

# Fundraising is awesome's testing checklist

My hypothesis is

My metrics are

What I'm testing is  
(one thing vs. many things)

Where I'm testing it &  
the tools I'm using are  
(website, email)

My audience is

My audience has this  
many people in each  
group

<input type="checkbox"/>	No other tests will interfere with this	Yes / No
<input type="checkbox"/>	I'm planning to run this experiment in this timeframe	
<input type="checkbox"/>	My test was statistically significant	
<input type="checkbox"/>	There are no plausible other explanations for the result	
<input type="checkbox"/>	I will test again	
<input type="checkbox"/>	I have written and shared the results	

Statistical significance calculator:  
[butisitstatisticallysignificant.com](http://butisitstatisticallysignificant.com)

You got this from [fundraisingisawesome.com](http://fundraisingisawesome.com). Hope you're finding it helpful!