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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)* |
| **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):** | | | |