



Ready Rating: Overview, Plan, And Response To Anne

Overview, plan, and recommended answer for Anne's Ready Rating request.

Prepared: 2026-06-05

Audience: Jeff Franzen / CPEP transition stakeholders

Source handling: This brief uses sanitized CPEP transition notes, Ready Rating handoff notes, vendor/contract summaries, OneSource extracts, and public Ready Rating / Chamber context. It intentionally excludes raw non-program discussion.

Recommended posture: approve a two-week evidence sprint before any final sustain, optimize, sunset, or Visa pitch decision.

Executive Read

Ready Rating is the Red Cross organizational preparedness lane inside the broader Community Preparedness Education Program family. It is distinct from Be Red Cross Ready: Be Red Cross Ready is the flexible public education / presentation lane, while Ready Rating is a free web-based readiness assessment, planning, and resource platform for businesses and organizations.

The strategic issue is not that Ready Rating lacks mission fit. The issue is that the program is under-instrumented and under-owned. It has a credible preparedness purpose, a live platform, a vendor support lane, a Chamber Foundation / Readiness for Resiliency connection, and donor relevance for small-business resilience. But the current evidence base is not yet strong enough to support a confident donor pitch, a sustainability decision, or a claim that engagement equals measurable preparedness improvement.

My answer to Anne would be:

Do not decide sustain-versus-sunset, and do not pitch Ready Rating as proven impact, from the current anecdotal data. Approve a two-week Ready Rating evidence sprint. In that sprint, we will define the program, pull vendor/platform analytics, reconcile CAP/reporting references, separate donor-safe metrics from internal-only data, clarify owners, and produce a Visa-ready recommendation with explicit caveats. The preliminary posture is "optimize" if Golamac can provide aggregate analytics and partner-link attribution without heavy custom cost. If the data is weaker, frame Visa as a measurement-improvement and adoption pilot, not as a proven impact engine.

The Simple Expert Explanation

Ready Rating helps organizations assess and improve readiness before disasters. A participating organization can join as a Ready Rating member, complete a self-assessment, receive a score and next-steps report, use emergency action planning resources, and return over time to update preparedness work.

The program is best understood as a structured organizational readiness pathway:

1. Recruit or refer an organization.
2. Register the organization as a Ready Rating member.
3. Encourage assessment use.
4. Provide the next-steps report and emergency planning resources.
5. Support continued action, reassessment, and resource use.
6. Report aggregate adoption and activity while protecting member privacy.

The current challenge is that the pathway is only partially visible in the reporting. Presentation attendance, partner sign-ups, engagement counts, assessment use, scores, active membership, and resource usage are different things. They should not be collapsed into one impact claim.

What Anne Is Really Asking

Anne's request is not only "what is Ready Rating?" It is a decision-support request. She needs Jeff to become conversant enough to advise on whether Ready Rating should be optimized, sustained, pitched, or allowed to drift.

The implied questions are:

- What is Ready Rating actually capable of?
- What data exists today?
- What data can be shared safely with a donor?
- Can Visa be approached now, or should the ask be staged?
- Who owns program strategy, vendor/platform support, analytics, donor reporting, OneSource materials, and field execution?
- Is Ready Rating a strong community mobilization asset, or an elective platform with weak evidence?

The right answer is an evidence sprint, not an immediate verdict.

Key Insights

1. Ready Rating is strategically plausible, but not yet decision-ready

Ready Rating fits a real Red Cross preparedness lane: organizational resilience and business continuity. It can speak to employers, schools, nonprofits, houses of worship, small businesses, and other organizations that need emergency planning. That audience is different from the household preparedness audience served by Be Red Cross Ready.

The strategic upside is real, especially because Ready Rating connects naturally to business resilience, community continuity, corporate partners, and the U.S. Chamber Foundation Readiness for Resiliency pathway. The weakness is not the concept. The weakness is the operating and measurement layer.

2. Scores are tempting, but dangerous

Assessment scores may be useful for an organization that is managing its own preparedness journey. They are much less safe as donor-facing impact metrics. Users may experiment with the assessment, compare hypothetical scenarios, or change inputs to understand the system. An average score does not automatically mean preparedness improved, and organization-level scores should be treated as sensitive.

Use scores internally with care. Do not make scores the headline donor metric unless the source, denominator, and privacy rules are fully understood.

3. "Engagement" must be defined before it is used

Engagement could mean logging in, reading an article, using an emergency action planning tool, starting an assessment, completing an assessment, watching a help video, or returning after a presentation. Those actions have very different meaning.

Before any donor deck uses engagement, define it in plain language and map it to a source system.

4. The vendor is not a side issue; it is central

Ready Rating has an active Golamac platform/support dependency. Current source summaries show a proposed FY27-FY28 support period from July 1, 2026 through June 30, 2028, a proposed monthly fee of \$5,000, and a \$120,000 total for that two-year window. The vendor lane includes hosting, help desk/support, invoice/PO routing, and likely the most practical analytics path.

That means the transition needs separate owners for program strategy, contract/invoice support, platform analytics, donor reporting, field execution, and content/toolkit stewardship.

5. The best Visa story is adoption plus measurement improvement

The strongest safe donor frame is not "Ready Rating proves preparedness improvement today." The stronger frame is:

Ready Rating gives organizations a free, structured way to assess readiness, make an emergency plan, and use vetted preparedness resources. A sponsor can help increase adoption, support targeted outreach, fund updated materials/webinars, enable partner-link attribution, and improve aggregate reporting while Red Cross protects member privacy.

That is an honest, fundable story. It also avoids overclaiming.

6. Ready Rating should be compared against options, not treated as automatically safe

There are three real paths:

- Sunset or minimal maintenance: least investment, but risks losing a free organizational preparedness asset before the data is understood.
- Maintain as-is: keeps the platform alive, but does not close the evidence gap or owner gap.
- Optimize: clarify data, ownership, materials, donor story, and reporting; then decide whether Ready Rating is worth active investment.

The current evidence supports a short optimization sprint before choosing among those paths.

Recommended Response To Anne

Use this as the direct answer:

Anne, I would not make a final sustain-or-sunset decision from the current numbers. I also would not pitch Ready Rating to Visa as a proven impact program until we understand the data. What I can do is run a two-week evidence sprint. I will map the program, identify the current reporting lanes, request standard Golamac analytics, reconcile the CAP/reporting numbers, separate donor-safe aggregate metrics from sensitive or misleading metrics, and produce a Visa-ready recommendation. If the vendor can support partner-link attribution and aggregate assessment/use reporting without heavy custom cost, I would recommend optimizing Ready Rating as a community resilience and donor-ready program. If not, I would frame any donor conversation as a measurement-improvement pilot or recommend minimal maintenance.

Two-Week Evidence Sprint

First 48 hours

- Confirm the exact decision deadline for Visa or Development.
- Request the CAP tab/report source showing partner initiation and average-score references.
- Ask for the current Ready Rating donor deck, talking points, metric list, and Visa context.
- Confirm who may request data from Golamac.
- Confirm current FY27-FY28 contract, PO, invoice, and vendor-support owner.
- Walk through the public Ready Rating registration/member flow and verify current ReadyGo / ReadyAdvance question counts.

Days 2-3

- Draft a metric dictionary with each metric, source, owner, cadence, donor-safety status, caveat, and next action.
- Draft the Golamac data request.
- Identify which metrics are already available from CAP/reporting, Wufoo/reach reporting, SharePoint/internal reports, EDGE/LMS, and the vendor platform.
- Identify which metrics require anonymization or should stay internal.

Week 1

- Receive standard analytics from Golamac or document the access blocker.
- Compare vendor analytics against CAP/reporting references and CPEP presentation counts.
- Build a simple donor-safe dashboard sketch.
- Confirm what direct partner/referral links can track.
- Confirm whether R4R conversion or registration can be tied back to Ready Rating participation.

Week 2

- Produce a Visa concept memo with baseline, caveats, and a recommended ask.
- Produce an internal sustain / optimize / sunset recommendation.
- Define a 90-day Ready Rating optimization pilot.
- Assign durable owners for each operational lane.
- Decide whether Visa should receive a pitch now, a staged discovery proposal, or a measurement-improvement pilot concept.

Metric Dictionary Starter

Metric	Likely source	Donor-safe use	Caveat
Monthly organization sign-ups	Golamac/platform analytics	Strong adoption metric	Need source and denominator
Partner/referral link sign-ups	Golamac/custom links	Strong sponsor-attribution metric	Confirm links and reporting capability
ReadyGo vs ReadyAdvance starts/completions	Golamac/platform analytics	Good usage-depth metric	Verify current assessment structure
Assessment completion rate	Golamac/platform analytics	Useful conversion metric	Do not equate with preparedness improvement
Active membership	Internal membership report / SharePoint	Useful internally	External use needs aggregation/anonymization
Presentation attendance	Wufoo/reach/CPEP reporting	Good field-delivery metric	Not the same as platform use or impact
Certified advisor count	EDGE/LMS	Capacity metric	Does not prove adoption
Aggregate engagement	Golamac/platform analytics	Useful only if defined	Must define what engagement means
Resource/article/video usage	Golamac/platform analytics	Supports resource-use story	Not direct preparedness outcome
Surveys/testimonials/case studies	Annual survey / post-presentation tools	Best qualitative story	Needs refresh and permission
CAP score references	CAP/reporting source	Internal diagnostic only until verified	Scores are sensitive and potentially misleading

Golamac Data Request

Ask for a standard report first, not a custom expensive build. The request should cover:

1. Monthly new member/sign-up counts for the last 24 months.
2. Active member counts by month.

3. Assessment starts and completions by month.
4. ReadyGo versus ReadyAdvance usage by month.
5. Assessment completion rate.
6. Aggregate engagement definition and counts.
7. Resource center usage categories: articles, videos, emergency plan tools, downloads, logins.
8. Ability to create and report on partner/referral links.
9. Any existing R4R / U.S. Chamber Foundation referral or conversion indicators.
10. What data can be exported safely for a Red Cross dashboard.
11. What reports are included under the current support agreement.
12. What custom reports would cost extra.
13. Privacy or member-agreement limits that Development must understand.

Visa Pitch Guardrails

Say

- Ready Rating is free to organizations.
- It supports emergency planning, business continuity, and organizational readiness.
- It gives organizations a self-assessment, next steps, and emergency action planning tools.
- It may support sponsor-specific referral links if confirmed by the vendor.
- It connects well to small business resilience and the U.S. Chamber Foundation R4R pathway.
- Red Cross can report aggregate adoption and activity while protecting member privacy.

Do not say without proof

- Visa can see individual organization scores.
- Average scores prove preparedness improvement.
- Engagement equals impact.
- Detailed organization-level behavior can be shared externally.
- The vendor can produce any requested custom report for no additional cost.
- Ready Rating already has a complete donor-ready impact dashboard.

Owner Map To Confirm

Lane	Why it matters	Needed owner
Program strategy	Sustain/optimize/sunset decision	Designated program leader
Donor pitch	Visa and Development language	Development plus program owner
Platform/vendor	Golamac support and continuity	Contract/platform owner
Invoice/PO routing	Prevent service interruption	Finance/procurement owner
Analytics	Source definitions and dashboards	Reporting/data owner
Field presentations	Advisor delivery and presentation reporting	Program operations owner
OneSource materials	Toolkit, training, and material currency	Content/toolkit owner
U.S. Chamber / R4R	External resilience pathway	Partnership owner
Canadian Red Cross	Program collaboration and shared improvements	Partnership owner

90-Day Optimization Pilot

If the two-week sprint supports optimization, I would propose a 90-day pilot:

Month 1: stabilize and measure

- Confirm owners.
- Confirm vendor reporting.
- Build the metric dictionary.
- Create a baseline dashboard.
- Update donor-safe talking points.
- Confirm public/member flow and assessment structure.

Month 2: campaign and materials

- Create or refresh a Ready Rating webinar.
- Update OneSource materials and partner-facing links.
- Test a sponsor/referral link.
- Build a small-business outreach package.
- Align messaging with R4R and public preparedness resources.

Month 3: report and decide

- Report sign-ups, assessment activity, engagement definitions, presentation reach, and qualitative evidence.
- Identify what improved and what remains weak.
- Decide whether to invest, maintain, or reduce.
- If donor-ready, prepare the Visa conversation with caveats and a defined funding ask.

Final Recommendation

My recommendation is to treat Ready Rating as an under-optimized asset until proven otherwise. It has a plausible mission case, a public platform, a business continuity audience, donor relevance, and external partnership context. It should not be sunset or minimized before the data is understood.

At the same time, it should not be oversold. Current reporting is too thin to claim impact confidently. The next move is a disciplined evidence sprint, followed by a 90-day pilot only if the vendor data and owner map support it.

Source Base

Primary repo sources:

- knowledge/programs/ready-rating-expert-brief.md
- processed/call-summaries/2026-06-05-ready-rating-follow-up-summary.md
- work-products/reports/2026-06-05-ready-rating-follow-up-path.md
- decisions/2026-06-05-ready-rating-sustain-optimize-or-sunset.md
- processed/call-summaries/2026-06-05-cpep-transition-meeting-ii-summary.md
- processed/document-summaries/2026-06-05-golamac-ready-rating-contract-invoice-summary.md
- knowledge/systems/onesource-cpep-crawl-summary-2026-06-04.md
- exports/onesource/notebook1m/SOURCE_INDEX.csv

Public sources checked in the underlying expert brief:

- American Red Cross preparedness resources: <https://www.redcross.org/get-help/how-to-prepare-for-emergencies.html>
- Red Cross / U.S. Chamber Foundation small-business readiness partnership release: <https://www.redcross.org/about-us/news-and-events/press-release/2026/red-cross--u-s--chamber-partner-to-help-small-businesses.html>
- Ready Rating member registration / agreement: <https://www.readyrating.us/member-registration/>
- U.S. Chamber Foundation R4R: <https://www.uschamberfoundation.org/solutions/disaster-response-and-resiliency/small-business-readiness-for-resiliency>
- Canadian Red Cross Ready Rating: <https://www.redcross.ca/how-we-help/emergencies-and-disasters-in-canada/be-ready-emergency-preparedness-and-recovery/ready-rating-emergency-preparedness-for-organizations-and-businesses>