five to ten workflows AskTQ should help with first, chosen from work you already do.

3

LAUNCH

A 30 to 45 minute kickoff using your actual work, not a demo. Everyone completes one real task.

4

PRACTICE

Each person gets role-specific workflows rather than a generic prompt guide.

5

OPERATIONALIZE

Build AskTQ into existing processes and document what changes in your SOPs.

6

MEASURE

An adoption pulse and a scorecard built on outcomes rather than logins.

7

EXPAND

Introduce more only after the first behaviors stick.



WHAT AN ORGANIZATION IS ACTUALLY BUYING

Not seats. AskTQ plus implementation plus adoption infrastructure. The difference between giving a team access to AI and helping an organization turn it into usable capacity.

 ROLLOUT

THE 30-DAY JOURNEY.

One training session and hope is not a rollout. This is the structure that replaces it.

BEFORE LAUNCH

The week that determines whether the rest works.

- Complete the organizational readiness intake
- Name an executive sponsor who will actually attend
- Select an AskTQ administrator and champion
- Establish responsible-use expectations and what must never be entered
- Identify five to ten priority workflows from work you already do

WEEK 1 · LEARN

- 30 to 45 minute kickoff, led by leadership
- What AskTQ is and is not
- Live examples using your real work
- Responsible AI and data guidance
- Everyone completes one real task before they leave

WEEK 2 · APPLY

- Each person picks two or three recurring responsibilities
- Convert those into reusable workflows
- Introduce saved responses and templates
- Champion collects the questions people are too polite to ask

WEEK 3 · OPERATIONALIZE

- Identify repetitive organizational processes
- Turn them into AskTQ workflows
- Document what should change in existing SOPs
- Attach workflows to meetings that already happen

WEEK 4 · NORMALIZE

- Adoption pulse survey
- Usage reflection, by role
- Identify the champions who emerged on their own
- Leadership review, then the next 60-day plan

THE SMALL TOOLKIT, ON PURPOSE

Six documents, not a change-management binder: readiness assessment, responsible use policy, 30-day plan, role-based use case guide, workflow identification worksheet, and adoption scorecard. Enough to be credible without being burdensome.

BY ROLE

ROLE-BASED USE CASES.

Instead of a generic prompt guide, each person is told what they can do based on the job they actually hold.



EXECUTIVE DIRECTOR OR CEO

- Think through a decision before the board sees it
- Draft board communications
- Prepare for a difficult conversation
- Develop and pressure-test strategy
- Review funding opportunities
- Turn an idea into an implementation plan



DEVELOPMENT STAFF

- Grant readiness and funder fit
- Proposal development and narrative drafting
- Funder research preparation
- Case for support
- Stewardship communications
- Fundraising planning and sprints



PROGRAM STAFF

- Curriculum and program design
- Program planning and viability
- Evaluation tools and measures
- Participant communications
- Reporting to funders
- Improvement planning after a cycle



OPERATIONS AND FINANCE

- SOP development
- Workflow mapping
- Budget narratives
- Internal controls
- Policy drafting
- Process improvement



BOARD MEMBERS

- Meeting preparation
- Governance education
- The strategic questions worth asking
- Committee planning
- Policy review
- Reading the financials with confidence



MARKETING AND COMMUNICATIONS

- Content systems and calendars
- Campaign development
- Asset creation with the Brand Kit
- Story collection with consent
- Analytics interpretation
- Message framing under pressure



WHERE THIS LIVES IN THE PRODUCT

Role personalization is built in: choose your role and the platform surfaces the workflows that match it first. "What can AskTQ help me with?" is answered by role rather than by a tour.

BY ROLE

TWO MORE ROLES WORTH NAMING.

The people whose work AskTQ changes most, and who are usually left out of a rollout plan.



HR AND PEOPLE OPERATIONS

- Onboarding design and documentation
- Position descriptions and hiring processes
- Personnel data practices
- Employee FAQs and internal knowledge capture
- Performance conversation preparation
- Succession and single-point-of-failure risk



IT AND THE ACCIDENTAL IT PERSON

- Permissions and access review
- Backup verification
- Software inventory and spend
- A technology roadmap leadership can read
- Vendor evaluation before purchase
- Documentation of what breaks and who fixes it

TRAIN THE TRAINER

The Adoption Center includes material for the person who has to teach everyone else — which is rarely a trainer by profession. It is built so that someone with no instructional design background can run a credible session.

SESSION PLANS

Kickoff, role labs and practice sessions with timings and talking points.

LIVE EXAMPLES

Run on the organization's own work rather than on a demo account.

VIDEO SCRIPTS

Scripts for short how-to videos, so an organization can record its own in its own voice.

OBJECTION HANDLING

The three questions every room asks, and honest answers to them.



THE THREE QUESTIONS EVERY ROOM ASKS

"Is this going to replace my job?" "Where does what I type go?" "What happens when it is wrong?" Answer all three in the kickoff, before anyone has to raise a hand.

P THE CHAMPION

THE ASKTQ CHAMPION.

Every organizational account should name one. They do not need to be technical.

P THE JOB, IN SIX LINES

Encourage usage. Collect questions.
Identify new use cases. Share wins.
Notice barriers. Help normalize AskTQ as
part of everyday work.

The champion is the difference between a tool
an organization bought and a tool an
organization uses.

AskTQ coaches that person directly. There is a champion
experience that starts with one question — *how is
adoption going this week?* — and walks through what
actually matters:

P WHO TO PICK

Not the most technical person. The
person others already go to when they
are stuck and do not want to look foolish.

- Who is using it, and for what
- Who is not, and whether anyone has asked them why
- What people are struggling with
- Which successful use cases emerged that nobody planned
- What leadership should reinforce publicly
- What barrier needs removing before next week

Q WHY THIS WORKS

Adoption problems are almost always local and
specific: one team never got accounts, one manager
quietly told people not to bother, one workflow is
genuinely a bad fit. A champion finds those in week
two. A survey finds them in month six.

C GIVE THEM TIME, NOT A TITLE

An hour a week for the first
month. A champion with a
badge and no hours is a name
on a slide.

C HAVE THEM COLLECT THE QUIET QUESTIONS

The ones people will not ask in
a group. Those questions are
the training plan for month
two, and they are usually the
same four.

C LET THEM SAY WHAT IS NOT WORKING

A champion who can only
report wins stops reporting.
The barrier they name in week
three is worth more than the
win they name in week one.

MEASUREMENT

MEASURING ADOPTION.

Be careful about making usage frequency the primary success metric.

The stronger question is not “did people log in?” It is “did work become easier or better?”

Login counts are easy to collect and easy to game, and they tell a leadership team almost nothing about whether an investment worked. The adoption scorecard tracks what a board would actually want to know.

MEANINGFUL COMPLETION	Percentage of intended users who have completed at least one real task — not a tutorial.
WORKFLOWS IMPROVED	How many existing processes changed because of something AskTQ produced.
STAFF TIME SAVED	Estimated, by the people doing the work. Imperfect and still more useful than session counts.
ARTIFACTS CREATED	Documents, policies, plans and processes that now exist and did not before.
DECISIONS SUPPORTED	Decisions where AskTQ was part of how the organization reasoned.
CONFIDENCE	Staff-reported confidence using it, which predicts next quarter better than this quarter’s usage.
CAPACITY CHANGE	What the organization can now do that it could not before.



WHAT THE PLATFORM SHOWS YOU

Usage reports by tool and category, most-used Fixers, subscription breakdown and a platform health snapshot. The qualitative half of the scorecard comes from your pulse survey.



THE HONEST CAVEAT

Time saved is self-reported and should be labelled that way in any board report. Overstating it is the fastest way to lose credibility for the whole initiative.

Adoption at 30 days



MEASURE OUTCOMES, REPORT OUTCOMES

“Eleven of fourteen staff used it on real work, four processes changed, and the board packet now takes two hours instead of two days” is a result. “You logged in 17 times” is not.

06

PROGRAMS.

Ways to use AskTQ that are bigger than an individual account: a full organizational technology day, the Ask-a-thon, sponsorships, and nonprofit access.

Cyber Day	p.46	The agenda	p.47
The three signature activities	p.48	The Ask-a-thon	p.49
Sponsor a Fixer	p.50	Back the Doers	p.51

CYBER DAY BY ASKTQ

A DEDICATED TECH DAY TO HELP YOUR TEAM WORK SMARTER & ADOPT BETTER TOOLS.

Cyber Day gives your team a turnkey gameplan to strengthen digital habits, fix friction in everyday systems, explore new tools, and leave with clear actions to carry ideas forward.

[Apply to host an AskTQ Cyber Day →](#)

[Plan one yourself](#)

THE PROGRAM

CYBER DAY.

One dedicated day where a team strengthens how it uses data, technology, AI, and the knowledge currently living in one person's head.

It is not a cybersecurity seminar, and it is not a day of slides. People spend it working on your actual systems. By five o'clock the drive is cleaner, several things that wasted time have been fixed, and leadership has a report naming what the organization is actually struggling with.

LEARN	AI fundamentals, responsible use, security basics, data literacy, and the shortcuts nobody ever taught anyone.
CLEAN	Shared drives, file naming, duplicate records, CRM data, permissions, passwords, unused software, stale email groups.
EXPLORE	Permission to experiment. Test a tool, build a workflow, redesign a process. Nothing has to become permanent.
ASK	The Ask-a-thon. Teams put real organizational questions to AskTQ, including the ones nobody says out loud.
ACT	Findings become owners and dates. Quick wins, decisions, and a 30/60/90 plan.

MODULES, NOT CURRICULUM

Core: Data Hygiene, Digital Security, AI Literacy, Ask-a-thon. Optional: Automation, CRM Cleanup, Knowledge Management, Digital Accessibility, Process Mapping, Responsible AI, Technology Strategy, Collaboration Tools, Data Visualization, Personal Productivity, Customer Experience, Digital Communications. Pick four to six.

PICK 4 TO 6 MODULES.

Four are core. The rest depend on what is actually broken for you.

CORE

Data Hygiene Digital Security AI Literacy Ask-a-thon

OPTIONAL

Automation CRM Cleanup Knowledge Management Digital Accessibility Process Mapping Responsible AI Technology Strategy

Collaboration Tools Data Visualization Personal Productivity Customer Experience Digital Communications

LIVE SITE · PICK FOUR TO SIX MODULES



TWO FIXERS RUN IT

Cyber Day Planner builds the program. Cyber Day Findings turns what the day surfaced into a leadership report.



THERE IS A KIT

A physical toolkit is available for organizations that want the day to feel like an event: scorecards, certificates, prompts and materials in a branded box.

 FORMAT

THE AGENDA.

A full day, with shorter formats for organizations that cannot stop operating.

TIME	SEGMENT
9:00	Kickoff from leadership. Twenty minutes, in person. This is not optional — if leadership does not show up, neither will anyone else next year.
9:30	Learning session: AI and technology basics
10:15	Digital Hygiene Sprint
11:00	Role-based labs
12:00	Lunch and technology trivia
1:00	The Ask-a-thon
2:15	Process Improvement Challenge
3:15	Team Solutions Lab
4:00	Show and tell
4:30	Awards and commitments
4:45	30-day action planning

 HALF DAY

Kickoff, one learning session, Digital Hygiene Sprint, Ask-a-thon, commitments.

 TWO HOURS

Kickoff, Friction Hunt, Ask-a-thon, commitments. Skip the cleanup and say so out loud — a rushed cleanup makes a worse mess than no cleanup.

 CYBER WEEK

One 90-minute block per day, one phase per day. Best for organizations that cannot stop operations for a full day.

 ASYNCHRONOUS

The checklist plus the Friction Hunt, with one live hour for the Ask-a-thon.

 ROLE-BASED LABS

Leadership technology priorities, risk, dashboards, AI governance. **Finance** workflow automation, file security, approval chains. **HR** onboarding, personnel data, knowledge capture. **Programs** outcome data, documentation, participant tracking.

 CONTINUED

Development donor database cleanup, grant workflow, prospect research. **Marketing** content systems, asset management, analytics. **Operations** SOPs, recurring tasks, integrations. **IT** permissions, backups, software inventory. **Board** governance technology and dashboard literacy.

⚡ ACTIVITIES

THE THREE SIGNATURE ACTIVITIES.

If you only run three things, run these.

🔍 1 · THE FRICTION HUNT

Every person answers six prompts. This is the highest-value hour of the day, and the one most likely to be cut for time. Do not cut it.

- ☐ One thing I do that takes too long
- ☐ One thing I do manually that should not be manual
- ☐ One thing I frequently have to ask someone else for
- ☐ One thing I never know where to find
- ☐ One report or form I do not understand the purpose of
- ☐ One piece of data I wish we had

Then: AskTQ turns the answers into possible solutions, and the patterns across them become the Friction Report for leadership.

📋 2 · KILL, KEEP, CREATE

Each department picks one thing to stop doing, one to protect, and one to build. Force a decision, not a list. Every choice needs a named reason, and the kill is the one people will try to skip.

🗣️ 3 · THE ASK-A-THON

Four categories, so people who do not consider themselves technical can still take part fully. The next page covers it in detail.

[Ask About Our Work](#)
[Ask About Our Systems](#)
[Ask About Our Data](#)
[Ask What Is Possible](#)

WHY LEADERSHIP SAYS YES

**THE DAY ENDS WITH A REPORT,
NOT A WALL OF STICKY NOTES.**

Every Other Day, Leadership Receives a Friction Report that tells them what they

LIVE SITE · WHAT LEADERSHIP RECEIVES

SIGNATURE ACTIVITIES

The Friction Hunt

Everyone names what takes too long, what should not be manual, what they always have to ask someone else for, and what they can never find.

✓ SCORING, LIGHTLY

Points for completing the security session, cleaning 25 files, finding duplicates, identifying a repetitive task, teaching a coworker a shortcut, redesigning a process, documenting a workflow, and submitting an idea that saves time or money. The point is participation, not competition.

 THE CENTERPIECE

THE ASK-A-THON.

Teams put real organizational questions to AskTQ — including the ones nobody says out loud.

The Ask-a-thon can run inside a Cyber Day or on its own as a 90-minute session. There is a dedicated page for it, and AskTQ will tell you honestly whether it fits your team's capacity, stage and needs before you bring everyone into a room.

STARTER QUESTIONS THAT ALWAYS PRODUCE SOMETHING

-  What do we repeat every month that could be automated?
-  What information does our team constantly have to hunt for?
-  What would make onboarding easier for the next person we hire?
-  What reports do we make but rarely use?
-  What data do we collect but never learn from?
-  What institutional knowledge lives only in one person's head?
-  If we rebuilt this process today, what would we change?



WHY FOUR CATEGORIES

Because “ask it anything” produces silence. Naming four kinds of question gives the person who does not consider themselves technical an obvious place to start.



ASK ABOUT OUR WORK

Programs, participants, services, outcomes. Open to everyone regardless of role.



ASK ABOUT OUR SYSTEMS

Processes, technology, reporting, workflow. Where most of the quick wins come from.



ASK ABOUT OUR DATA

What we know, what we do not, and what we should be measuring.



ASK WHAT IS POSSIBLE

Future-facing. The questions nobody has permission to ask on a normal Tuesday.

© THE ASK-A-THON

DON'T RSVP YET. ASK FIRST.

USE ASKTQ TO TALK YOURSELF INTO IT.

The Ask-a-thon is a working session where teams use AskTQ on real questions. Before you decide whether to come, use your three free questions to work out what you need.

LIVE SITE · THE ASK-A-THON



THE ONE THING THAT DETERMINES WHETHER ANY OF THIS WORKS

Staff who see nothing happen afterward will not take part next year. Pick three quick wins and finish them within 30 days, then tell everyone they are done. That is the entire retention strategy.

 SPONSORSHIP

SPONSOR A FIXER.

Support the strength that is already there.

PHILANTHROPIC SPONSORSHIP

BACK THE PEOPLE ALREADY DOING THE WORK.

Nonprofit practitioners, founders, grant writers, and community leaders are already solving hard problems with limited time and small teams. A Fixer gives them practical support at the moment they need it.

Sponsoring a Fixer helps more people get from question to action without waiting for a consultant, a training, or the next funding cycle.

WHAT YOUR SUPPORT DOES

IT PUTS USEFUL CAPACITY DIRECTLY INTO SOMEONE'S HANDS.

A stronger proposal. A clearer board decision. A better program design. A next move someone can actually use.

LIVE SITE · SPONSOR A FIXER

Small moments can change the quality of the work.

Sponsorship funds access for organizations and people who cannot carry a subscription but are doing work that matters. A sponsor chooses where they want to add capacity, and the organizations receiving it get the full tool rather than a trial.



CHOOSE WHERE CAPACITY GOES

Sponsors pick the kind of support they want to fund rather than giving to a general pool.



FOR FUNDERS

A concrete, low-overhead way to support grantee capacity that does not require a new program or a reporting burden.



FOR COMPANIES

A corporate giving option tied to something measurable: named organizations receiving named capability.



FOR INDIVIDUALS

Sponsor at a level you can sustain. The platform handles matching and access.



FOR ORGANIZATIONS RECEIVING IT

Apply through the platform. Sponsorship is access, not a downgraded version.



AFFILIATE PARTNERS

There is also an affiliate program for people who already recommend AskTQ to their networks, with a dashboard, assets and terms. Sign up from the footer.



MARKETPLACE PARTNERS

Vetted service providers can be listed in the AskTQ marketplace, which is the first place vendor recommendations look. Partner listings are reviewed before they appear.

 COMMUNITY

BACK THE DOERS, AND OTHER WAYS IN.

The people carrying the work deserve support around them.

Back the Doers is a partnership with MFCF supporting the people doing the work directly, rather than only the organizations around them. AskTQ and MFCF support Doers in different ways, and there are several levels of participation — from sponsoring access to backing a Doer directly.

OTHER PROGRAM ROUTES

NONPROFIT ACCESS	Reduced-cost and sponsored access for organizations that qualify, applied for through the platform rather than negotiated.
COHORT SUPPORT	Accelerators, funder cohorts and associations bringing a group of organizations through together. Cohort Success covers moving a cohort from learning to action.
FREE CONSULTATION	A direct conversation about whether AskTQ fits what you are trying to do, and what else might.
CAREERS	Roles and a career onboarding path for people joining the work.
COMMUNITY	A space for people using AskTQ to compare notes on what is working.

🚩 THE ROADMAP IS PARTLY PUBLIC

What is being built, what is in progress and what is coming next is published rather than hinted at, and organizations can vote on what gets built first.

FREE CONSULTATION

If you are unsure whether to spend \$29, book the consultation instead of guessing. An honest no saves everyone time.

ROADMAP

What is being built, what is in progress, and what is coming soon. Public, and updated as things ship.

STAY CONNECTED

A newsletter with a weekly tip. Six weeks of substance, then ongoing. Unsubscribe is one click and nobody chases you.

07

EXAMPLES.

Four realistic runs, from the first sentence someone typed to the thing they walked away with. None of these are staged outcomes — they are the shape the work takes.

A grant decision	p.52	A board packet	p.53
A broken website	p.54	An event with nine days	p.55

 BUILT ON REAL EXPERIENCE

BUILT FROM REAL WORK, NOT HYPOTHETICAL ADVICE.

AskTQ is designed from real consulting and practitioner experience across strategy, nonprofit operations, fundraising, business development, governance, finance, technology, and social impact. The goal is practical: help you get from a complicated situation to work you can actually use.

EXAMPLE ONE

A GRANT DECISION.

The situation: a \$75,000 federal opportunity, nineteen days to the deadline, and a staff of three.

WHAT SHE TYPED

"There is a federal opportunity for \$75K due in 19 days. We are a \$240K youth org in Flint, three staff, never had a federal grant. My board chair thinks we should go for it. I think it will eat the rest of our year. Help me decide."

TOTAL TIME

Under ninety minutes, including reading. The alternative was two weeks of drafting and a likely decline.

1 FUNDER FIT ANALYZER

She pasted the opportunity link. It read the page and reported where she matched, where she did not, and flagged two requirements she had missed: a federal audit threshold and a match requirement.

2 CAPACITY REALITY CHECK

Three staff, nineteen days, and an existing program cycle. The output put a number on what applying would cost in staff hours and what would not get done.

3 DECISION BRIEF GENERATOR

Both analyses became a one-page brief: the decision, three options, the tradeoff in each, and a recommendation she could hand to her board chair.

4 THE OUTCOME

She did not apply. She used the brief to show the board why, and the same brief to identify two foundation opportunities that fit without the match requirement.

✓ THE PART THAT MATTERED

Not the writing. The permission to say no, in a form her board would accept.

FIXERS USED

Funder Fit Analyzer · Capacity Reality Check · Decision Brief Generator · Funding Match

A DECLINE YOU AVOIDED IS WORTH MORE THAN A PROPOSAL YOU RUSHED.

WHAT SHE DID NEXT

Put the two foundation opportunities into a project with the guidelines attached, and set a Stay on Track plan with the earlier of the two deadlines as the final milestone.

WHAT SHE WOULD DO DIFFERENTLY

Run Funding Match first. Both foundation opportunities had been open for weeks; she found them only because the federal one forced her to look.

THE REUSABLE PART

The decision brief format. Her board now expects one for anything over \$25,000, which has made three later decisions faster.

 EXAMPLE TWO

A BOARD PACKET.

The situation: a board that has gone quiet, and a meeting in six days.



WHAT HE TYPED

"My board has stopped engaging. They receive reports and say nothing. Next meeting is in six days and I want to actually get a decision out of them about whether we open a second site."



FIXERS USED

Board Decision Center · Cash + Runway Decision Tool · What Am I Missing? · Branded Presentation Builder

1

THE DIAGNOSIS FIRST

AskTQ pointed at the structural issue before the content one: a board that only receives reports becomes a board that only receives reports. It needed one real decision on the agenda.

2

BOARD DECISION CENTER

Built the packet: the question stated plainly, the context, three options with tradeoffs, the financial picture, and draft motion language.

3

CASH + RUNWAY DECISION TOOL

Produced the financial section in terms a board can discuss — months of reserve, what the second site changes, and the trigger point at which it becomes unwise.

4

WHAT AM I MISSING?

He pasted his own packet back in. It surfaced two objections he had not prepared for, including the one his treasurer actually raised.

5

SENT FIVE DAYS AHEAD

Not the night before. A board cannot think and read at the same time.



THE OUTCOME

The board made a decision — a conditional yes with a six-month trigger. He has used the same packet structure for every meeting since.



MATERIALS FIVE DAYS AHEAD

The single highest-return change to any board meeting, and it costs nothing.



ONE REAL DECISION PER AGENDA

Boards engage with decisions. They do not engage with updates.



MONEY IN PLAIN TERMS

"We have 4.5 months of operating reserve" lands harder than a balance sheet nobody reads.

Q EXAMPLE THREE

A BROKEN WEBSITE.

The situation: donations down, no idea why, no budget for a developer.



WHAT SHE TYPED

"Online giving is down about 40% from last year and nothing changed that I know of. Here is our site. I cannot afford a web person." — with the URL pasted in.



FIXERS USED

Website Fix + Update Generator · Fix My Tech Problem · SEO Resources

1

ASKTQ READ THE SITE

Link scanning pulled the actual page rather than guessing from the domain. The answer was specific to what was on it.

2

WHAT IT FOUND

The donate button sat below the fold on mobile. Impact was described rather than counted. Fourteen images had no alt text. Three pages had four competing calls to action each.

3

WEBSITE FIX + UPDATE GENERATOR

Turned the findings into changes in priority order, with the two that mattered most at the top and the ones she could ignore marked as optional.

4

SHE FIXED FOUR THINGS

In about an hour, in her own site builder, with no developer. The donate button moved, the impact numbers went in, alt text was added, and each page got one action.



COST

One free-plan question, then a Builder subscription she started that week because she wanted the rest of it.

YOUR WEBSITE IS COSTING YOU DONATIONS IN FOUR PREDICTABLE PLACES.



THE FOUR

Donate button below the fold. Impact described rather than counted. No alt text. No clear single action per page.



THE HONEST PART OF THE ANSWER

AskTQ also told her that a 40% drop was unlikely to be entirely a website problem, and suggested checking whether a recurring donor cohort had lapsed. It had. Two of them.



WHY LINK SCANNING MATTERED

Without the page, the answer would have been generic. With it, it named her actual pages.



THE LAPSED DONORS

Two recurring gifts failed on expired cards and nobody noticed. That is an operations problem.



WHAT SHE CHECKS NOW

The donation page on a phone, once a quarter.

EXAMPLE FOUR

AN EVENT WITH NINE DAYS.

The situation: a sponsor confirmed, a venue booked, and nobody had planned the actual event.



WHAT HE TYPED

"We have a community breakfast in nine days. 120 people, church hall, \$4,000, one sponsor already confirmed. I have a date and a room and that is it."



FIXERS USED

Event Architect · Sponsorship Package Builder · Graphic Design Studio · Stay on Track

1

EVENT ARCHITECT ASKED FOUR QUESTIONS

What the breakfast is for, who is coming, what he is working with, and what success looks like to the board. He answered in plain sentences.

2

IT BUILT THE PLAN

Program design, run of show, a \$4,000 budget that balanced, a vendor matrix with named local caterers and AV providers in his price range, signage and print list, staffing roles, and a risk checklist.

3

SPONSORSHIP PACKAGE BUILDER

Because one confirmed sponsor meant a second was possible in nine days. Tiers built around audience access, with a deadline tied to the print run.

4

GRAPHIC DESIGN STUDIO

The event announcement and a sponsor thank-you card, both carrying his organization's logo and colors from the Brand Kit.

5

STAY ON TRACK

The run of show became a plan with milestones and dates. His program coordinator was added as the accountability partner.



THE OUTCOME

The breakfast happened. A second sponsor came in at \$1,500 on day six. The vendor matrix is the part he still uses — he has run three events off the same provider list.



WHAT ALL FOUR EXAMPLES HAVE IN COMMON

Nobody typed a well-formed prompt. They described a mess, in their own words, with the real numbers and the real constraint. That is the whole technique.

08

USE IT WELL.

Where AskTQ adds value, where it does not, what to be careful with, and how to start in fifteen minutes. The part most product guides leave out.

Responsible use	p.56	Where judgment matters	p.57
Privacy and your data	p.58	Plans and pricing	p.59
Start in 15 minutes	p.60		

CHOOSE BY HOW YOU WORK

THREE PLANS. ONE SIMPLE DECISION.

Free is for occasional help. Builder is for regular work. VIP is for high-volume work and advanced tools.

main content

⚡

ASKTQ

\$0 forever

YOUR PLAN

START HERE

⚡

\$29 /month

Your regular strategy and execution

REGULAR USE

BUILT FOR REGULAR USE

⚡

\$99 /month

MAXIMUM ACCESS

⚡

Log In

Start

About What You Can Do Insights Who It Is For Pricing Getting Started

 GUARDRAILS

RESPONSIBLE USE.

The rules worth writing down before a team starts, not after something goes wrong.

NEVER ENTER

Personally identifying participant records. Protected health information. Social security or government ID numbers. Payment card or bank account numbers. Anything covered by a confidentiality agreement you have not read recently.

BE CAREFUL WITH

Draft personnel decisions, unreleased financials, legal strategy, and anything about a named individual who has not consented. Describe the situation without the identifying detail.

ALWAYS VERIFY

Numbers, deadlines, citations, legal and tax statements, and any vendor detail you are about to act on. AskTQ will tell you when it is uncertain — take that seriously.

DISCLOSE WHERE IT MATTERS

Some funders and some clients expect to know when AI was part of producing a document. Ask rather than assume, and write your own policy before someone asks you for it.

KEEP A HUMAN IN THE LOOP

Anything going to a funder, a board, a participant or the public gets read by a person who knows the work before it leaves. Every time.

WRITE THE POLICY

The Adoption Center includes a responsible use policy template. Fifteen minutes to adapt, and it settles the question for everyone at once.

RESPONSIBLE AI FOR NONPROFITS STARTS WITH THE WORK, NOT THE HYPE.

The practical version of responsible use is not a philosophy statement. It is four lines in a staff handbook saying what goes in, what does not, who reviews what, and who to ask when it is unclear. Organizations that write those four lines have almost no incidents. Organizations that intend to write them have the incidents.

THERE IS A PAGE FOR THIS

Responsible Technology covers the platform's own position, and Compliance and Governance cover the organizational side.

LIMITS

WHERE JUDGMENT MATTERS.

The honest list of what AskTQ is not good at, and what to do instead.

LEGAL, TAX AND ACCOUNTING

Entity structure, compliance obligations, employment law and tax treatment. AskTQ prepares you for the conversation and makes it cheaper. It is not a lawyer or an accountant, and says so in the output.

YOUR COMMUNITY

AskTQ has never met the people you serve. It can structure a listening process; it cannot tell you what your community wants. Where an answer depends on that, it should ask you rather than assume.

LOCAL POLITICAL REALITY

Which council member will back this, which funder is quietly restructuring, which partnership is already strained. You know this. Tell it.

CLINICAL AND SAFETY MATTERS

Anything touching participant safety, mental health, mandatory reporting or crisis response belongs with a qualified professional and your own protocols.

FINAL NUMBERS

It will build a budget structure and a narrative. The numbers in the submitted version should be confirmed by whoever owns your books.

RELATIONSHIPS

The call to a funder, the difficult conversation with a staff member, the apology to a partner. AskTQ can help you prepare. It cannot be in the room, and should not try to write what you feel.



WHEN THE ANSWER IS TOO GENERAL

Say so, and add the constraint you left out. Generic answers are almost always a missing-context problem rather than a limit of the tool.



WHEN IT IS CONFIDENTLY WRONG

It happens. Push back, ask for the reasoning, and ask what it is uncertain about. Then use the thumbs-down so it gets fixed.



WHEN IT IS THE WRONG TOOL

Some problems need a person, a lawyer, or a week of thinking. A good answer sometimes is "do not use software for this."



THE STANDARD THE OUTPUT IS HELD TO

Natural language rather than filler. Named frameworks and cited sources where they are relevant. Human-centered design. Best practice matched to the category of work rather than generic advice. It should read like a professional consultation, and where it does not, that is a bug worth reporting.

 YOUR DATA

PRIVACY AND YOUR DATA.

What is stored, who can see it, and what you control.

YOUR WORK IS YOURS

Questions, answers, files and projects belong to your account. They are not shared with other users and are not published anywhere.

ORGANIZATION ISOLATION

Organization context, documents and answers are scoped to that organization. One organization's material is not visible to another.

SHARING IS EXPLICIT

A shared view or an accountability partner sees only what you share, and sharing can be withdrawn.

CONNECTIONS ARE SCOPED

A connected app can reach only what you authorized, and can be revoked from Connected Apps at any time.

FILES CAN BE DELETED

Remove a file from the library and it stops being available to future questions.

TOKENS ARE REVOCABLE

The Claude connector token can be regenerated, which invalidates the previous one.

**READ THE ACTUAL POLICY**

This page is a plain-language summary, not the agreement. The Privacy page and the Terms are the binding documents, and the Compliance page covers the organizational questions a board or a funder is likely to ask.

**THE QUESTION EVERY TEAM ASKS**

"Where does what I type go?" Answer it in your kickoff with your own policy in hand. A vague answer is what creates shadow usage.

**SHADOW USAGE IS THE REAL RISK**

Staff using a consumer AI tool on a personal account with organizational data, because nobody told them what was allowed. A clear policy and a sanctioned tool reduce that more than a ban does.

**SECURITY BASICS FOR THE TEAM**

Password manager, two-factor on email and finance, reviewed permissions, and a backup someone has actually tested. Cyber Day exists partly to force those four.

 PRICING

PLANS AND PRICING.

Three plans. The free one is genuinely usable and does not expire.

	FREE · \$0 FOREVER	BUILDER · \$29/MO	VIP STRATEGY · \$99/MO
Questions each month	3	50	Unlimited
Response depth	Quick answers and limited drafting	Full strategy and execution	Full, plus advanced workflows
Fixers	3 Starter Fixers	Full library except VIP-only	All 67, including the five VIP-only
Projects	1 active	Up to 10 active	Unlimited
File uploads	3 each month	50 each month, multi-file workflows	200 each month
Branding on exports	AskTQ branding	Your logo and colors	Fully white-label
Design and decks	—	Graphic Design Studio and Branded Presentation Builder	Both, plus premium templates and advanced exports
Adoption Center	—	Essentials	Full
Claude connector	—	—	Included
SMS texting	Not available	Not available	Planned



START FREE, NO CARD

Three questions a month, forever, and three Starter Fixers. Enough to find out whether this is useful to you.



THE 60-DAY VIP TRIAL

Builder customers who have asked a question can receive a complimentary 60-day upgrade to VIP Strategy, so the top tier is something you try rather than something you gamble on.



FOR CONTEXT

\$29 is less than one hour of most consultants' time, and it covers a month. That comparison is the whole pricing argument.



WHEN BUILDER STOPS BEING ENOUGH

You are mid-grant-season and burn all three questions in a week. You want the full library rather than the starters. You need projects to hold files, answers and tasks together. You want answers that reflect your own documents.

🕒 GETTING STARTED

START IN FIFTEEN MINUTES.

Not a tour. Four things that make everything afterward better.

1

MINUTES 1 TO 4 • SET UP HOW YOU WORK

Tell it how you want thinking delivered and what loses you. If you have an assessment report, upload it. Everything AskTQ produces afterward is shaped by this.

2

MINUTES 5 TO 8 • SET THE BRAND KIT

Logo, colors, organization name. Four minutes now means every export afterward is yours rather than generic. Paid plans.

3

MINUTES 9 TO 12 • UPLOAD FOUR FILES

Your most recent funded proposal, your current budget, your strategic plan, and one funder's guidelines. These four improve almost every answer.

4

MINUTES 13 TO 15 • ASK ONE REAL QUESTION

Not a test question. The thing actually bothering you this week, described in your own words with the real numbers and the real constraint.

**THEN DO THE ONE THING MOST PEOPLE SKIP**

Save the answer, with a title you will recognize in four months, attached to a project. Six months of saved answers is worth more than any single one of them.

**DAY TWO**

Run What Am I Missing? on a plan you already believe in. It is the fastest honest test of whether this adds anything.

**WEEK ONE**

Create a Stay on Track plan from one answer, and add a human partner.

**BRINGING A TEAM**

Start with the Adoption Center rather than with accounts. The rollout sequence is the product.

**STUCK AT ANY POINT**

What Should I Do First? answers in a few questions. Or email asktq@tequionbrookins.com.

BRING THE THING THAT HAS BEEN BOTHERING YOU SINCE TUESDAY.

Not a test question. Not something you already know the answer to. The decision you have been circling, the document you have been avoiding, the problem you keep moving to next week's list. That is the only honest way to find out whether this is useful to you, and it takes one of the three questions you get free every month.

**IF THE ANSWER IS NOT GOOD**

Say so and add what you left out — the budget, the audience, the constraint, the thing you already tried. The second answer is usually the one worth keeping, and that is true of consultants too.



ASK MORE, GET MORE DONE.

The strategic work platform for people doing mission-driven work.

Three questions a month, free, forever. No card. Bring the thing that has been bothering you since Tuesday.



START HERE

asktq.base44.app



QUESTIONS

asktq@tequionbrookins.com