

W241 - Final Project Peer Evaluation

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There are things we wish we had done a little differently in our experiment. In the PGSS fundraising campaign, we sent one of two messages to all PGSS alumni, at the start of our week-long campaign. We then sent a mid-week reminder email and a final reminder email on the last day. The thing we would now do differently are to make the Subject: line the same on the two treatment messages, since otherwise with different Subject: lines these are different treatments regardless of whether the actual messages are opened by the recipients.

Additionally, it would have been ideal to send reminder messages that were based on the original treatment messages, but unfortunately the fundraising system Salsa Engage did not support the capability of sending an additional message to current campaign message recipients based on the specific message they originally received. That would have required either doing the randomization outside of Salsa Engage or exporting data after having sent the initial randomized message and then sending 2100 individual messages for each of the two reminders. But, the PGSS team had never done a randomized split with this tool before, and thus they couldn't advise us other than saying that they trusted it would be fine.

We did get some good results, though, as you'll see in our paper. We managed to measure some effects that support theories about how to most effectively increase responses and donations in future PGSS fundraising campaigns. Subha and I have both found this project quite gratifying.

Regarding my previous comments about Subha's weaknesses in public speaking, I now find those weaknesses completely insignificant in contrast to her strong attention to detail and skill with data analysis. I know we have both gained quite a bit from this project in terms of experimental design, execution and analysis, but I had much more to learn in terms of data analysis than Subha did.

I wish I had taken this course alone. I found the material fascinating, exciting, and yet I had and have so much to learn. Working full time and taking two classes is just a bit much. I would like to take this course again, by itself, but I know I'll need to just wait until completing the program and then go through the course materials. I will be dropping back to just one course per term for the rest of the program, based on this experience.