Animal Charity Evaluators
Work Plan 2016

Objectives		2016
		Jan · Feb · Mar · Apr · May · Jun · Jul · Aug · Sept · Oct · Nov · Dec
A	**Research**	
1	Update charity evaluation criteria and methods	
2	**Charity Evaluations**	
2.1	Shallow investigations	
2.2	Medium depth investigations	
2.3	Finalize all materials to be published	
2.4	Upload evaluation materials to site	
3	**Perform intervention investigation/evaluation**	
3.1	Undercover investigations (report)	
3.2	Review Kansas State media study	
3.3	Online ads study analysis	
3.4	Legal work	
3.5	Direct action proposal	
3.6	Social media consideration for charity evaluations	
3.7	Vegfest OR direct action OR cultured meat report	
4	**Create original research**	
4.1	Original case studies on social justice movements (4)	
4.2	Social movements project planning	
4.3	Foundational questions blog posts	
4.4	Foundational questions reports	
4.5	Animal welfare research	
4.6	Update donation allocation chart	
4.7	Revise planned research and research proposals	
4.8	Wild animals	
B	**Communications**	
1	**Annual Report**	
2	**Interview conversations (6)**	
3	**Promotion**	
3.1	Marketing plan	
3.2	Media outreach	
3.3	Press releases	
3.4	Explainer video	
3.5	Monthly newsletter	
3.6	Detailed Updates newsletter	
3.7	Speaking/tabling	
4	**Educational**	
4.1	Update website with charity evaluation materials	
4.2	Weekly blog posts	
4.3	Academics conference flyer	
4.4	Academics conference program	
4.5	Advice month blog series	
4.6	Printed materials	
4.7	Guide to Giving and Advocacy Advice booklets	
5	**Performance**	
5.1	Website redesign	
5.2	User testing sessions	
5.3	A/B testing	
5.4	AdWords optimization	
C	**Academic Conference**	
1	Logistics	
2	Initial contact with likely stakeholders	
3	Call for proposals	
4	Speaker selection	
5	Promotional support	
D	**Development**	
1	Development plan	
2	Giving Tuesday campaign	
3	2016 annual report	
4	Donor stewardship	
5	Fundraiser	
E	**Impact assessment**	
1	Investigate audit	
2	Track money moved to recommended charities	
3	Request mid-year report from rec. charities	
4	Send mid-year funds taken in through site to top charities	
5	Consider additional internal or external evaluation	
F	**Improve transparency**	
1	More detailed pages on process	
2	Add footnotes where possible	
3	Add more "our thinking" pages and posts	
4	Update mistakes page	
5	Upload board meeting minutes	

■ Projected
■ Important date