UCLA Giving Randomization

March 12, 2024

Items

Perform Randomization

```
set.seed(7897)  # Set a seed for reproducibility
blocks <- combined_data$file_name  # Define the strata
condition <- block_ra(blocks = blocks, prob_each = c(0.5, 0.5), conditions = c("A", "B"))  # Randomly a
combined_data$condition <- condition
```

Randomization Procedures

Balance Checks for Combined Data

Table 1: Balance for CONSTITUENCY

	A	B
Alumnus	78390	78376
Attendee	76	87
Friend	1158	1179
Parent	11123	11120
Student	143	120
UCLA Extension	61	66

Chi-square test p-value: 0.6783

Table 2: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	1966	1933
Fielding School of Public Health	435	378
Geffen School of Medicine	382	413
Herb Alpert School of Music	178	186
Luskin School of Public Affairs	530	566
Multi	50	54
MULTI	6811	6741
School of Dentistry	194	203
School of Education and Information Studies	515	536
School of Engineering	5741	5894
School of Law	1568	1596
School of Nursing	644	589
School of Theater, Film, and Television	1190	1240
The Anderson School	3218	3165
UCLA College	54971	54888
UCLA Extension	5	4

Chi-square test p-value: 0.5002

Table 3: Balance for GENDER

	A	B
Female	48754	48674
Male	41746	41852
Other	2	0
Unknown	449	422

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 4: Balance for MARKETING_SEGMENT

	A	B
Acquisition Alum	51792	51792
Acquisition Parent	10575	10575
Current	1721	1720
Lapsed 1-2 Year	213	213
Lapsed 1 Year	2512	2510
Lapsed 2-4 Year	7816	7815
Lapsed 2 Year	273	274
Lapsed 5-10 Year	13655	13655
RENEWAL	2394	2394

Chi-square test p-value: 1

Table 5: Balance for file_name

	A	B
fy24 ul march appeal alum 1 yr lap.csv	2078	2077
fy24 ul march appeal alum 2-4 yr lap.csv	7816	7815
fy24 ul march appeal alum 5-10 yr lap.csv	13655	13655
fy24 ul march appeal current donors.csv	1721	1720
fy24 ul march appeal parent 1-2 lap.csv	213	213
fy24 ul march appeal parent nondonor.csv	10575	10575
fy24 ul march appeal renewal donors.csv	2394	2394
fy24 ul march appeal ug alum nondonors.csv	51792	51792
fy24_ag_em_cs_march_appeal_randomization_lapsed1.csv	434	433
fy24_ag_em_cs_march_appeal_randomization_lapsed2.csv	273	274

Chi-square test p-value: 1

Table 6: Balance for AGE

condition	mean	sd	null_count
A	41.97	16.44	12477
B	41.92	16.4	12528

T-test p-value: 0.5582

Table 7: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	5.34	8.999	53250
B	5.267	8.968	53384

T-test p-value: 0.2594

Table 8: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	187.1	686.9	53250
B	190.2	746.3	53384

T-test p-value: 0.5568

Balance Checks for fy24 ul march appeal alum 1 yr lap.csv

Table 9: Balance for CONSTITUENCY

	A	B
Alumnus	2078	2077

Chi-square test p-value: 0.9876

Table 10: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	61	56
Fielding School of Public Health	28	28
Geffen School of Medicine	26	22
Herb Alpert School of Music	6	3
Luskin School of Public Affairs	41	43
MULTI	241	242
School of Dentistry	15	10
School of Education and Information Studies	37	40
School of Engineering	149	142
School of Law	122	122
School of Nursing	25	29
School of Theater, Film, and Television	30	24
The Anderson School	230	247
UCLA College	1067	1069

Chi-square test p-value: 0.9854

Table 11: Balance for GENDER

	A	B
Female	1122	1107
Male	956	969
Unknown	0	1

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 12: Balance for AGE

condition	mean	sd	null_count
A	47.21	17.81	17
B	47.85	17.86	13

T-test p-value: 0.2492

Table 13: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	7.65	11.33	0
B	7.882	11.82	0

T-test p-value: 0.5185

Table 14: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	117.9	146.9	0
B	118	147.4	0

T-test p-value: 0.984

Balance Checks for fy24 ul march appeal alum 2-4 yr lap.csv

Table 15: Balance for CONSTITUENCY

	A	B
Alumnus	7816	7815

Chi-square test p-value: 0.9936

Table 16: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	180	194
Fielding School of Public Health	125	104
Geffen School of Medicine	119	101
Herb Alpert School of Music	41	37
Luskin School of Public Affairs	127	146
MULTI	851	886
School of Dentistry	48	46
School of Education and Information Studies	105	132
School of Engineering	606	614
School of Law	423	453
School of Nursing	120	96
School of Theater, Film, and Television	131	161
The Anderson School	846	766
UCLA College	4094	4079

Chi-square test p-value: 0.0927

Table 17: Balance for GENDER

	A	B
Female	4015	3983
Male	3796	3829
Other	1	0
Unknown	4	3

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 18: Balance for AGE

condition	mean	sd	null_count
A	44.47	16.84	60
B	44.39	16.87	71

T-test p-value: 0.751

Table 19: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	5.331	8.121	0
B	5.336	7.886	2

T-test p-value: 0.9689

Table 20: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	146.4	375.6	0
B	152.6	426	2

T-test p-value: 0.3363

Balance Checks for fy24 ul march appeal alum 5-10 yr lap.csv

Table 21: Balance for CONSTITUENCY

	A	B
Alumnus	13655	13655

Chi-square test p-value: 1

Table 22: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	330	296
Fielding School of Public Health	170	156
Geffen School of Medicine	197	237
Herb Alpert School of Music	15	18
Luskin School of Public Affairs	230	242
MULTI	1483	1480
School of Dentistry	73	92
School of Education and Information Studies	185	179
School of Engineering	1134	1165
School of Law	717	716
School of Nursing	215	214
School of Theater, Film, and Television	202	228
The Anderson School	1617	1621
UCLA College	7087	7011

Chi-square test p-value: 0.5765

Table 23: Balance for GENDER

	A	B
Female	6685	6731
Male	6967	6922
Unknown	3	2

Chi-square test p-value: 0.7774

Table 24: Balance for AGE

condition	mean	sd	null_count
A	46	15.79	154
B	45.98	15.83	132

T-test p-value: 0.9018

Table 25: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	4.182	6.555	4
B	4.08	6.604	10

T-test p-value: 0.2016

Table 26: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	174.3	581.3	4
B	165.2	540.3	10

T-test p-value: 0.1836

Balance Checks for fy24 ul march appeal current donors.csv

Table 27: Balance for CONSTITUENCY

	A	B
Alumnus	1110	1100
Attendee	16	21
Friend	283	279
Parent	228	238
Student	64	56
UCLA Extension	20	26

Chi-square test p-value: 0.8093

Table 28: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	29	22
Fielding School of Public Health	29	26
Geffen School of Medicine	7	8
Herb Alpert School of Music	1	0
Luskin School of Public Affairs	18	13
MULTI	156	157
School of Dentistry	21	26
School of Education and Information Studies	25	28
School of Engineering	85	102
School of Law	70	61
School of Nursing	24	16
School of Theater, Film, and Television	29	20
The Anderson School	99	100
UCLA College	517	521

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 29: Balance for GENDER

	A	B
Female	861	825
Male	735	785
Unknown	125	110

Chi-square test p-value: 0.1854

Table 30: Balance for AGE

condition	mean	sd	null_count
A	56.41	17.42	392
B	56.12	17.33	377

T-test p-value: 0.6636

Table 31: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	14	17.62	4
B	13.05	15.39	4

T-test p-value: 0.0942

Table 32: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	131.4	133.5	4
B	134.7	141.7	4

T-test p-value: 0.4801

Balance Checks for fy24 ul march appeal parent 1-2 lap.csv

Table 33: Balance for CONSTITUENCY

	A	B
Friend	4	6
Parent	209	207

Chi-square test p-value: 0.749

Table 34: Balance for EDUCATIONALCOLLEGE

A	B

Chi-square test skipped due to an error.

Table 35: Balance for GENDER

	A	B
Female	128	130
Male	82	81
Unknown	3	2

Chi-square test p-value: 0.8951

Table 36: Balance for AGE

condition	mean	sd	null_count
A	54.7	6.255	190
B	54	3.873	194

T-test p-value: 0.6619

Table 37: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	1.934	7.055	0
B	1.798	2.933	0

T-test p-value: 0.795

Table 38: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	96.1	120.5	0
B	93.7	108.5	0

T-test p-value: 0.8293

Balance Checks for fy24 ul march appeal parent nondonor.csv

Table 39: Balance for CONSTITUENCY

	A	B
Alumnus	69	64
Attendee	14	11
Friend	139	133
Parent	10353	10367

Chi-square test p-value: 0.8756

Table 40: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	1	2
Fielding School of Public Health	4	4
Geffen School of Medicine	12	13
Luskin School of Public Affairs	0	1
MULTI	6	6
School of Dentistry	3	5
School of Education and Information Studies	7	2
School of Engineering	10	9
School of Law	8	6
School of Nursing	4	2
The Anderson School	7	8
UCLA College	7	6

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 41: Balance for GENDER

	A	B
Female	5755	5750
Male	4779	4798
Unknown	41	27

Chi-square test p-value: 0.232

Table 42: Balance for AGE

condition	mean	sd	null_count
A	54.22	6.13	10325
B	53.99	6.038	10344

T-test p-value: 0.6859

Table 43: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	1.681	1.585	10437
B	1.712	1.68	10415

T-test p-value: 0.8686

Table 44: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	174	411.4	10437
B	134.7	416.5	10415

T-test p-value: 0.4148

Balance Checks for fy24 ul march appeal renewal donors.csv

Table 45: Balance for CONSTITUENCY

	A	B
Alumnus	1498	1503
Attendee	31	41
Friend	512	532
Parent	245	224
Student	79	64
UCLA Extension	29	30

Chi-square test p-value: 0.5056

Table 46: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	30	27
Fielding School of Public Health	34	20
Geffen School of Medicine	3	7
Herb Alpert School of Music	1	2
Luskin School of Public Affairs	37	33
MULTI	237	224
School of Dentistry	26	17
School of Education and Information Studies	28	39
School of Engineering	77	89
School of Law	216	227
School of Nursing	28	23
School of Theater, Film, and Television	13	14
The Anderson School	210	211
UCLA College	558	570

Chi-square test p-value: 0.5445

Table 47: Balance for GENDER

	A	B
Female	1107	1093
Male	1099	1110
Unknown	188	191

Chi-square test p-value: 0.9196

Table 48: Balance for AGE

condition	mean	sd	null_count
A	51.58	17.36	572
B	52.53	17.41	569

T-test p-value: 0.0991

Table 49: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	9.027	11.64	62
B	9.394	13.35	71

T-test p-value: 0.3172

Table 50: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	138.7	144	62
B	136.4	142.6	71

T-test p-value: 0.5805

Balance Checks for fy24 ul march appeal ug alum nondonors.csv

Table 51: Balance for CONSTITUENCY

	A	B
Alumnus	51792	51792

Chi-square test p-value: 1

Table 52: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	1334	1332
Fielding School of Public Health	43	38
Geffen School of Medicine	1	1
Herb Alpert School of Music	114	126
Luskin School of Public Affairs	70	79
MULTI	3837	3746
School of Education and Information Studies	123	113
School of Engineering	3644	3736
School of Nursing	227	208
School of Theater, Film, and Television	780	790
The Anderson School	178	185
UCLA College	41441	41438

Chi-square test p-value: 0.9239

Table 53: Balance for GENDER

	A	B
Female	28808	28739
Male	22954	23010
Other	1	0
Unknown	29	43

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 54: Balance for AGE

condition	mean	sd	null_count
A	39.39	15.7	555
B	39.31	15.6	586

T-test p-value: 0.4067

Table 55: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	3.368	4.735	42743
B	3.37	5.186	42882

T-test p-value: 0.9781

Table 56: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	110.2	432.2	42743
B	116.3	495.6	42882

T-test p-value: 0.3806

Balance Checks for fy24_ag_em_cs_march_appeal_randomization_lapsed1.csv

Table 57: Balance for CONSTITUENCY

	A	B
Alumnus	226	223
Attendee	11	14
Friend	132	131
Parent	57	57
UCLA Extension	8	8

Chi-square test p-value: 0.9839

Table 58: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	1	2
Fielding School of Public Health	2	2
Geffen School of Medicine	12	17
Luskin School of Public Affairs	7	6
Multi	34	33
School of Dentistry	2	6
School of Education and Information Studies	2	1
School of Engineering	26	19
School of Law	7	6
School of Nursing	1	0
School of Theater, Film, and Television	3	2
The Anderson School	20	18
UCLA College	110	117
UCLA Extension	3	4

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 59: Balance for GENDER

	A	B
Female	169	188
Male	229	219
Unknown	36	26

Chi-square test p-value: 0.241

Table 60: Balance for AGE

condition	mean	sd	null_count
A	56.36	17.85	129
B	54	18.78	151

T-test p-value: 0.1197

Table 61: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	13.55	19.35	0
B	12.41	21.01	0

T-test p-value: 0.4065

Table 62: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	2241	2771	0
B	2479	3352	0

T-test p-value: 0.2549

Balance Checks for fy24_ag_em_cs_march_appeal_randomization_lapsed2.csv

Table 63: Balance for CONSTITUENCY

	A	B
Alumnus	146	147
Attendee	4	0
Friend	88	98
Parent	31	27
UCLA Extension	4	2

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 64: Balance for EDUCATIONALCOLLEGE

	A	B
Arts & Architecture	0	2
Geffen School of Medicine	5	7
Luskin School of Public Affairs	0	3
Multi	16	21
School of Dentistry	6	1
School of Education and Information Studies	3	2
School of Engineering	10	18
School of Law	5	5
School of Nursing	0	1
School of Theater, Film, and Television	2	1
The Anderson School	11	9
UCLA College	90	77
UCLA Extension	2	0

Warning: Some categories have zero or low counts. Chi-square test skipped.

Table 65: Balance for GENDER

	A	B
Female	104	128
Male	149	129
Unknown	20	17

Chi-square test p-value: 0.1247

Table 66: Balance for AGE

condition	mean	sd	null_count
A	56.78	18.15	83
B	55.33	16.55	91

T-test p-value: 0.4218

Table 67: Balance for GIFTCOUNT

condition	mean	sd	null_count
A	16.86	24.63	0
B	13.95	22.74	0

T-test p-value: 0.151

Table 68: Balance for LAST_GIFT_AMOUNT

condition	mean	sd	null_count
A	2651	3498	0
B	2753	3904	0

T-test p-value: 0.7485

No Significant P-Values Found