

## **Online Appendix**

### Do Thank-You Calls Increase Charitable Giving? Expert Forecasts and Field Experimental Evidence

Anya Samek and Chuck Longfield

## Appendix A: Experiment Thank You Scripts

### *A.1 Public Television Stations*

Good evening. Is this <donor full name>? Hi Mr. <donor last name>. This is <caller full name> on behalf of <organization name>. I am just calling to thank you for becoming a member of <organization name> this year? Your support helps us keep quality programming on the air, and we simply couldn't do it without you. If you have any questions regarding your membership, please feel free to call our Member Services at <member services phone#>. Would you like for me to repeat that number so you can write it down? Thank you again for your support and have a great evening! Goodbye.

DO NOT ASK FOR AN ADDITIONAL GIFT!

### *A.2 National Non-Profit*

LIVE CALL SCRIPT

Hello, this is \_\_\_\_\_, calling on behalf of XXXXXXXXXXXXXXXX. **This call may be monitored or recorded for my quality.**

**I'm calling you today, simply to say THANK YOU!! We're not calling for a contribution — we just wanted to take a moment to** express our gratitude for your support and partnership. As you know, it's been a challenging few years on XXXXXXXXXXXX XXXXXXXX. And while the fight is far from over, we know that with supporters like you by our side, together, we will all do whatever it takes to win.

On behalf of the millions of women, men and young people who will rely on XXXXX XXX XXXX XXXXXX XXXe this year, thank you.

Do you have any questions I can answer for you?

(Callers please pass along any questions or comments and/or provide the number XXXXXXXXXXXX to those who need to contact XXXXXXXXXXXX directly.)

Have a great day! **OR** Have a good evening!

ANSWERING MACHINE MESSAGE

Hello, this is \_\_\_\_\_, calling on behalf of XXXXXXXXXXXXXXXXXXXXXXXX.

We called you today, simply to say thank you for your commitment. It's been a challenging few years on XXXXXXXXXXXXXXXXXXXX. And while the fight is far from over, we know that we can win with supporters like you by our side.

On behalf of the millions of women, men and young people who will rely on XXXXXX XXXXXXXX XXXXXXXX this year, please accept our deepest gratitude for your support. If you have any questions or comments, please feel free to contact us at XXXXXXXX.

### *A.3 Public Television Stations, Script with Control and Treatment*

Good evening. Is this [DONOR'S FULL NAME]?

Hi Mr./Mrs./Ms./etc. [DONOR'S LAST NAME]. This is [CALLER NAME], I'm with [STATION NAME].

Please be assured that we value your financial support and we're not calling for any additional donation at this time. Rather, to thank you for your past and continued support of [STATION NAME]. We're really grateful to have you as a member!

(brief pause)

Your support helps us remain vital to our community by keeping quality programming on the air, and we simply couldn't do it without you.

**[ START TREATMENT MESSAGE ]**

(brief pause) **At [ STATION ] your feedback shapes our actions.**

(brief pause) **Could you tell me about which of our programs you recently enjoyed?**

(if answered) **That's great, I'll pass this information along to the station. (record answer)**

(if didn't answer, continue) **Okay, no problem.**

**[ END TREATMENT MESSAGE ]**

Thank you so much for your support and have a great evening!

*Note: The treatment script included the questions in bold between [ START TREATMENT MESSAGE ] and [ END TREATMENT MESSAGE.] The Control script omitted these components.*

## **Appendix B: Forecasting Survey Materials**

### ***B.1 Phone Script to Recruit Fundraisers***

Hello, I'm a researcher calling from the University of Southern California. We are doing a study to learn about fundraising. We'd like to send a survey link to someone in your organization who would be familiar with your fundraising practices.

The survey is anonymous and takes about 10 minutes to complete. The survey will ask questions about whether your organization does various things – for example, personal thank-you calls to donors – and also ask your views about how effective you think different practices are. We'll also be offering a raffle with gift cards for people who complete the survey.

Is there someone at your organization that we can speak to about participating?

***What do I need to do now?***

All we need now is the contact information of someone who would be able to take this survey.

### ***B.2 E-Mail Script to Recruit Fundraisers***

Dear <firstname lastname>,

My name is <name>, and I am a researcher at the University of Southern California, and we are doing a study to learn about fundraising. We would highly appreciate it if someone in your organization who is familiar with your fundraising practices would take the survey linked below.

**Please visit: [choicelab.usc.edu](http://choicelab.usc.edu)**

The survey is anonymous and takes about 10 minutes to complete. The survey will ask questions about whether your organization does various things – for example, personal thank-you calls to donors – and also ask your views about how effective you think different practices are. We'll also be offering a raffle with **\$125 Amazon gift cards** for people who complete the survey.

Please feel free to contact me for any additional information you may require.

Regards,  
<name>

### ***B.3 Summary of Fundraiser Recruitment Efforts***

Outcome	First Call	Second Call	Total
No Answer	117 8.45%	15 12.40%	132 8.77%
Voicemail Left	686 49.57%	41 33.88%	727 48.31%
Spoken w/Rep	568 41.04%	61 50.41%	629 41.79%
Called, Not Reached	13 0.94%	4 3.31%	17 1.13%
TOTALS	1384	121	1505

## B4. Fundraiser Survey

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### Introduction

#### Welcome to the USC Study on Fundraising Practices.

This survey is for individuals who currently work at a non-profit organization that engages in individual donor fundraising. The survey should take about 10 minutes to complete.

In this survey, we will ask a few basic questions about your organization and your role in it. This is to help us learn about our survey respondents. Then, we will ask you to make guesses about what our studies have found about the impact of thank-you calls on donations.

**You could get up to a \$125 Amazon gift card for your guess.** In a few months after we have gathered all survey responses, we will select 3 survey respondents at random. We will also randomly select one of the guess questions. If you are one of the selected respondents, we will pay you \$25. We will also pay you based on how accurate your prediction is relative to the actual outcome in the selected guess question.

Your payment will depend on how close (in percent terms) your guess is to the actual outcome:

• You will get \$100 if your guess is equal to the outcome.
• You will get \$99 if your guess is within 1% of the outcome.
• You will get \$90 if your guess is within 10% of the outcome.
• You will get \$50 if your guess is within 50% of the outcome.
• And so on...

You will have to complete the entire survey and enter your e-mail address at the end to be eligible to be selected for the gift card. We will not tie your e-mail address to your responses, and will only use it to pay you if you are selected.

### Screener

Do you currently work at a non-profit organization that engages in individual donor fundraising?

☐ Yes

☐ No

### Organization

How long have you worked at your organization?

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☐ Less than 1 year

☐ 1-5 years

☐ 6 or more years

How long have you worked in the non-profit industry?

☐ Less than 1 year

☐ 1-5 years

☐ 6 or more years

Where is your organization located?

☐ United States

☐ Outside of the United States

What best describes the scope of your organization?

☐ Local organization

☐ A local chapter/group of a national or international organization

☐ National organization

☐ Other:

How would you categorize the program emphasis of your organization?

☐ Arts, Culture, and Humanities

☐ Education

☐ Environment and Animals

☐ Health

☐ Human Services

☐ International, Foreign Affairs

☐ Public Policy, Societal Benefit

☐ Religion Related

☐ Other:

Do you work in public radio and/or public television?

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☐ Yes

☐ No

What proportion of the donations that your organization receives come from small donors (gifts of \$10,000 or less)?

Percent of donations:

0 10 20 30 40 50 60 70 80 90 100 Not Applicable

About how many individual donations does your organization receive annually?

☐ Fewer than 100

☐ 100 to 999

☐ 1,000 to 9,999

☐ 10,000 to 99,999

☐ 100,000+

☐ Don't know

What best describes your familiarity with your organization's fundraising practices? Select all that apply:

☐ I am involved with most of the campaigns we run.

☐ I get to learn about the impact of most of the campaigns we run.

☐ I make decisions about which campaigns to run or provide feedback about new campaigns.

☐ I lead or assist in the data analysis of determining the success of campaigns.

☐ I am personally engaged in interacting with donors.

☐ Other:

### Preamble

Now we will ask you to make guesses about what our studies have found about the impact of thank-you calls on donations.

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### P-TV Studies 1, 2

#### Public Television Station Study 1

The television study was conducted with over 60 public television stations. Some new members were randomly assigned to receive a personal thank-you call from paid callers 5-7 months after their first donation. Others were not assigned to receive a thank-you call. Both groups continued to be exposed to the same on-air promotions/campaigns/premiums and other communications from the stations. The initial gift of the group assigned to receive the call was \$147.87 and the initial gift of the group not assigned to receive the call was \$147.84.

The call script featured three main parts. First, the call was personalized: callers identified themselves, the member, and the local television station by name. Second, the caller thanked the member for his or her gift and explained the impact of the gift. Importantly, the 'thank-you' call did not involve a request for another gift. This study was conducted in 2011-2016 and included new members who agreed to share their phone number.

In the television station study, we looked at the effect of thank-you calls on giving in the next year.

In the group that **was not selected** to be thanked with a phone call:

**28% of new members made a gift in the next year.**

What is your best guess about the group that **was selected** to be thanked with a phone call? Include everyone who was selected to receive a call, whether or not they responded. Fill in the blank:

**% of new members made a gift in the next year in the group that was thanked with a phone call.**

In the group that **was not selected** to be thanked with a phone call:

**\$126.24 was the average gift amount in the next year in this group.**

What is your best guess about the group that **was selected** to be thanked with a phone call? Include everyone who was selected to receive a call, whether or not they responded. Fill in the blank:

**\$ was the average gift amount in the next year in the group that was thanked with a phone call.**

#### Public Television Station Study 2

In a follow-up study, we also explored the impact of an enhanced call script. Some new members were randomly assigned to receive the new call script. Others were not assigned to receive the new call script. Both groups continued to be exposed to the same on-air promotions/campaigns/premiums and other communications from the stations. The initial gift of the group assigned to receive the call was \$136.67 and the initial gift of the group not assigned to receive the call was \$138.22.

The script involved the following additional message at the end of the thank-you call: "Your feedback shapes our actions. Could you tell me more about which of our programs you really enjoyed?" After

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the donor responded, the caller recorded the response and added, "That's great, I'll pass this information along to the station." This study was conducted in 2017.

In the television station study, we looked at the effect of thank-you calls on giving in the next year.

In the group that was not selected to be thanked with a phone call:

**27% of new members made a gift in the next year.**

What is your best guess about the group that was selected to be thanked with a phone call with the extra message asking for feedback about which television program they most enjoyed? Include everyone who was selected to receive a call, whether or not they actually responded. Fill in the blank:

**% of new members made a gift in the next year in the group that was thanked with a phone call.**

In the group that was not selected to be thanked with a phone call:

**\$114.27 was the average gift amount in the next year in this group.**

What is your best guess about the group that was selected to be thanked with a phone call with the extra message asking for feedback about which television program they most enjoyed? Include everyone who was selected to receive a call, whether or not they actually responded. Fill in the blank:

**\$ \_\_\_\_\_ was the average gift amount in the next year in the group that was thanked with a phone call.**

## NPO Study

### National Non-Profit Study

This study was conducted with a national non-profit that supports health care providers and provides health-related education and advocacy. New donors were randomly assigned to receive a personal thank-you call from paid callers 1-10 months after their last donation. Others were not assigned to receive a thank-you call. Both groups continued to be exposed to regular communications from the non-profit. The initial gift of the group assigned to receive the call was \$69.56 and the initial gift of the group not assigned to receive a call was \$70.42.

The call script featured three main parts. First, the call was personalized: callers identified themselves, the donor, and the national non-profit by name. Second, the caller thanked the donor for his or her gift and explained the impact of the gift. Importantly, the 'thank-you' call did not involve a request for another gift. This study was conducted in 2013 and included new donors who agreed to share their phone number.

In the study with a national non-profit, we looked at the effect of thank-you calls on giving in the next year.

In the group that was not selected to be thanked with a phone call:

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- Only new donors
- ☐ Only returning donors
  - ☐ All donors
  - ☐ Don't know
  - ☐ Other: \_\_\_\_\_

About how soon after a gift does your organization usually initiate a thank-you call?

- ☐ Within the same month
- ☐ About 2-4 months after the donation
- ☐ About 5-7 months after the donation
- ☐ 8 months or more after the donation
- ☐ Don't know

Who usually places thank-you calls? Check all that apply.

- ☐ Board members of the organization
- ☐ Staff of the organization
- ☐ Volunteers of the organization
- ☐ Outside firm (i.e., call center)

Does your organization engage in other activities to thank donors, which do not involve an "ask"? Check all that apply.

- ☐ Mailed thank-you
- ☐ E-mailed thank-you
- ☐ Thank-you gifts
- ☐ Other: \_\_\_\_\_

There appears to be a widespread belief that thank-you calls are important. What do you think is the principal benefit of making thank-you calls?

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**31% of new members made a gift in the next year.**

What is your best guess about the group that was selected to be thanked with a phone call? Include everyone who was selected to receive a call, whether or not they actually responded to the call. Fill in the blank:

**% of new members made a gift in the next year in the group that was thanked with a phone call.**

In the group that was not selected to be thanked with a phone call:

**\$116.01 was the average gift amount in the next year in this group.**

What is your best guess about the group that was selected to be thanked with a phone call? Include everyone who was selected to receive a call, whether or not they responded. Fill in the blank:

**\$ \_\_\_\_\_ was the average gift amount in the next year in the group that was thanked with a phone call.**

### Confidence Question

Of the 6 guesses that you made, what is your best guess as to how many are within 10% of the actual donor response?

0 1 2 3 4 5 6

### Prevalence of thank-you calls

Now we will ask you about your own organization's practices regarding thank-you calls.

Does your organization conduct thank-you calls?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
- ☐ Don't know

Who does your organization usually target for thank-you calls?

- ☐ Only large donors

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Do you have any other comments?

In order to enter you in the contest for the \$125 Amazon gift card, please provide us with your email address. Note that you can only participate once. We will not link your email to your responses, and will only use your email to send you your gift card if you are selected. If you prefer not to enter the contest and don't want to provide your email, just continue without answering.

Email: \_\_\_\_\_

Would you like to be notified of research results? We expect results to be available sometime in 2019.

- ☐ Yes
- ☐ No

Please provide an email address where we can send you the research results.

Email: \_\_\_\_\_

For any additional information or to get help with this survey, please contact us at 213-821-9855 or at [uscchoicelab@gmail.com](mailto:uscchoicelab@gmail.com).

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## B5. Nonexpert Survey

### UnderstandingAmericaStudy

Español

Next, we will ask you to make guesses about what a study by USC found out about charitable fundraising. One of your guesses will give you a chance to win up to \$100. One winner will be selected at random out of respondents who answered this question. If you are the winner, you will get a payment based on how close (in percent terms) one of your guesses (randomly selected) is to the actual outcome:

- you will get \$100 if your guess is equal to the outcome,
- you will get \$99 if your guess is within 1% of the outcome,
- you will get \$90 if your guess is within 10% of the outcome,
- you will get \$50 if your guess is within 50% of the outcome,
- and so on....

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### UnderstandingAmericaStudy

Español

#### National Non-Profit Study

This study was conducted with a national non-profit that supports health care providers and provides health-related education and advocacy. New donors were randomly assigned to receive a personal thank-you call from paid callers 1-10 months after their last donation. Others were not assigned to receive a thank-you call. Both groups continued to be exposed to regular communications from the non-profit. The initial gifts of the two groups were about the same (\$69.56 in the call group and \$70.42 in the no-call group).

The call script had three parts. First, the call was personalized: callers identified themselves, the donor, and the national non-profit by name. Second, the caller thanked the donor for his or her gift and explained the impact of the gift. Importantly, the 'thank-you' call did not involve a request for another gift. This study was conducted in 2013.

We looked at the effect of thank-you calls on giving in the next year.

Please click **Next** to continue.

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### UnderstandingAmericaStudy

Español

31% of new members made a gift in the next year in the group that was not selected to be thanked with a phone call.

What is your best guess about the group that was selected to be thanked with a phone call? Include everyone who was selected to receive a call, whether or not they actually responded. Move the slider until you see your guess:

0% 100%

Or type in: 31 %

**Your guess is:** 31% of new members made a gift in the next year in the group that was selected to be thanked with a phone call.

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# UnderstandingAmericaStudy

Español

\$116.01 was the average gift amount in the next year in the group that was not selected to be thanked with a phone call.

What is your best guess about the group that was selected to be thanked with a phone call? Include everyone who was selected to receive a call, whether or not they responded. Move the slider until you see your guess:

\$0 \$300

Or type in: \$ 116.01

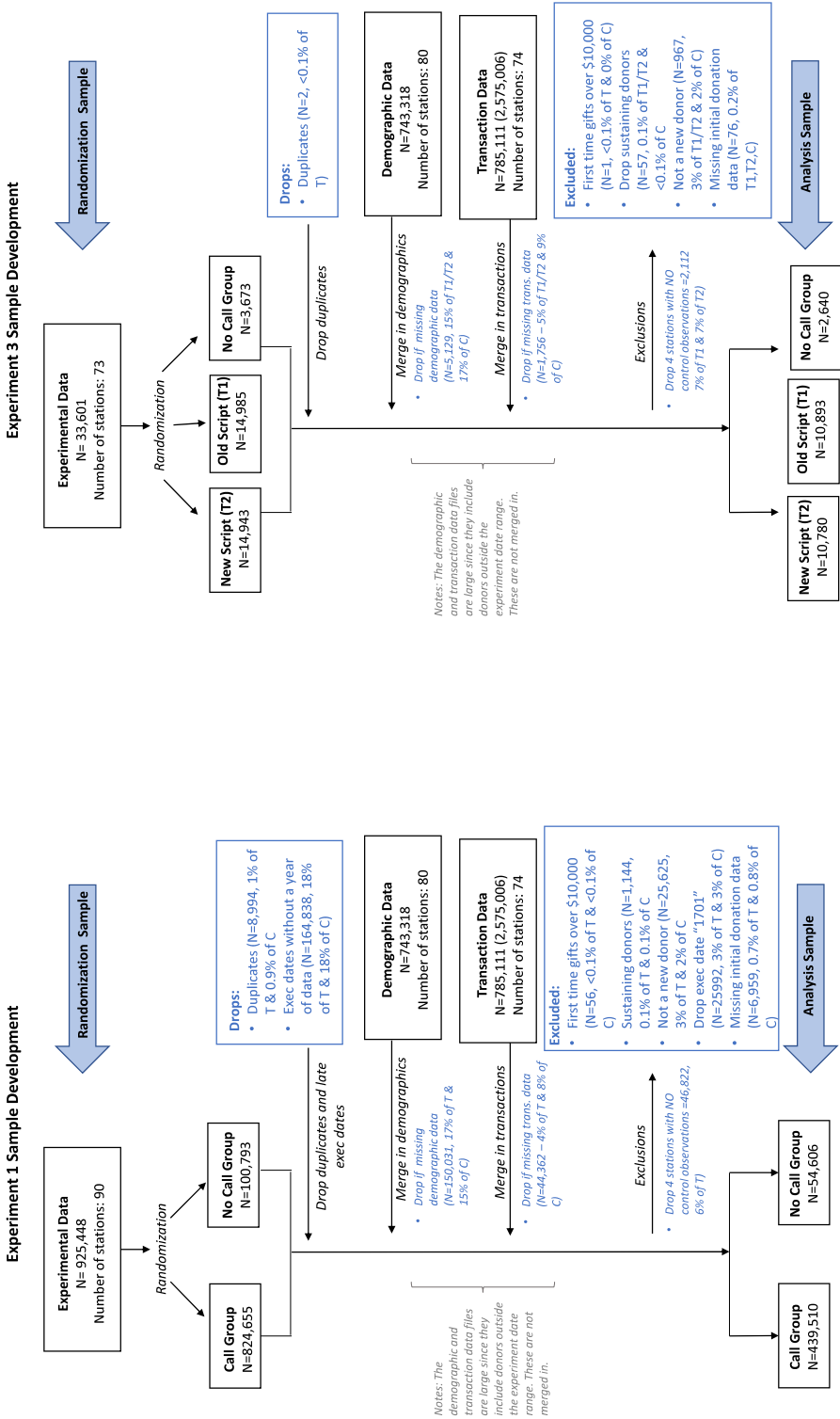
**Your guess is:** \$116.01 was the average gift amount in the next year in the group that was selected to be thanked with a phone call.

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# Appendix C: Tables & Figures

Figure A.1: Flow Diagram: Experiments 1 and 3



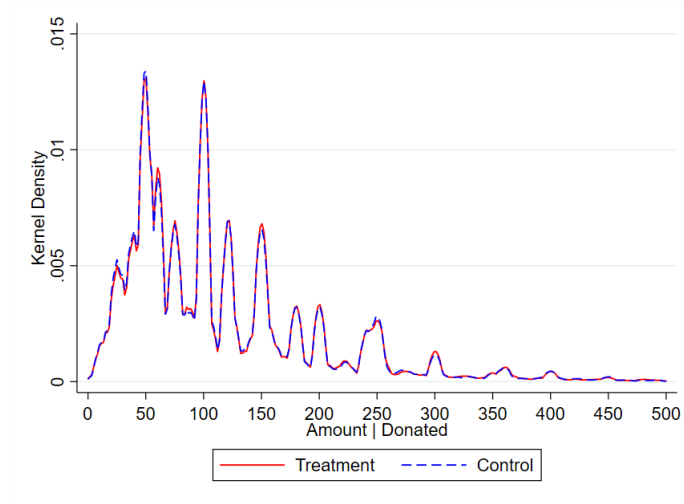
(a) Experiment 1

(b) Experiment 3

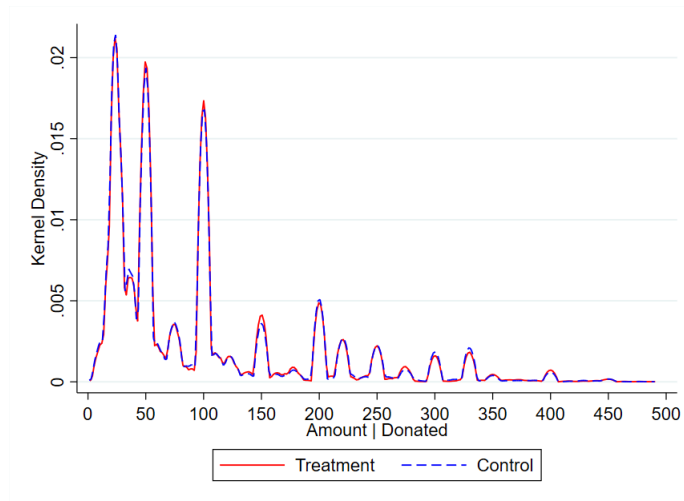
Note: Experiment 2 did not require merging demographic and transaction data. In Experiment 2, 28,802 individuals were randomized to the Call Group, and 28,853 were randomized to the No Call Group. We exclude big donors (N=12, <0.1% of treatment and control) and returning donors (N=11, <0.1% of treatment and control) to reach an analysis sample of 28,784 in the Call Group and 28,848 in the No Call Group.

Figure A.2: Distribution of Gift Amounts by Experiment

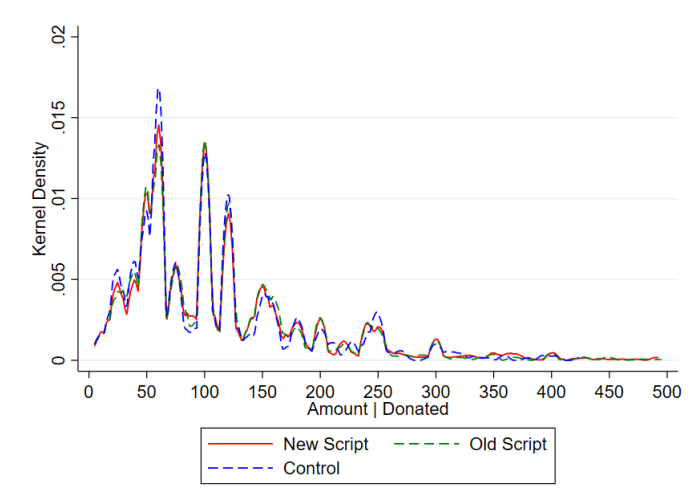
(a) Experiment 1



(b) Experiment 2

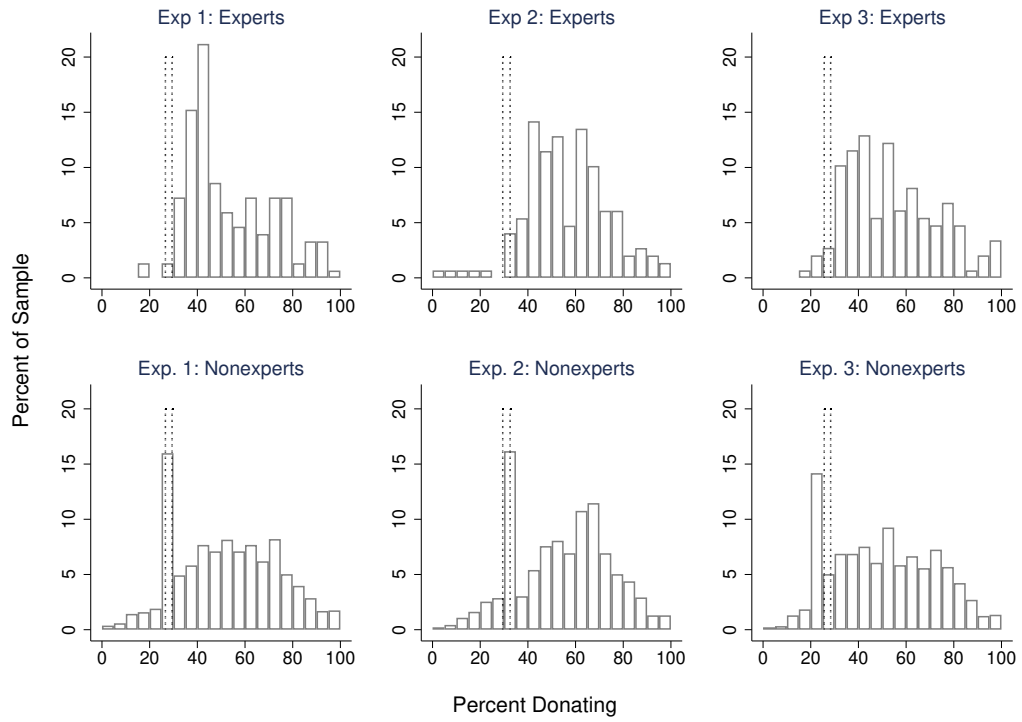


(c) Experiment 3



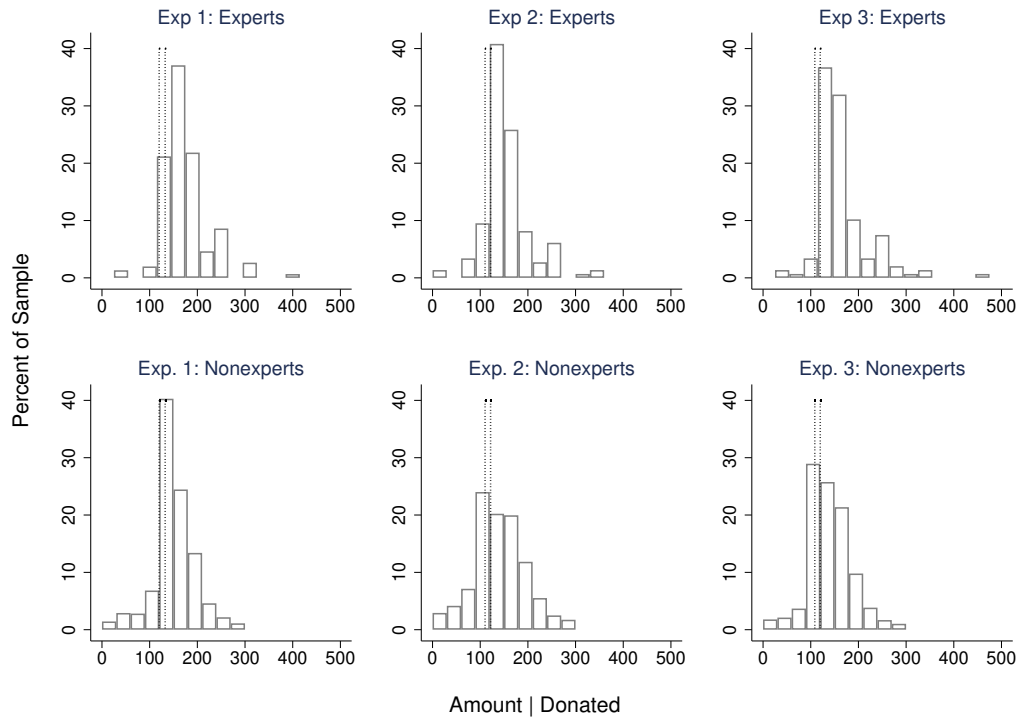
Note: This figure shows the kernel density of giving amount (\$) conditional on donating by treatment for each experiment.

Figure A.3: Histograms of Forecasted Treatment Effects: Percent Donating



Note: This figure shows histograms of predicted percentage donating by experiment and forecasting group. The dotted lines represent the region 5% above and below the actual percentage donating for the treatment group.

Figure A.4: Histograms of Forecasted Treatment Effects: Amount | Donated



Note: This figure shows histograms of predicted amount donated (conditional on donating) by experiment and forecasting group. The dotted lines represent the region 5% above and below the actual giving amount of the treatment group.

Figure A.5: Characteristics of Charity Sample

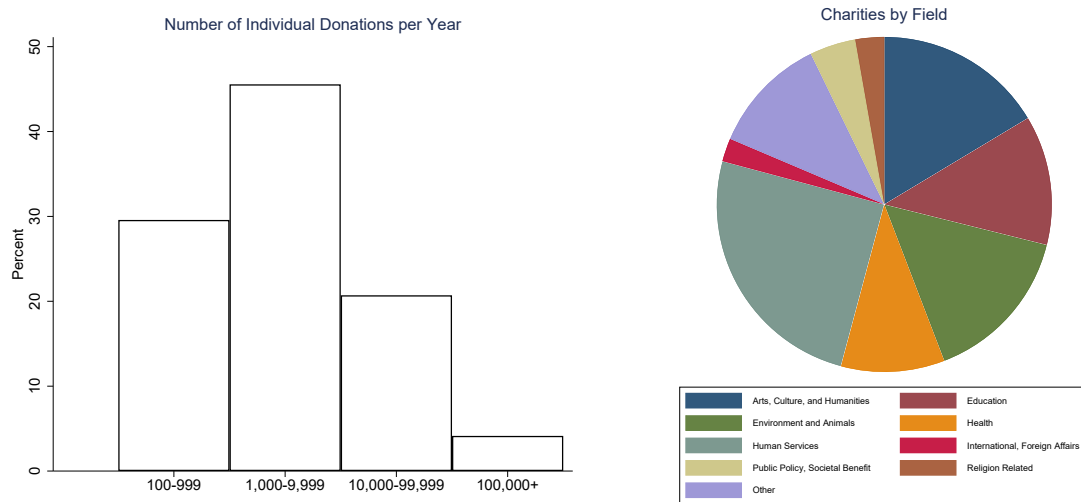
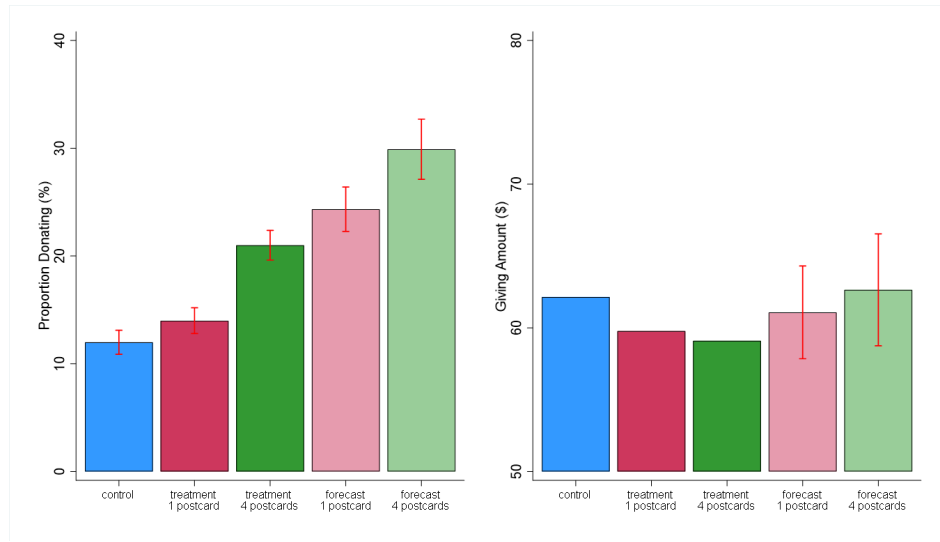
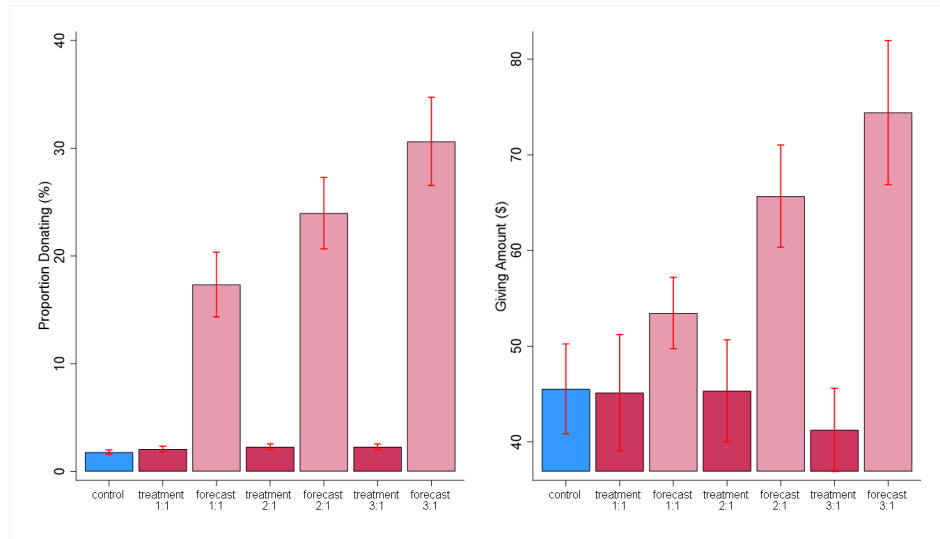


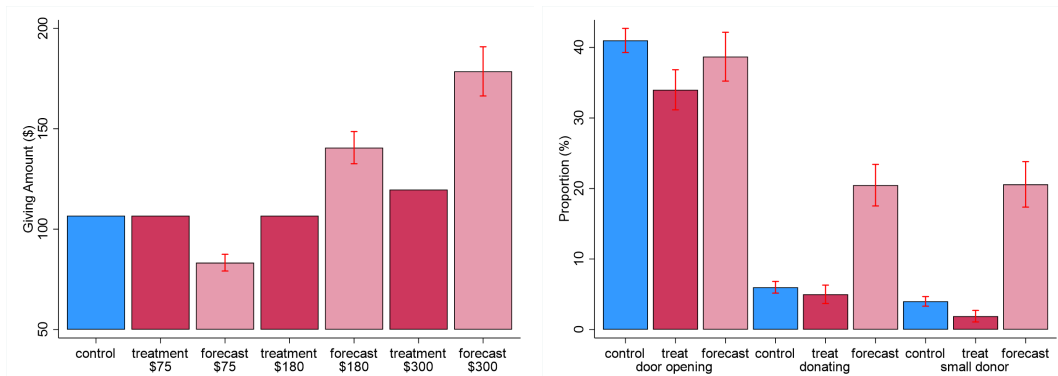
Figure A.6: Observed and Predicted Donation Behavior, All Studies



(a) Unconditional Gifts (Falk, 2007)



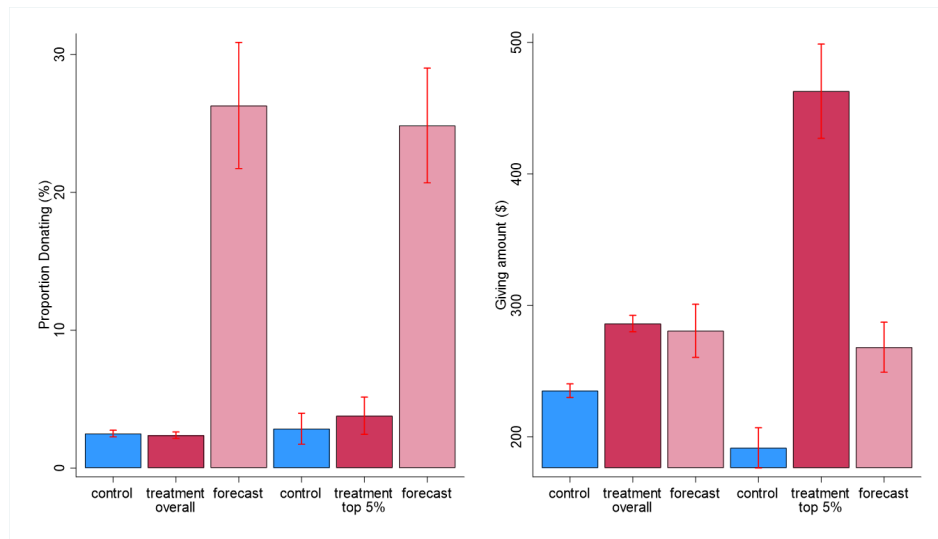
(b) Matching Gifts (Karlan and List, 2007)



(c) Social Information (Shang and Croson, 2009)

(d) Opt-out (DellaVigna et al., 2012)

Figure A.6: Observed and Predicted Donation Behavior, All Studies (Cont'd.)



(e) Donor Agency (Kessler et al., 2019)

Table A.1: Factors Associated with Giving in the next Year

	<i>Donated</i>			<i>Amount   Donated</i>		
	Experiment 1	Experiment 2	Experiment 3	Experiment 1	Experiment 2	Experiment 3
Call Treatment	0.00 (0.00)	0.00 (0.00)	0.01 (0.01)	0.60 (1.25)	-0.23 (1.87)	0.54 (4.95)
New Call Script			0.00 (0.01)			3.01 (3.01)
Baseline Gift Amount	-0.00*** (0.00)	0.00*** (0.00)	-0.00*** (0.00)	0.54*** (0.00)	0.83*** (0.01)	0.56*** (0.02)
Baseline Number of Gifts	0.13*** (0.00)	0.11*** (0.00)	0.18*** (0.00)	-1.26*** (0.22)	4.57*** (0.55)	4.27*** (1.07)
Female	0.01*** (0.00)		0.01* (0.01)	-3.58*** (0.81)		-7.36** (2.95)
45 to 64 years old	0.00 (0.00)		0.01 (0.01)	4.09*** (1.21)		2.96 (4.14)
65+ years old	0.08*** (0.00)		0.08*** (0.01)	7.27*** (1.20)		7.86* (4.16)
Income \$35,000-\$99,999	0.01*** (0.00)		0.01 (0.01)	-1.42 (1.06)		-4.46 (3.86)
Income \$100,000-\$174,999	0.03*** (0.00)		0.03*** (0.01)	4.57*** (1.27)		0.97 (4.59)
Income \$175,000+	0.04*** (0.00)		0.05*** (0.01)	11.67*** (1.44)		2.66 (5.35)
Residence length>5 years	0.00** (0.00)		-0.01 (0.01)	3.06*** (0.82)		-1.36 (3.00)
Constant	0.13*** (0.00)	0.15*** (0.00)	0.08*** (0.02)	51.70*** (2.05)	30.90*** (1.69)	51.54*** (7.70)
R2	0.13	0.08	0.16	0.16	0.48	0.16
N	344,652	57,632	17,614	99,860	17,862	5,173

Note: This table shows results from OLS regressions of donation outcomes on treatment for experiments 1-3 restricted to donors with full demographic information available. Columns 1-3 use probability of donating in the next year as the outcome. Columns 4-6 use gift amount conditional on making a donation as the outcome. Controls include baseline gift amount, number of gifts, age, gender, household income, residence length and fixed station-date effects in Experiments 1 and 3. Omitted categories include 18 to 44 year olds, income below \$34,000, and residence 5 years or less. Standard errors are in parentheses.

\* p<0.10, \*\* p<0.05, \*\*\* p<0.010



Table A.2: Average Gift Amount on Treatment, LATE Estimates

	<i>Donated</i>			<i>Amount   Donated</i>		
	Experiment 1	Experiment 2	Experiment 3	Experiment 1	Experiment 2	Experiment 3
Reached	0.00 (0.00)	0.00 (0.01)	0.02 (0.02)	0.78 (1.64)	-0.32 (2.58)	0.84 (7.77)
New Call Script			0.00 (0.01)			3.01 (3.00)
Baseline Gift Amount	-0.00*** (0.00)	0.00*** (0.00)	-0.00*** (0.00)	0.54*** (0.00)	0.83*** (0.01)	0.56*** (0.02)
Baseline Number of Gifts	0.13*** (0.00)	0.11*** (0.00)	0.18*** (0.00)	-1.26*** (0.22)	4.57*** (0.55)	4.27*** (1.07)
Female	0.01*** (0.00)		0.01* (0.01)	-3.58*** (0.81)		-7.35** (2.95)
45 to 64 years old	0.00 (0.00)		0.01 (0.01)	4.09*** (1.21)		2.94 (4.15)
65+ years old	0.08*** (0.00)		0.08*** (0.01)	7.26*** (1.20)		7.82* (4.18)
Income \$35,000-\$99,999	0.01*** (0.00)		0.01 (0.01)	-1.43 (1.06)		-4.46 (3.86)
Income \$100,000-\$174,999	0.03*** (0.00)		0.03*** (0.01)	4.57*** (1.27)		0.98 (4.59)
Income \$175,000+	0.04*** (0.00)		0.05*** (0.01)	11.67*** (1.44)		2.68 (5.36)
Residence length>5 years	0.00** (0.00)		-0.00 (0.01)	3.06*** (0.82)		-1.34 (3.00)
Constant	0.43 (0.32)	0.15*** (0.00)	0.36** (0.14)	367.26*** (123.68)	30.90*** (1.69)	451.69*** (51.47)
R2	0.18	0.08	0.20	0.18	0.48	0.19
N	344,652	57,632	17,614	99,860	17,862	5,173

Note: This table shows local average treatment (LATE) effects of thank-you calls on donation outcomes restricted to donors with full demographic information available. Reached signifies a successful call. Columns 1-3 use probability of donating in the next year as the outcome. Columns 4-6 use gift amount conditional on making a donation as the outcome. Controls include baseline gift amount, number of gifts, age, gender, household income, residence length and fixed station-date effects in Experiments 1 and 3. Omitted categories include 18 to 44 year olds, income below \$34,000, and residence 5 years or less. Standard errors are in parentheses.

\* p<0.10, \*\* p<0.05, \*\*\* p<0.010

Table A.3: Treatment Effects in Future Years in Experiment 1

(a) 2 Years Following Randomization			
	Treatment	Control	p-value
Percent Donating	19.38 (0.06)	19.43 (0.17)	0.79
Amount   Donated	130.49 (0.58)	131.76 (1.57)	0.10*
N	348,005	43,068	
(a) 3 Years Following Randomization			
	Treatment	Control	p-value
Percent Donating	11.45 (0.05)	11.41 (0.14)	0.78
Amount   Donated	130.22 (0.75)	129.49 (1.92)	0.48
N	225,226	27,679	
(b) 4 Years Following Randomization			
	Treatment	Control	p-value
Percent Donating	5.60 (0.03)	5.60 (0.10)	1.00
Amount   Donated	127.63 (1.07)	126.82 (2.80)	0.79
N	111,369	13,356	
(c) 5 Years Following Randomization			
	Treatment	Control	p-value
Percent Donating	1.75 (0.02)	1.65 (0.05)	0.10
Amount   Donated	112.10 (2.36)	103.91 (3.89)	0.38
N	7,691	903	

Note: P-values reported from Mann-Whitney t-tests for amount conditional on donating data and Chi2 tests of proportions for percent donating. Standard errors in parentheses.

\*  $p < 0.10$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.010$

Table A.4: Effect of Treatment on Unconditional Gift Amount in Experiment 1

	Unconditional Gift Amount
Call Treatment	0.17 (0.48)
Baseline Gift Amount	0.11*** (0.00)
Baseline Number of Gifts	15.30*** (0.13)
Female	-0.09 (0.31)
45 to 64 years old	0.42 (0.45)
65+ years old	12.93*** (0.46)
Income \$35,000-\$99,999	0.27 (0.42)
Income \$100,000-\$174,999	4.50*** (0.49)
Income \$175,000+	8.39*** (0.56)
Residence length>5 years	1.77*** (0.32)
Constant	-11.05*** (0.80)
R2	0.06
N	344,652

Note: This table shows results from the OLS regression of unconditional amount donated in the next year on treatment for experiment 1 restricted to donors with full demographic information available. Controls include baseline gift amount, number of gifts, age, gender, household income, residence length and fixed station-date effects. Omitted categories include 18 to 44 year olds, income below \$34,000, and residence 5 years or less. Standard errors are in parentheses.

\* p<0.10, \*\* p<0.05, \*\*\* p<0.010

Table A.5: Average Overprediction by Experience and Charity Size

	Overprediction (\$ per donation)	Overprediction (% donated)
Experience 5+ years (org.)	9.48 (9.17)	-1.13 (3.04)
Experience 5+ years (industry)	6.81 (9.72)	6.51* (3.46)
10k+ donations/year	-10.32 (9.46)	-4.39 (3.17)
Does Calls	16.11 (10.37)	6.11* (3.29)
N	157	157

Note: This table shows the coefficients on 8 individual OLS regressions of average overprediction (measured as distance from actual amount or percentage, averaged across the three experiments) on different fundraiser and charity characteristics. We only include subjects that made predictions for all three experiments. Standard errors are in parentheses.

\*  $p < 0.10$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.010$

Table A.6: Robustness Test: Proportion Donating and Conditional Gift Card Amount in Experiment 1

	(1) Prop. Donating	(2) Amount Donated
Treatment	-0.01 (0.00)	-0.87 (1.95)
Pledge Drive	-0.15*** (0.00)	10.22*** (2.35)
Treatment*Pledge Drive	0.01** (0.00)	1.78 (2.48)
R2	0.02	0.00
N	494,116	138,248

Note: This table shows coefficients of treatment status, whether the donor was acquired through a pledge drive and the interaction term from an OLS regressions. Column 1 shows the effect on probability donated and column 2 shows the effect on gift amount conditional on donating. Regressions control for station-date fixed effects. Standard errors are in parentheses.  
 \*  $p < 0.10$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.010$



About how many individual donations does your organization receive annually?

- ☐ Fewer than 100
- ☐ 100 to 999
- ☐ 1,000 to 9,999
- ☐ 10,000 to 99,999
- ☐ 100,000+
- ☐ Don't know

What best describes your familiarity with your organization's fundraising practices? Select all that apply:

- ☐ I am involved with most of the campaigns we run.
- ☐ I get to learn about the impact of most of the campaigns we run.
- ☐ I make decisions about which campaigns to run or provide feedback about new campaigns.
- ☐ I lead or assist in the data analysis of determining the success of campaigns.
- ☐ I am personally engaged in interacting with donors.
- ☐ Other:
- 

#### Fundraising Practice

Which fundraising practices does your organization use? Please check all that apply.

- ☐ Matching gifts
- ☐ Thank-you calls
- ☐ Volunteer solicitors
- ☐ Paid solicitors
- ☐ Gifts in solicitation mailings
- ☐ Donor premiums
- ☐ Door to door solicitations
- ☐ Mailed solicitations
- ☐ Providing information about what other donors gave
- ☐ Suggested gift amounts
- ☐ Challenge gifts
- ☐ Letting donors choose the target of their gift
- ☐ None of the above

#### Preamble

Now we will ask you to make guesses about what **4 studies** have found about the impact of different solicitation techniques on donations.

#### Postcards

##### You've Got Mail!

Researchers worked with a large children's charity in Europe. They sent 10,000 letters to the charity's prior donors to collect money for schools in a developing country.

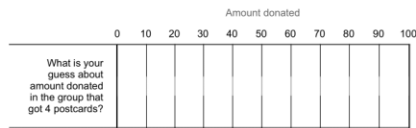
- A random group of households got **1 postcard** with a painting drawn by children in the developing country.
- Another group got **4 postcards**.
- The third group **did not get a postcard**.

In the group that **did not get a postcard**, **12%** of recipients made a donation

Percent donating										
	0	10	20	30	40	50	60	70	80	90 100
What is your guess about % donating in the group that got 1 postcard?										
What is your guess about % donating in the group that got 4 postcards?										

In the group that **did not get a postcard**, the average donation amount was **62.15** (francs, including only those who donated).

Amount donated										
	0	10	20	30	40	50	60	70	80	90 100
What is your guess about amount donated in the group that got 1 postcard?										



How confident are you about your guesses on this page?



#### Volunteer vs Paid

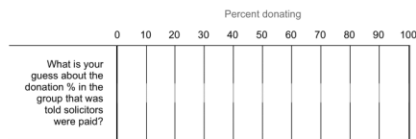
##### Volunteer versus Paid Solicitors

Researchers worked with a US-based local non-profit offering free tutoring for low-income teens. Solicitors (undergraduate students) approached about 3,000 households in a door-to-door fundraising campaign. Half of the time, solicitors *worked*, and half of the time they *volunteered*.

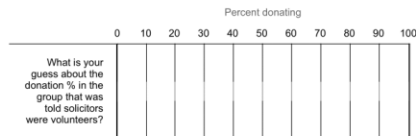
When solicitors were working, for a randomly selected set of households they did not reveal their pay status. For other households they said they are "*being paid... to work, raising money.*" When solicitors were volunteering, for a random set of households they did not reveal their pay status. For other households they said they are "*an unpaid volunteer... volunteering to raise money.*"

This experiment was not used in the paper.

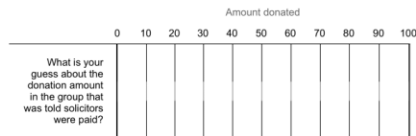
In the group that *was not told that solicitors were paid*, **16%** of households made a donation.



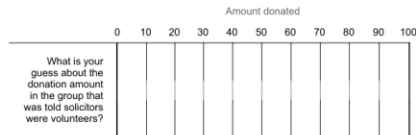
In the group that *was not told that solicitors were paid*, **15%** of households made a donation.



In the group that *was not told that solicitors were paid*, the average donation amount was **\$18.22** (including only those who donated).



In the group that *was not told that solicitors were volunteers*, the average donation amount was **\$15.14** (including only those who donated).



How confident are you about your guesses on this page?



Not confident at all												Very confident	
Not confident at all		2	3	4	5	6	7	8	Very confident				
		0	1	2	3	4	5	6	7	8	9	10	
1													

#### Public Radio Fundraising Social Information

##### Calling in to Donate

Researchers worked with a public radio station in the US during the station's on-air fund drive. They took calls as volunteers at the station.

When the volunteers answered the phone, they randomly determined whether to give callers additional information about the gift amount made by a prior donor. About 500 people called in during the study.

- Some callers did not get any additional information before making their gift.
- Other callers got told that "another member contributed \$75", or "another member contributed \$180" or "another member contributed \$300."

In the group that did not get additional information, the average gift amount was **\$106.72**.

		Amount donated													
		0	30	60	90	120	150	180	210	240	270	300			
What is your guess about amount donated in the group that got told about a \$75 contribution?													\$	was the average gift amount in the group that got told another donor made a \$75 contribution.	
What is your guess about amount donated in the group that got told about a \$180 contribution?													\$	was the average gift amount in the group that got told another donor made a \$75 contribution.	
What is your guess about amount donated in the group that got told about a \$300 contribution?													\$	was the average gift amount in the group that got told another donor made a \$75 contribution.	

##### How confident are you about your guesses on this page?

Not confident at all												Very confident	
Not confident at all		2	3	4	5	6	7	8	Very confident				
		0	1	2	3	4	5	6	7	8	9	10	
1													

#### Mailed Solicitation Matches

##### Matching Gifts

Researchers worked with a US-based organization to conduct a mailing campaign. The organization sent solicitations to about 50,000 prior donors. Recipients were randomly assigned to different groups:

- One group of donors did not get a match.
- A second group received the note that a fellow member will match their donation \$1:\$1, that is, for every dollar they donate, the matching donor contributes \$1.
- A third group received the same note but with the matching amount of \$2:\$1, meaning that for every dollar they donate, the matching donor contributes \$2.
- A fourth group received the same note but with the matching amount of \$3:\$1, meaning that for every dollar they donate, the matching donor contributes \$3.

In the group that **didn't get a match**, **1.8%** of recipients made a donation.

What is your guess about the group that...

		Percent donating												
		0	10	20	30	40	50	60	70	80	90	100		
What is your guess about percent donating in the group that got a \$1:\$1 match?													% of recipients made a donation in the group that got a \$1:\$1 match.	

Percent donating											
	0	10	20	30	40	50	60	70	80	90	100
What is your guess about percent donating in the group that got a \$2:\$1 match?											% of recipients made a donation in the group that got a \$1:\$1 match.
What is your guess about percent donating in the group that got a \$3:\$1 match?											% of recipients made a donation in the group that got a \$1:\$1 match.

In the group that didn't get a match, the average gift amount was **\$45.54** (including only those who donated).

Amount donated											
	0	20	40	60	80	100	120	140	160	180	200
What is your guess about amount donated in the group that got a \$1-\$1 match?											
What is your guess about amount donated in the group that got a \$2-\$1 match?											
What is your guess about amount donated in the group that got a \$3-\$1 match?											

How confident are you about your guesses on this page?

Not confident at all											Very confident
	0	1	2	3	4	5	6	7	8	9	10
1											

#### Door to Door

##### Pre-Announcements

Researchers worked with a regional children's hospital and a hazard mitigation center to design a door-to-door fund-raiser. About 5,000 households were a part of the study.

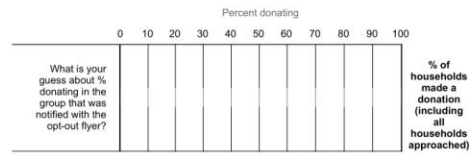
- A randomly selected group of households was not informed about the time of the solicitation.
- The other group got a flyer on their doorknob the day before informing them about the date and time of the solicitation. Households could also mark a "do not disturb" box on the flyer to opt out of being approached.

In the group that was not notified with the flyer, **41%** of households opened the door for the solicitor

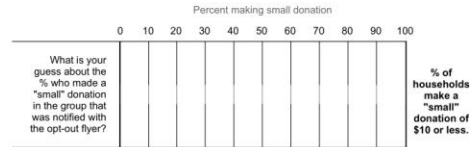
Percent opening the door											
	0	10	20	30	40	50	60	70	80	90	100
What is your guess about % opening the door in the group that was notified with the opt-out flyer?											% of households opened the door for the solicitor.

In the group that was not notified with the flyer, **6%** of households made a donation (including all households approached)

Percent donating										
0	10	20	30	40	50	60	70	80	90	100



In the group that was not notified with the flyer, **4%** of households made a "small" donation of \$10 or less.



How confident are you about your guesses on this page?



#### Agency

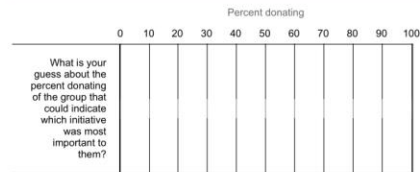
##### Testing the Importance of Agency

Researchers worked with an Ivy league to send mailed solicitations to about 30,000 alumni. Researchers were interested in how agency affects charitable giving.

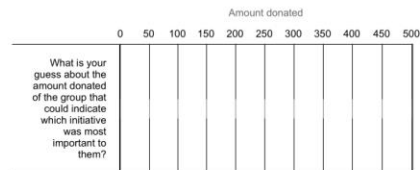
\* A randomly selected group of alumni were given a reply card in which they could indicate which was most important to them: student financial aid, student and academic life, residential life, or special campus initiatives.

\* The other group simply saw that the fundraiser supports all four of those initiatives.

In the group that did not have the option to indicate which initiative was most important to them, **2.5%** made a donation.



In the group that did not have the option to indicate which initiative was most important to them, the donation amount was **\$235.16** (including only those who donated).



The researchers next looked at the impact on **the top 5% income donors**.

Within the top 5% of income donors, in the group that did not have the option to indicate which initiative was most important to them, **2.9%** made a donation.



	0	10	20	30	40	50	60	70	80	90	100
What is your guess about the donation % of the top 5% income donors who could indicate which initiative was most important to them?											

Within the top 5% of income donors, in the group that did not have the option to indicate which initiative was most important to them, the donation amount was **\$191.67** (including only those who donated).

	0	50	100	150	200	250	300	350	400	450	500
What is your guess about the donation amount of the top 5% income donors who could indicate which initiative was most important to them?											

How confident are you about your guesses on this page?

	0	1	2	3	4	5	6	7	8	9	10
Click to write Choice 1											

#### Confidence Question

Of the 22 guesses that you made, what is your best guess as to how many are within 10% of the actual donor response?

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
0																							

#### Open ended questions

Do you have any other comments?

In order to enter you in the contest for the \$125 Amazon gift card, please provide us with your email address. Note that you can only participate once. We will not link your email to your responses, and will only use your email to send you your gift card if you are selected. If you prefer not to enter the contest and don't want to provide your email, just continue without answering.

Email:

For any additional information or to get help with this survey, please contact us at 213-821-9855 or at [uscchoicelab@gmail.com](mailto:uscchoicelab@gmail.com).