

Project name	Researcher name	Status	Starting date	Notes
Upgrading EAs	Xio	Done	5/20/2015	Could use GWWC FB messaging approach
Legacy fundraising	Xio	Done	5/6/2015	Additional questions: 1) Does GiveWell already have anything on this? 2) What about other EA organizations?. Random note: Could use GWWC FB messaging approach
Donor stewardship	Xio	Done	5/29/2015	Additional questions: 1) How effective are newsletters at donor stewardship?. (Random note: Could use GWWC FB messaging approach)
Booths at conferences	Sweta	In progress	6/16/2015	Look at it as a way to get HNWs and intellectual celebrities
Pledge/legal commitment for entrepreneurs to donate X% of earnings (or some variant, like cashout)	Ryan	Offered	6/20/2015	Could use GWWC FB messaging approach
Niche marketing for groups other than poker players (programmers, finance people, etc.)	Rory	Done	5/20/2015	See REG http://reg-charity.org/ . Random note: Could use GWWC FB messaging approach
High net worth fundraising	Parham	Done	6/27/2015	Could use GWWC FB messaging approach
Non-direct fundraising events (e.g. pitching, awareness raising)	Martin	Done	4/15/2015	
Direct mail	Martin	Done	5/5/2015	
Online ads (Google grants, facebook)	Kieran	Done	4/1/2015	
Pledges	Kieran	Done		Note: don't count expected returns, but do best to find actual returns
Corporate fundraising	Kieran	In progress		see toms report http://effective-altruism.com/ea/ea9/initial_research_into_corporate_fundraising/
Workplace giving (providing materials, signing people up to do this, etc)	Kieran	Done		Could use GWWC FB messaging approach
Door-to-door/street stuff	Karina	Done	4/16/2015	
peer to peer fundraising	Joey	Done	5/31/2015	Could use GWWC FB messaging approach
Fundraising Pamphlets	Joey	Done		
Content marketing (infographics, videos)	Joey	Done	6/3/2015	Additional questions: 1) How could you go about guest posting content to other people's audiences 2) What about the specific idea of setting up a website that tells the hard truth - criticizing existing charities. Would be a marketing technique for a very specific demographic who like being critical of things that don't work.
Sales - buying/selling goods with markup	Joey	Done		
Volunteer-run events	Hannah	Done	5/29/2015	
Celebrity fundraising	Elizabeth	Done	5/6/2015	Additional questions: 1) What are some potentially promising celebrities 2) What *specifically* would you do to get in contact with an intellectual celebrity?
A/B testing for charitable solicitations.	Elizabeth	Done	5/6/2015	
Grants writing	Elizabeth	Done	5/12/2015	
Unique opportunities (ways to redirect money that already goes to charity, such as several software sales that we have talked to)	Elizabeth	Done	5/14/2015	See humble bundle, sevenly http://www.sevenly.org/