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| **FUNDRAISING EXPERIMENT WORKSHEET****An experiment is methodical procedure designed to verify, falsify, or establish a hypothesis or set of assumptions. This worksheet is designed to help you think through and plan an experiment related to fundraising.** |
| **Goal of the Experiment:***Example: Retain current direct mail donors at a lower cost.* |
| **Description of the Experiment:***Example: Send email appeals rather than snail mail appeals to current donors for whom we have email addresses.* | **Data to Track:***Example*1. *# of donors (new and retained)*
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| **Our Assumptions:***Example:**SAF donors are willing to give through email and will give the same amount through email as they do through direct mail.**It will take last time and cost less to send fundraising appeals through email rather than mail.* |
| **The Plan of Action:** |
| **Action Step** | **Responsible Person** | **By When** | **Resources and Information Needed** |
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| **The Results (what happened and why):** |