**Audit report**

**Probability. Solvency. Liquidity.**

**--P&L --BS --CF --Notes to AFS**

**P&L: Revenue. Profit. EBITDA can’t only see one line, need more information.**

**EBITDA and cash flow should be the same, same signs both positive or negative.**

**--BS solvency going concern**

**Assertions ???**

**Planting**

**Excultion**

**Report**

**Key audit matters: only for list companies.**

**Only have one mat**

**First thing is to understand the business**

**PM**

**TE<Performance materiality>**

**SAD<SUAD> always 5% of PM**

**Dependent Variables**

1. Log Actual Donation Amount

2. Number of distinct donors

**Control Variables**

*From the Campaign*

1. Log Campaign Goal
2. NPO Tax Deductibility
3. Log Campaign Duration
4. Campaign Video
5. Campaign Image Number
6. Number of words describing campaign
7. Campaign Polarity
8. Campaign Causes
9. Org causes
10. Creator Type ( NEW, column H)

Model2: Future tense

Model3: Log Avg custom amount

Model4: Future tense X Number of campaigns from the same NPO that started within the same Year Month

*From the NPO*

1. ~~Financial Size ( NEW, column CA)~~
2. ~~Sector ( NEW, column BX)~~

**Fixed Time effects**

1. Year Campaign was launched. add time fixed effects by including in the model Year of fundraising. I think we are supposed to use a dummy variable, like 2017=1, 2018=2, 2019=3?

**Independent Variables**

1. New message category X Average custom amount ( name this category as **Campaign Promise**)

So, the above independent variable is now the product for New message category ( that 1-4) plus the average custom amount asked

**Moderator**

1. Number of campaigns from the same NPO that started within the same Year Month ( column F)

Part 1: Check for Nonlinearity

1. Do a histogram of all the IV ( 2), DV (2), Control variables ( 11)
2. Do a scatter plot, using IV with a DV

So

Scatter plot 1

Actual Donation Amount + **Campaign Promise**

Scatter plot 2

Actual Donation Amount + **Campaign Promise**

Scatter plot 3

Number of distinct donors + **Campaign Promise**

Scatter plot 4

Number of distinct donors + **Campaign Promise**

Next Run regression model based **Model 1** with only following:

**Dependent Variables**

1. Actual Donation Amount

**Control Variables**

*From the Campaign*

1. Campaign Goal
2. NPO Tax Deductibility
3. Campaign Duration
4. Campaign Video
5. Campaign Image Number
6. Number of words describing campaign
7. Campaign Polarity
8. Campaign Causes
9. Creator Type ( NEW, column H)

*From the NPO*

1. ~~Financial Size ( NEW, column CA)~~
2. ~~Sector ( NEW, column BX)~~

**Fixed Time effects**

1. Year Campaign was launched. add time fixed effects by including in the model Year of fundraising. I think we are supposed to use a dummy variable, like 2017=1, 2018=2, 2019=3?

Next Run **Model 2**:

**Dependent Variables**

1. Actual Donation Amount

**Control Variables**

*From the Campaign*

1. Campaign Goal
2. NPO Tax Deductibility
3. Campaign Duration
4. Campaign Video
5. Campaign Image Number
6. Number of words describing campaign
7. Campaign Polarity
8. Campaign Causes
9. Creator Type ( NEW, column H)

*From the NPO*

1. Financial Size ( NEW, column CA)
2. Sector ( NEW, column BX)

**Fixed Time effects**

1. Year Campaign was launched. add time fixed effects by including in the model Year of fundraising. I think we are supposed to use a dummy variable, like 2017=1, 2018=2, 2019=3?

**Independent Variables**

1. New message category X Average custom amount ( name this category as **Campaign Promise**)

So, the above independent variable is now the product for New message category ( that 1-4) plus the average custom amount asked

Next Run Model 3

**Dependent Variables**

1. Actual Donation Amount

**Control Variables**

*From the Campaign*

1. Campaign Goal
2. NPO Tax Deductibility
3. Campaign Duration
4. Campaign Video
5. Campaign Image Number
6. Number of words describing campaign
7. Campaign Polarity
8. Campaign Causes
9. Creator Type ( NEW, column H)

*From the NPO*

1. Financial Size ( NEW, column CA)
2. Sector ( NEW, column BX)

**Fixed Time effects**

1. Year Campaign was launched. add time fixed effects by including in the model Year of fundraising. I think we are supposed to use a dummy variable, like 2017=1, 2018=2, 2019=3?

**Independent Variables**

1. New message category X Average custom amount ( name this category as **Campaign Promise**)

Moderator

1. New message category X Average custom amount ( name this category as **Campaign Promise**) x Number of campaigns from the same NPO that started within the same Year Month ( column F)