

Estimate of value of outreach

The following is a rough calculation of the value of the Facebook, Twitter and newsletter outreach that Ben, Rob Gledhill and Lloyd have done based on advice from Owen.

Estimate of increased giving:

We can make low, medium and high estimates for the increase in the percentage of income given by people who took the pledge or tried out giving after being contacted through outreach:

Pledgers:

Low: +0.3%

Medium: +1%

High: +3%

Try-out Givers (TOGers):

Low: 0%

Medium: 1%

High: +5%

Average salary:

We estimate that the average salary of the pledgers/TOGers is \$30k/year.

Estimate of extra money donated per pledger/TOGer over 5-year period:

We make the conservative estimate that the increased donations of pledgers hold over a 5-year period, as many of these people are likely to have joined or started donating at a later date, and that those of the TOGers hold over 1-year (a typical period for TOGing). This results in the following increase in donations over 5 years:

Pledger:

Low: $\$30,000 \times 0.003 \times 5 = \450

Med: $\$30,000 \times 0.01 \times 5 = \1500

High: $\$30,000 \times 0.03 \times 5 = \4500

TOGer:

Low: $\$30,000 \times 0 \times 1 = \0

Medium: $\$30,000 \times 0.01 \times 1 = \300

High: $\$30,000 \times 0.05 \times 1 = \1500

Estimate of number of people who actually increased their giving percentage at all:

The number of people who actually started giving more than they were already (i.e. were not already giving 10% or more in the case of pledgers, and increased their percentage in the case of TOGers), Ben estimates as **8 of the 14 pledgers** and **3 of the 11 TOGers**

Estimate of total increased donations over 5-year period:

Multiplying the increase in donations per pledger and TOGer by the number of pledgers and TOGers that actually gave more gives:

Low: $\$450 \times 8 + \$0 \times 3 = \$3600$

Medium: $\$1500 \times 8 + \$300 \times 3 = \$12,900$

High: $\$4500 \times 8 + \$1500 \times 3 = \$40,500$

Estimate of time spent on outreach:

From the detailed [time record](#) of Lloyd's EA Facebook group outreach we can estimate the total time spent on all of the outreach. Lloyd's calculations suggest that an average of 4mins6secs was spent contacting people who did not reply and 18mins27secs was spent on messaging and communicating with people that replied. Taking these as fairly representative averages of the time taken for contacting people through different means (facebook, twitter and email), we can estimate the total time spent on outreach as follows:

Total number of people contacted: 680

Number that responded: 142

Total time taken to contact people = $(680-142) \times 4:06 + 142 \times 18:27$
= 36:46:45 + 43:42:05
= 80:28:50hrs

Given the uncertainty about the exact times taken for the different forms of communication we round this estimate up to a total of 100 hours.

Update: Ben has also calculated the total time spent using Lloyd's breakdown of different activities (see [here](#)), and gets a similar figure of 97:04:26hrs.

Estimate of value of outreach

Dividing the low, medium and high estimates of the increased donations by the total amount of time spent on outreach, gives us an estimate for the extra donations per hour spent on outreach for each:

Low: $\$3600/100\text{hrs} = \36 extra donations/hr

Medium: $\$12,900/100\text{hrs} = \129 extra donations/hr

High: $\$40,500/100\text{hrs} = \405 extra donations/hr

i.e. the value of the outreach seems to be roughly in the range \$30-400 extra donations per hour spent on the outreach

Ben and Lloyd were surprised by how high these figures are, even if you take the medium estimate to actually be an upper estimate. One thing to bear in mind is that it might be due to picking very good targets for the outreach initially (GWWC facebook likers, people already donating to AMF etc.). This appears to be borne out by the drop-off in the percentages of TOGers and pledgers amongst people contacted and people who responded moving from better targets (GWWC facebook likers) to worse ones (EA Facebook group members) - see [here](#).

Notes:

- A more detailed version of this calculation could be performed using [this individual data](#) on the TOGers and pledgers.
- You could also do the calculation by making low, medium and high estimates of the number of years the TOGers and pledgers would give a certain extra percentage of their income and incorporate low, medium and high estimates for the counterfactual number of pledgers and TOGers. Ben and Owen's estimates for these were:

| | Number of years of giving extra 5% of income | Counterfactual number of pledgers/TOGers |
|-----------------|--|--|
| Pledgers | | |
| Low | 8 | 12 |
| Medium | 3 | 10 |
| High | 1 | 6 |
| TOGers | | |
| Low | 5 | 5 |
| Medium | 1 | 2 |
| High | 0 | 0 |

Significant dates

<http://www.givingwhatwecan.org/dashboard>

Pledge form requests increased in March. Singer's talk was around then. July and August we hassled people who had not returned forms. This shows up in an increase in September.

Website launched 7th April.

This increase persists though.

Ben's first day was 1st September.

Ben finished 25th April.

But with the no paper form, there is less need to chase up.

Rob: Get raw numbers of forms requested and members signed up from Steph.

In April, we stopped taking it as the date that they signed and switched it to as we received, so a two week spike expected then. Also some people signed up due to easier process.