



PILOTS TO THE RESCUE

May 5, 2026

Letter of Recommendation for Cheryl Martinez

To Whom It May Concern,

I am pleased to offer my strong recommendation for Cheryl Martinez, who served as a senior strategic partner to Pilots To The Rescue through her firm, Tools For Talent, for more than five years from February 2021 to May 2026.

Over the course of our partnership, Cheryl played a central role in shaping Pilots To The Rescue's digital presence, creative strategy, fundraising campaigns, and long-term growth during a period of significant organizational expansion from a small social footprint into a multi-platform digital ecosystem anchored by hundreds of thousands of engaged supporters.

Her most significant contributions include:

1) Creative and strategic leadership across digital and fundraising campaigns

Cheryl designed and executed multi-platform campaigns that expanded our digital reach and strengthened donor engagement. Notably, she developed our recurring donor program end-to-end, spanning strategy, messaging, UX/UI, donor incentives, and lifecycle planning to create a sustainable foundation for long-term funding and donor retention.

2) Translating mission into emotionally resonant storytelling and content

Cheryl has a strong ability to translate programmatic work into compelling, emotionally resonant storytelling. Her creative direction elevated our brand across platforms and national audiences. She even wrote Pilots To The Rescue's official theme song to reinforce emotional connection with donors across campaigns and major donor events.

3) Supporting organizational growth through scalable marketing and creative systems

Beyond campaigns, Cheryl built scalable systems and workflows that enabled consistent, high-quality execution across departments and wide network of external rescue partners. Her focus on systems design enabled the organization to scale rapidly and sustainably.

Cheryl is a rare combination of creative strategist and systems builder who brings clarity, discipline, and heart to her work. I recommend her with full confidence in her ability to deliver meaningful, long-term impact for any mission-driven organization she partners with.

Sincerely,

Michael Schneider
Founder and Executive Director
Pilots To The Rescue



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