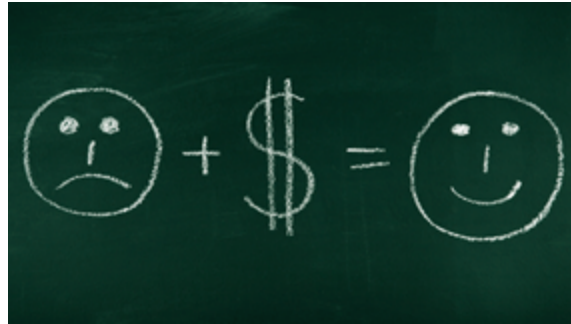


# Debit Card Experiment Design + Log

*September 21, 2018*

**Accountable:** Brenden, Stephanie, Mackenzie



How might we support small, all-volunteer coalitions to raise money/collect dues from individuals?

**If** provide access to an online fundraising site **and** pay the money out via debit cards so that they don't need to open bank accounts, small all-volunteer groups will have an easy mechanism to collect dues (or donations) from individuals and will be more likely to do it.

## Experiment Design

<p><b>Participants</b>  <i>Who is involved in the implementation of this experiment?</i></p>	<p>CURRENT: Brenden, Stephanie and Mackenzie</p>
<p><b>How will you test your hypothesis?</b>  <i>What is the action or activities that you'll undertake to complete this experiment?</i>  <i>Include date benchmarks for each steps and document the people responsible.</i></p>	<p>Partner with one solidarity coalition or new Organizing Committee that does not currently do online fundraising.</p> <p>Set them up and train them on Action Network and provide training in using it and coaching on how to make fundraising asks or organizing small events.</p> <p>Provide payouts via Debit Cards linked to our bank account so that we can set restrictions on use, and directly track the money. Ask the local coalition to submit a budget for use and receipts for expenses, but since the money will technically be ours, and we will maintain records and report on it, the local coalition will not need to maintain bookkeeping or worry about reporting.</p> <p>Track amount of new revenue the coalition raises, as well as the amount of time required from us to administer.</p>
<p><i>How will you <b>measure the outcomes</b> of this experiment?</i>  <i>What would success look like?</i>  <i>What are the minimum standards of success?</i>  <i>What would failure look like?</i>  <i>How will you collect the data or complete the analysis?</i></p>	<p>GOAL   MEASURE</p> <p>We are trying to test three things:</p> <ul style="list-style-type: none"> <li>• Whether providing debit cards will help to spur more online fundraising,</li> <li>• How much time it takes us to set up and administer each debit card,</li> <li>• Whether local coalitions perceive it as a benefit that strengthens affiliation to us.</li> </ul> <p>We will measure the outcomes by:</p> <ul style="list-style-type: none"> <li>• Tracking online fundraising and comparing to previous individual fundraising totals.</li> <li>• Tracking time by all involved national staff.</li> <li>• Interviewing both involved local leaders and involved national staff after 6 months of use to assess their experience.</li> </ul> <p>Minimum measure of success is that the participating coalition raises at least \$xxx online and feels positive about the experience, and that national staff involved feel that the time spent was proportionate to the impact. .</p> <p>Failure would be the local coalition not using the debit card or raising</p>

less than \$xxx over the test period.

## Data

*Enter and store your data and observations from your test here. We don't need a transcript of your one-on-ones, just highlights.*

## Analysis

*Enter and store insights/opinions about what you heard here.*

## Debrief, Reflection, Learnings

*We will complete this as a group at the next meeting.*

*What were the most impactful 3-5 **lessons learned** from this test?  
Be concise!*

We don't know what the outcomes of lessons learned were at this time. We hope to share in the future.

In the meantime checkout the awesome work of Jobs with Justice here: <https://www.jwj.org/>

*Record any **decisions made** during or upon finishing this test. For example, "We will now keep meeting notes for all of our internal and external meetings."*

*What **questions** do you have as a result of your experiment?*

*Did your test disprove your*

*hypothesis?*

*Will you do another iteration of  
this experiment? (Yes/No)*