

Archive: 2014 Prospective Goals

We are always working hard to accomplish our immediate goals, but along the way we discover good ideas and ways to improve. We hope to accomplish the following over the course of 2014:

- **Create templates for organizational evaluations.** We will have a list of characteristics that we attempt to learn about each organization, and our website will feature a more consistent format to present them.
- **Create templates for intervention evaluations.** As we and other organizations complete studies on various interventions, we will publish findings that identify key factors of effectiveness in a structured format.
- **Refine and better explain our methodology to select top organizations.** We will develop a solid list of criteria that an organization needs to meet (largely based on the two previous evaluations), and will more thoroughly explain our selection process.
- **Organize a list of things that we'd like to see done, including studies.** This will enable us to get feedback from the community about the value of particular studies, and it can serve as a stand-alone resource for other groups who are considering their own research projects.
- **Maintain a high level of transparency.** We want to strive to be an open and honest organization, not only promoting our success but also acknowledging our failures and explaining how we've learned from them. We'll also aim to publish minutes from our meetings and disclose our financial statements when appropriate.
- **Conduct interviews with prominent figures in animal advocacy.** We will reach out to prominent leaders and learn their thoughts on the most effective forms of activism.
- **Examine other social justice movements to investigate possible parallels.** All too often we tend to forget how we got to where we are today, and there are many valuable lessons to be learned. A longer-term goal will involve researching historical movements to better understand what made them succeed or fail.
- **Include international charities in our evaluations.** We won't be able to do this for our first round of revisions, but we recognize the importance of considering charities outside the United States. We hope to include select international charities in our 2014 year-end evaluations.
- **Refine the process of tracking money moved by ACE.** This long-term goal will be addressed once we develop a stronger foundation for our recommendations. In order to track this, we will use several methods, including tracking money given through our website, working with our top organizations to feature an option recognizing ACE as the motivation for giving, and anecdotal responses from donors.

What would you like to see done? Please let us know via our [contact us](#) page. We greatly appreciate your perspective and feedback.