

## PUBLIC INTEREST TECHNOLOGY

# Program Checklist: Use two weeks into your program

Our intention is to help you identify ways to set a clear strategy, transfer cash quickly, and responsibly manage personal information from vulnerable individuals. After two weeks of putting your program in place, use this checklist to make sure you're covering all your bases.

## Aligning around a clear vision

- Do you know how eligible individuals manage money (what banking services can they access and which ones are inaccessible)?
- What are your goals and priorities for the program?
- Who owns the work and is on the core team?

## Determining your funding strategy

- Where will the funding come from? (Public or Private?)
  - Do you fully understand the pros and cons of each?
- How much money are you raising for the cash transfer fund?
- Will you hold the money or identify another organization to hold the funds?

## Selecting partners

- Who are your partners in distributing these funds?
- Will you release cash payments or will you regrant to partner organizations and ask them to release cash payments?

## Implementing your program

- Have you decided on an open or closed application, and have you weighed the pros and cons?
- Have you set eligibility criteria?
- How will you verify your eligibility criteria?
- Do you have an outreach strategy?
- How will you manage expectations?
- How will you keep records and ensure that you use privacy best practices?
- What technology are you using for:
  - Managing intake and applications?
  - Communicating with applicants and recipients?
  - Distributing payments?
  - Maintaining records?
- Do you have a CRM that can handle a large volume of data?
- How much money will you give out to recipients?
- How will you choose recipients quickly and fairly?

## Managing the program

- How will you standardize data collection?
- Are there opportunities to automate administrative tasks? What are they and how will you take advantage of them?
- What is the best way for you and your key stakeholders (including any CBOs that you're partnering with) to stay in sync?
- What tools are you using to communicate?
- Do you have a way to reflect on how you are doing, and make changes if you need to?
- Is everything working well or do you need to fix your communication methods?
- Do you have a process for managing intake?
- What are your rules around record retention or purging?
- Do your tools integrate so that you can use them together?

## Distributing payments

- Do you have a way to distribute your funds that meets the needs of your recipients?
- Will you distribute in person or not?
- Will you provide one-time payments or recurring payments?
- How will you communicate with applicants and recipients throughout the process?
- Will you use a payment manager?
- How will you offer customer service?

## Questions to consider asking a lawyer or financial advisor

- Are there any legal or financial implications for mixing public and private funds?
  - Should you keep them separate?
- How should our organization maintain records of cash delivery for auditing and reporting purposes?
  - What information must we collect about the recipient for reporting purposes?
  - Is there a time period for maintaining records?
  - Are there rules for purging records that we need to follow?
- Does offering cash assistance ever create a tax burden for the recipient?
  - Is this considered emergency aid from a legal standpoint?
- Does offering cash assistance risk making a recipient ineligible for certain public benefits?
- What considerations should we keep in mind when offering cash assistance to immigrants?