241 - Final Project - Chat with Subha - 7-15-18

# Paper / Presentation

* Introduction - context of PGSS, declining donations,
  + SYBUNT targeting, extra Summer fundraising
* Experimental design
  + Subject pool - size and profile
  + Randomization - by email tool
  + 2 treatments
* Issues
  + Selection bias
  + Limited population
  + Incomplete data - covariates not available
  + Non-compliance
  + Spillovers
    - Could mention desirability of considering “proximity” (spatial or social) of test subjects, since a test subject could be in communication with a control subject, which would cause spillover.
    - It would also be useful to have data regarding the recency of fundraiser contact for each test subject, so as to account for within-subject/time-series effects.
  + Payment by check vs. online payment
* Data
  + Donor
    - Class year
    - Zip code
    - Some addresses
    - Donation history
  + Email/transaction data
    - Email read/not
    - Clicked/not
    - Donation response delay
    - Donation amount
* Analysis
  + Log difference in donation
    - Treatment A, B
  + Log difference from last donation
  + Time since last donation
  + Covariates
    - Class year
    - Blocking? (necessary?) by Zip?

Success Criteria

* Increased response rate (over none)

Questions

* When to send? (Weekday morning? Weekend morning?)
  + Send Monday evening?
  + Reminder email on Friday?
  + Close on following Tuesday?
* Sending a reminder - how would this complicate the analysis?
  + That would require getting the list of donors sent email.
* Could we use LYBUNTs as well as SYBUNTs?
* Images - different per message
* **No control?** How to analyze results from just two groups (A/B)
* Pilot study - send to David, Alfred, Heidi, Ben
  + See what access we have to email list of A/B
  + See that randomization worked

\*\*\* Send reminders about NDA, messages