

**Animal Charity Evaluators
Work Plan 2015**

Objectives		2015												2016			
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
A	Analyze more charities and interventions																
1	Update master list of charities for consideration																
2	Perform charity evaluations																
2.1	Shallow investigations																
2.2	Medium depth investigations																
2.3	Deep investigations																
2.4	Finalize all materials to be published																
2.5	Publish updated recommendations																
3	Perform intervention evaluations																
3.1	Undercover investigation evaluation																
3.2	Targeted intervention survey																
3.3	Targeted intervention evaluation																
3.4	Online ad evaluation																
B	Create original research																
1	Original case studies																
1.1	Animal activism																
1.2	Fat acceptance																
1.3	Tobacco																
1.4	TBD																
1.5	TBD																
1.6	TBD																
2	Network with academics																
2.1	Check on status of projects																
2.2	Initiate new relationships																
C	Consider novel advocacy tactics																
1	Interview conversations																
1.1	Carrie Freeman																
1.2	TBD																
1.3	TBD																
1.4	TBD																
1.5	TBD																
1.6	TBD																
2	Invite guest bloggers																
D	Improve impact tracking																
1	Add measurement systems where possible																
2	Change legal status to allow for redistribution																
3	Internal or external evaluation																
E	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																
F	Marketing and promotion																
1	Improve website user experience																
1.1	UserTesting sessions																
1.2	Page restructuring																
1.3	Optimize site speed																
2	Promotion																
2.1	Monthly newsletters																
2.2	Top charities																
2.3	Press releases																
2.4	ACE blog																
3	Speaking and/or tabling opportunities																
3.1	San Diego Veg Fest																
3.2	Vegetarian Summerfest																
3.3	AR Conference 2014																
G	Fundraising																
1	Build donor base																
2	Apply for grants																
3	Major donation drive																

 Projected
 Important date