AIUSA FRAMEWORK FOR TESTING

ASK	HYPOTHESIS	STRATEGIZE		OBSERVE		ADAPT
Learning Question	Description of Test "If….Then"	Expected Outcomes & Key Performance Indicators	Responsible Units (Expected MOCHAI)	Things we need to observe as we put these hypotheses into action	Data Sources	Decisions informed
What's the big question we are trying to answer here? As a tip: Strategic learning questions are best when they are framed as "how" or "what" instead of yes/no.	Brief description of how we plan to answer this question, best framed as an If…Then Statement. Use additional space for other notes about the test	What are metrics that will prove success/failure? This is a good place for expect to see/like to see/love to see and minimum KPIs can go there	Who is involved?	What data-driven questions will help us answer our learning question? What are the different aspects of this test that will influence success, failure, and learnings?	Where does the data live that confirms our KPIs? How is the success of this test tracked?	Did we answer the learning question? What learnings from this test are replicable in other areas of AIUSA?

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How can we capitalize on the popularity of peer-to-peer fundraising to increase the amount of donors?	*If* AIUSA starts a crowdfunding/peer to peer fundraising platform *then* we will bring in new donors outside of our normal fundraising stream. We hope to move some of our online activists to become donor activists and will email 20,000 online activists.	Expect to see: 150 signed up, 100 actually fundraise, each fundraiser gets at least 5 donors Like to see: 200 sign up, 150 fundraise, 5 donors each Love to see: 300 sign ups, 200 fundraise, 10 donors each	Manager: Julie Owner: Julie Consulted: Tricia, Amanda, Danny, Helper: Andrea, Han Samantha, Danielle Approver: Danny	How much time does this take to manage? Did peer-to-peer fundraising increase our number of donors? How many donors were brought into AIUSA as a result of peer-to-peer fundraising? How many individuals interacted with the platform but not raise money? Did more donors support us through this stream versus our other traditional streams of fundraising?	Peer to Peer platform sign up reports Peer to peer platform donor reports	Should we pursue peer to peer fundraising as a potential revenue stream? Did we collect any anecdotal evidence to suggest people want to do peer to peer?

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How might we increase the involvement of educators who participate in Write for Rights?	*If* we buy addresses for educators through our mail program (like we can do for fundraising) and invite them to participate in W4R, *then* we will increase the amount of new teachers participating in W4R. The lists we buy will be targeted towards social studies or English teachers in progressive cities We will buy X number of addresses and invite them to take part in W4R. We will use the mail house/designers to design a compelling ask to invite educators to participate.	Expect to See: 10% Educators will visit W4R site 5% of total educators signs up 5% educators will bring in 20 W4R actions per classroom Like to See: 25% Educators will visit W4R site 15% of total educators signs up 15% Educators will bring in 30 W4R actions per classroom Love to See: 35% Educators will vistit W4R site 25% of total educators signs up 25% educators will bring in 50 W4R per class	Manager: Beth Owner: Zeke Consulted: Tricia Helper: Julie Approver:Danny Informed: Sara	How many educators signed up for W4R via this direct mail outreach? How many people visited the special website link? Do more or less educators sign up for W4R through targeted Direct Mail outreach than other educator outreach? How much time does this take to manage?	Sign up to W4R Website clicks Web click throughs	Is using direct mail the best way to engage educators in Write for Rights? If people visit website but don't convert, can we re-design the webpage?