**Version2**

**General Work flow**

1 Divide message1-message5 into 4 categories instead of 3.

2 Add causes of organization and Campaign

3. Test for normality, QQ plot

Kolmogorov-Smirnov test

Anderson

4. Change independent variables (model 1 model 2 and model 3)

'Org\_causes' 'Cam\_causes' are ignored? I add them in model 3

Model 1

1.            Campaign goal ( amount)

3.            Campaign Duration  ( number of days )

4.            Number of images used  ( can be 0 -5)

5.            Video use ( yes no )

7.            Number of words used in Description of campaign

8.            Number of words used in Description of NPO

Model 2

1. Campaign goal ( amount)
2. NPO Ipc Status For Tax Deductibility  ( yes no)
3. Campaign Duration  ( number of days )
4. Number of images used  ( can be 0 -5)
5. Video use ( yes no )
6. Impact message articulation ( 0-4)
7. Number of words used in Description of campaign
8. Number of words used in Description of NPO

Model 3

Many others variables.

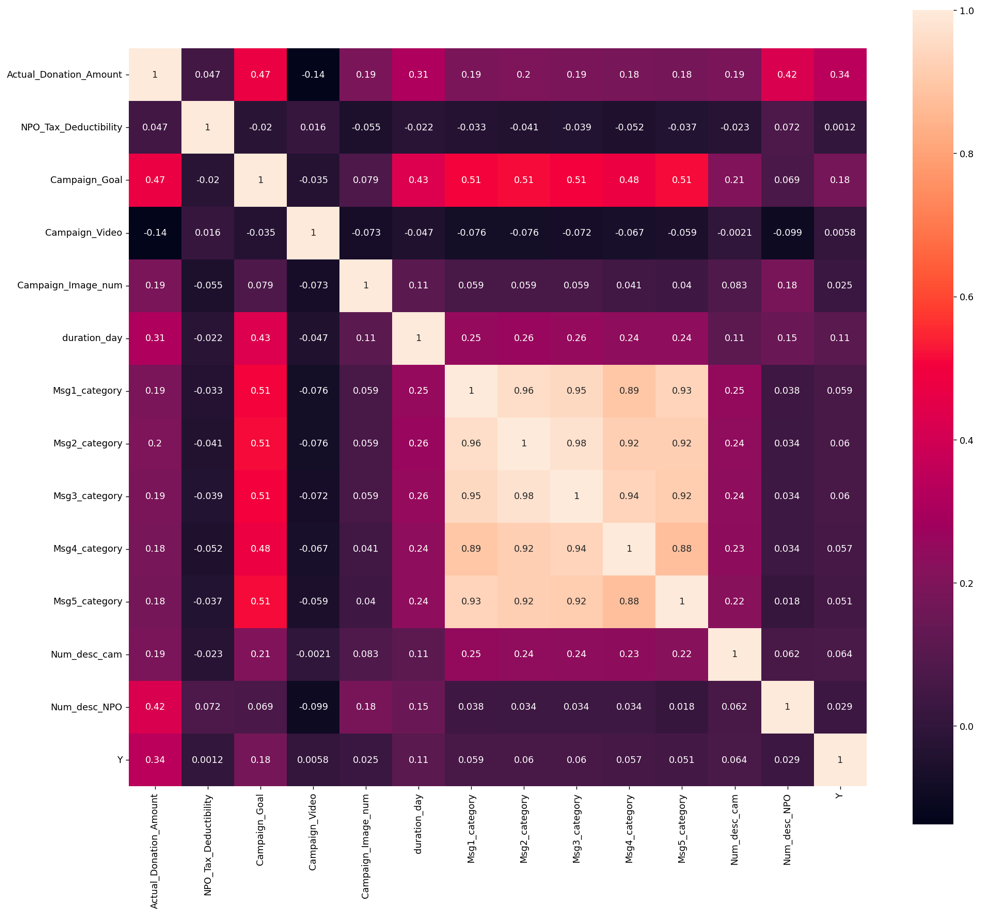
['Actual\_Donation\_Amount', 'Campaign\_Goal', 'NPO\_Tax\_Deductibility', 'duration\_day', 'Campaign\_Image\_num', 'Campaign\_Video', 'Msg1\_category', 'Msg2\_category', 'Msg3\_category', 'Msg4\_category','Msg5\_category', 'Num\_desc\_cam', 'Num\_desc\_NPO', 'Org\_causes', 'Cam\_causes']

1. Descriptive statistics

Graphical user interface, application, table, Excel

Description automatically generated

Table1 Descriptive statistics and correlation



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Mean | Variance | Max | Min |
| Actual\_Donation\_Amount | 9813 | 3966231020 | 3431670 |  |
| NPO\_Tax\_Deductibility |  |  |  |  |
| Campaign\_Goal |  |  |  |  |
| Campaign\_Video |  |  |  |  |
| Campaign\_Image\_num |  |  |  |  |
| duration\_day |  |  |  |  |
| Msg1\_category |  |  |  |  |
| Msg2\_category |  |  |  |  |
| Msg3\_category |  |  |  |  |
| Msg4\_category |  |  |  |  |
| Msg5\_category |  |  |  |  |
| Num\_desc\_cam |  |  |  |  |
| Num\_desc\_NPO |  |  |  |  |

Linear Regression Result

Model 1 The Result of selected independent variables

Table

Description automatically generated

Model 2 The Result of selected

A picture containing text, receipt

Description automatically generated

Model 3 The regression result

A picture containing text, receipt

Description automatically generated

Model 4

A picture containing text, receipt

Description automatically generated