

Behaviorally informed intervention materials for “Increasing Voluntary Contributions at Congregate Meals Program Sites”



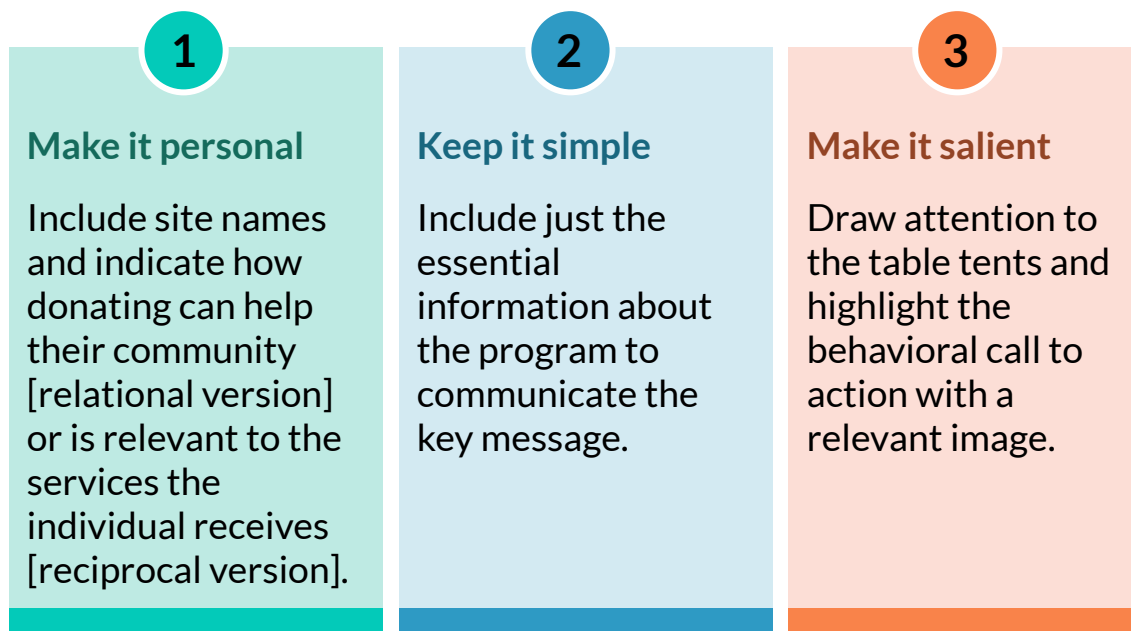
The Administration for Community Living (ACL)’s Administration on Aging in the Department of Health and Human Services piloted different methods of soliciting voluntary contributions for the congregate meals program. Congregate meals sites in Maryland were randomly assigned to receive one of two types of table tents highlighting a donation request, or to not receive any table tents.

The table tents did not significantly increase contributions in the pilot.

The materials below provide the content of the two versions of the table tents sent to sites, and describe the best practices adopted in these designs for effective communications.

This pilot also included an ask to congregate meals sites nationwide to share their strategies to increase voluntary contributions. The interventions shared as a result of this request are also included below.

The table tents were designed with three principles in mind: ***make it personal***, ***keep it simple***, and ***make it salient***. (More information on designing effective communications can be found [here](#).) The way these principles were applied to the table tents is described below:



For more information on this intervention or to start a conversation, **please contact oes@gsa.gov**.

Relational Table Tents



Thank you for being a part of
our community!

Your contributions help to
keep the eating club a stable
part of our community.



Westernport Senior Center

Keep content short and to the point to communicate the key message.

Include the site name to highlight the local effect of donations.

Westernport Senior Center



Thank you for being a part of
our community!

Your contributions help to
keep the eating club a stable
part of our community.

Include an image that brings to mind ideas of the community the donations support.

Highlight the relational nature of involvement in the program.

Reciprocal Table Tents



All donations add to the nutrition program budget. We can expand meal service and offerings, and directly benefit you and the community.

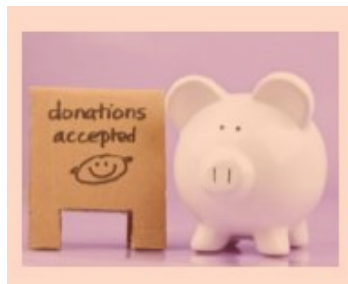
Keep content short and to the point to communicate the key message.



Cumberland Senior Center

Include the site name to highlight the local effect of donations.

Cumberland Senior Center



Include an image that brings to mind the idea that the donations are a contribution to something that matters to the donor.

All donations add to the nutrition program budget.

We can expand meal service and offerings, and directly benefit you and the community.

Highlight the relational nature of involvement in the program.

Annex: Example solicitations from congregate meals programs around the country

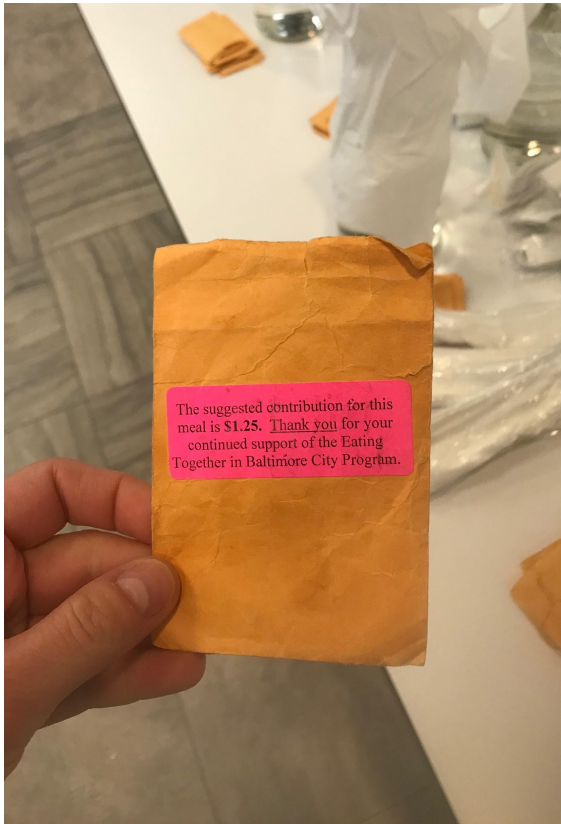


Millen, Georgia

Default: Behavioral scientists can nudge behavior by redefining the passive route - or default - that is taken without need for an active choice.

In this site, a locked donation box is placed on the counter where clients receive their meals. Positioning it in the serving line makes the donation look like a **default** part of the meal process.

Annex: Example solicitations from congregate meals programs around the country

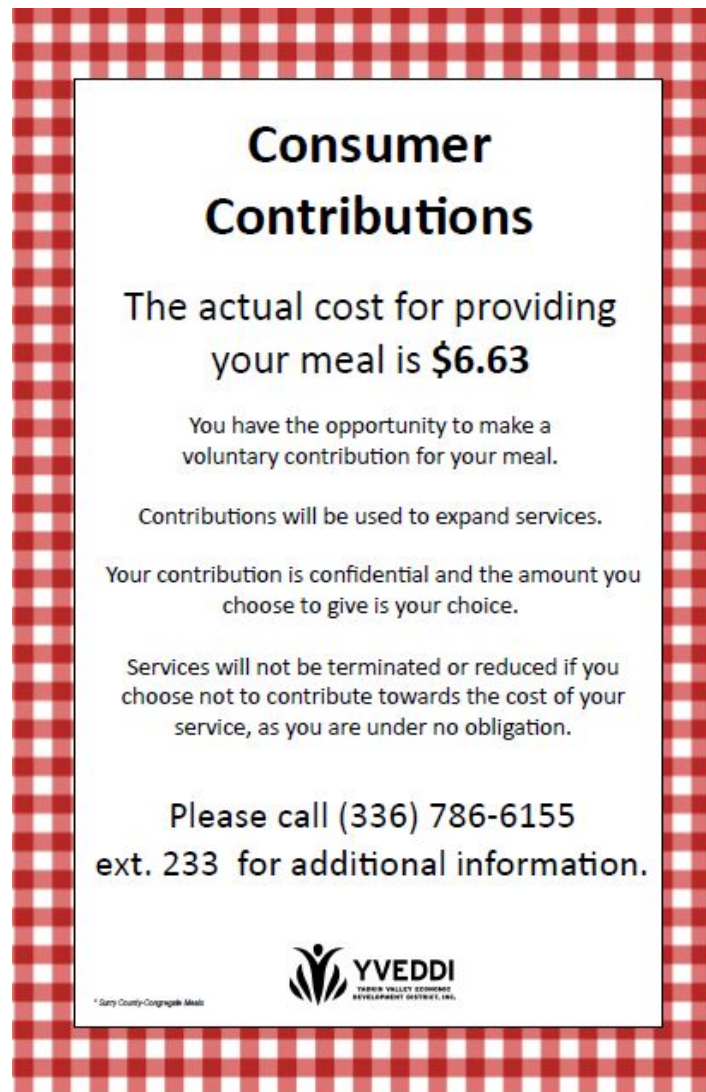


Baltimore, MD

Salience: Highlighting information or the availability of resources makes something top-of-mind, in turn motivating action.

Donation envelopes were placed on the table where participants collect silverware and water for their meals. The placement of the envelopes was **salient** to participants, and it was natural for them to pick up an envelope along with the other items before sitting down to eat their meal.

Annex: Example solicitations from congregate meals programs around the country



Booneville, NC

Anchoring: Providing a benchmark for a particular belief or behavior can anchor people such that they are more likely to respond in line.

In this site, a notice is posted to serve as a daily reminder to participants about the cost of the service. The stated cost serves as an **anchor** to motivate donations. Indeed, research - including a [project](#) through the Office of Evaluation Sciences - has shown that anchors can lead to increases in both the number of people donating and the amount donated.

Annex: Example solicitations from congregate meals programs around the country



Your Donation Matters!

The meal you are enjoying today is similar to one from a local restaurant but costs much less. Our suggested donation is \$3.00 yet we are receiving only 96¢ per meal on average, creating a budget shortfall.

We hope that you understand the value and impact of your donation on this program.

Your generosity helps us to meet our expenses and provide more meals to seniors.

Compare the value	Local Restaurant Prices	Senior Café Site Suggested Donation
Spaghetti & Meatballs	8.00	
Tossed Salad w/ Dressing		
Italian Bread		
Milk	1.25	
Dessert	2.00	
Sub Total		
Tax	.71	
Tip	2.25	
Actual Total	\$14.21	\$3.00



Connecticut

Reference dependence: Setting a reference point can make options that are better than the reference point look even more appealing, and vice versa.

In this site, a placemat is disseminated at cafes to highlight the difference between the price of a meal at a local restaurant and the suggested donation at the Congregate Meals site. The price of the restaurant meal serves as a **reference point**, making the suggested donation seem comparatively low.

Annex: Example solicitations from congregate meals programs around the country



<div> LUNCH </div> <div>OCTOBER 2018</div> <div> </div>				
Monday	Tuesday	Wednesday	Thursday	Friday
1 HAMBURGER BAKED BEANS CHUCKWAGON CORN CHOCOLATE MOON PIE HAMBURGER BUN KETCHUP/MUSTARD	2 CHICKEN & SAUSAGE GUMBO STEAMED RICE OKRA & TOMATOES WHIPPED SWEET POTATO SALTINES CRACKERS LEMON PUDDING	3 SPAGHETTI W/ MEAT SAUCE TOSSED SALAD GREEN BEANS GARLIC BREAD CRANBERRY CAKE ITALIAN DRESSING	4 WHITE BEANS & CHICKEN CHILI SEASONED TURNIP GREENS SPICED PEACHES CORNBREAD FRUIT & GRAIN BAR	5 TURKEY & CHEESE SANDWICH LETTUCE & TOMATO BLACK-EYED PEA SALAD HOAGIE BUN FRESH APPLE MAYONNAISE
8 COUNTRY MEATBALLS GREEN PEAS PICKLED BEETS BROWN RICE FRESH ORANGE	9 HAM & PINEAPPLE SAUCE ORIENTAL BLEND WHITE BEANS WW BREAD ROYAL BROWNIE	10 BBQ CHICKEN SEASONED COLLARDS CHANTILLY POTATOES WW ROLL COWBOY COOKIE	11 TACO SALAD SHREDDED CHEESE LETTUCE/TOMATO TRI-COLORED BEAN salad FLOUR TORTILLA APPLE JUICE TACO SAUCE	12 CHICKEN TETRAZZINI WHOLE KERNEL CORN COUNTRY COTTAGE WW BREAD MANDARIN ORANGE
15 HEARTY PORK STEW CREAMED CORN VEGGIES IN STEW WW ROLL SPICED APPLES MARGARINE	16 ROASTED TURKEY SEASONED TURNIPS SWEET POTATOES CORNBREAD COOKIES & CREAM FLUFF MARGARINE	17 HAMBURGER COLE SLAW BAKE BEANS HAMBURGER BUN PINEAPPLE CRISP KETCHUP/MUSTARD	18 CHICKEN SALAD BLACK-EYED PEA SALAD OL'FASHIONED VEGGIE SOUP WW BREAD 2 SLICES LIME CITRUS MOLD	19 MEATLOAF/ GRAVY CABBAGE GREEN BEANS WHITE DINNER ROLL FRESH BANANA MARGARINE
22 CHICKEN W/ GRAVY MUSTARD GREENS CHANTILLY POTATOES WW BREAD FRESH ORANGE MARGARINE	23 HOT DOG W/CHILI CUCUMBER & ONION SALAD KERNEL CORN HOT DOG BUN APPLE CRISP KETCHUP/MUSTARD	24 BBQ PULLED PORK COLE SLAW BAKED BEANS HAMBURGER BUN BREAD PUDDING W/ RAISINS	25 CHICKEN POT PIE BROCCOLI CUTS ESCALOPED POTATOES BISCUIT CHOCOLATE PUDDING	26 SALISBURY STEAK CREAMED POTATOES GREEN PEAS & ONIONS CORNBREAD JOY'S APPLESAUCE COOKIE
29 HAMBURGER BAKED BEANS CHUCKWAGON CORN CHOCOLATE MOON PIE HAMBURGER BUN KETCHUP/MUSTARD	30 LEMON PEPPER CHICKEN BUTTERED CARROTS ORANGE JUICE MACARONI & CHEESE ALMOND COOKIE	31 SPAGHETTI W/ MEAT SAUCE TOSSED SALAD GREEN BEANS GARLIC BREAD CRANBERRY CAKE ITALIAN DRESSING	COST PER MEAL: \$4.45 ALL DONATIONS ACCEPTED	

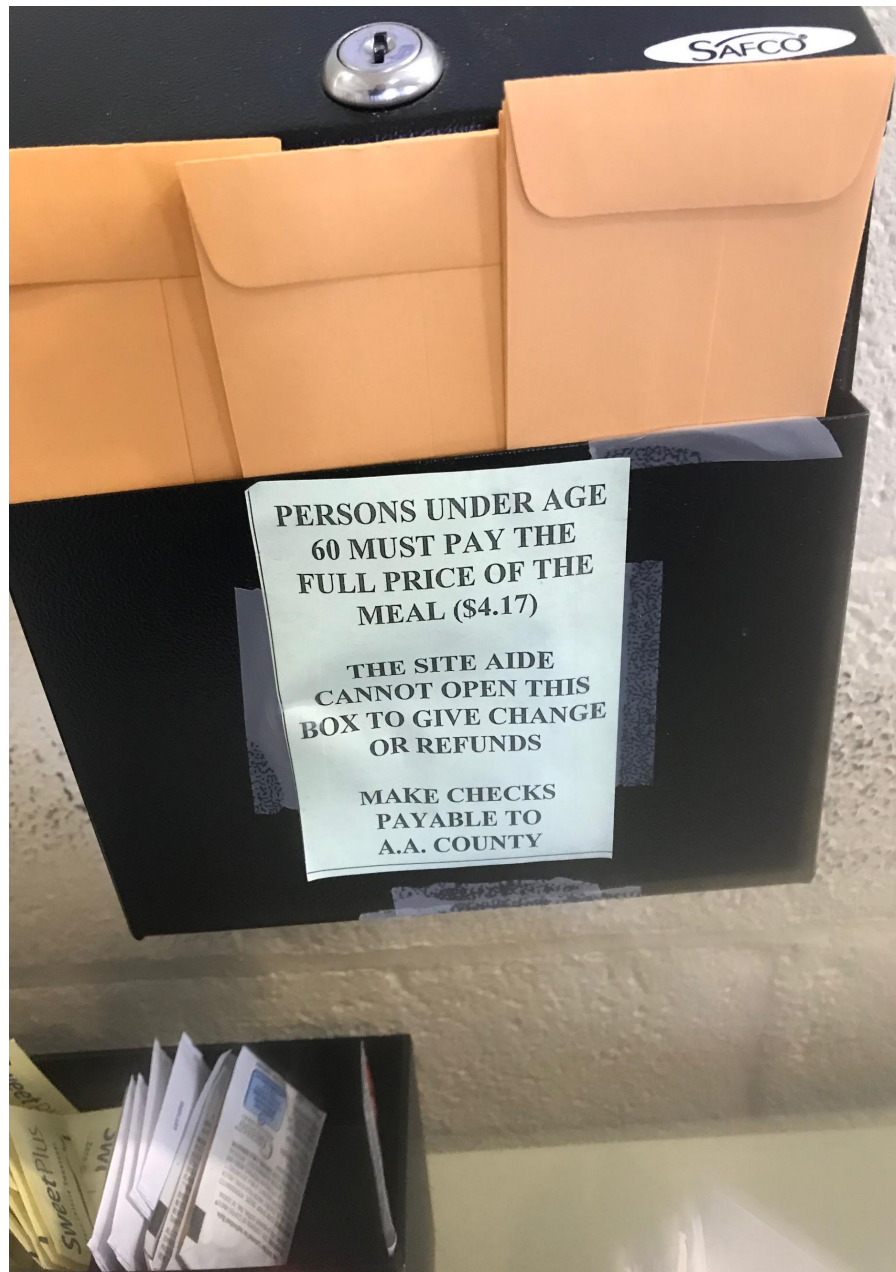
EACH MEAL IS SERVED WITH 1% MILK
 THIS MONTH'S SPECIAL IS ON OCTOBER 30TH



Millen, Georgia

“Each month, an event and lunch calendar is printed and dispersed to each congregate client. Displayed on this calendar is the cost of each meal and states that any and all donations are accepted. These calendars are also posted on our community happenings board.”

Annex: Example solicitations from congregate meals programs around the country



Annapolis, MD

CASH or CHECK



**Check Payable to
Milwaukee County
Senior Meals**

Milwaukee County Senior Dining

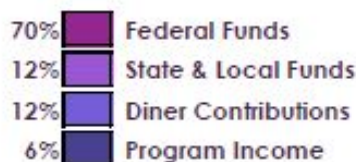
www.county.milwaukee.gov/aging

Milwaukee, WI

Milwaukee County Senior Dining

Your Contributions Make A Difference

Where The Money Comes From



Where The Money Goes

YEAR	NUTRITION PROGRAMS	ANNUAL COST
2017	Congregate Meals = 242,167 Meals on Wheels = 369,071 Total Meals Served = 611,238	\$ 5,065,913
2016	Congregate Meals = 256,384 Meals on Wheels = 356,529 Total Meals Served = 612,913	\$ 4,869,504
2015	Congregate Meals = 262,179 Meals on Wheels = 339,351 Total Meals Served = 601,530	\$ 4,879,442

WE RELY ON AND APPRECIATE
YOUR PARTICIPATION & SUPPORT.

~THANK YOU!



Visit Milwaukee County Department on Aging Website: www.county.milwaukee.gov/aging
Call Milwaukee County Senior Dining Office: (414) 289-6995

Milwaukee, WI

Annex: Example solicitations from congregate meals programs around the country



WE COUNT ON YOUR
CONTRIBUTIONS



EVERY
DOLLAR
MAKES A
DIFFERENCE

SENIORS=\$3.00 Suggested Contribution
DINERS <60=\$8.00 Guest Fee




Senior Dining


MILWAUKEE COUNTY DEPARTMENT ON AGING


Milwaukee, WI

Milwaukee County Senior Dining



WHAT A DEAL!





Consider this...

A typical Diner consumes 10 meals/month.
The Actual Cost of 10 meals = \$80.00
The Suggested Contribution = \$30.00

MORE THAN JUST A MEAL!

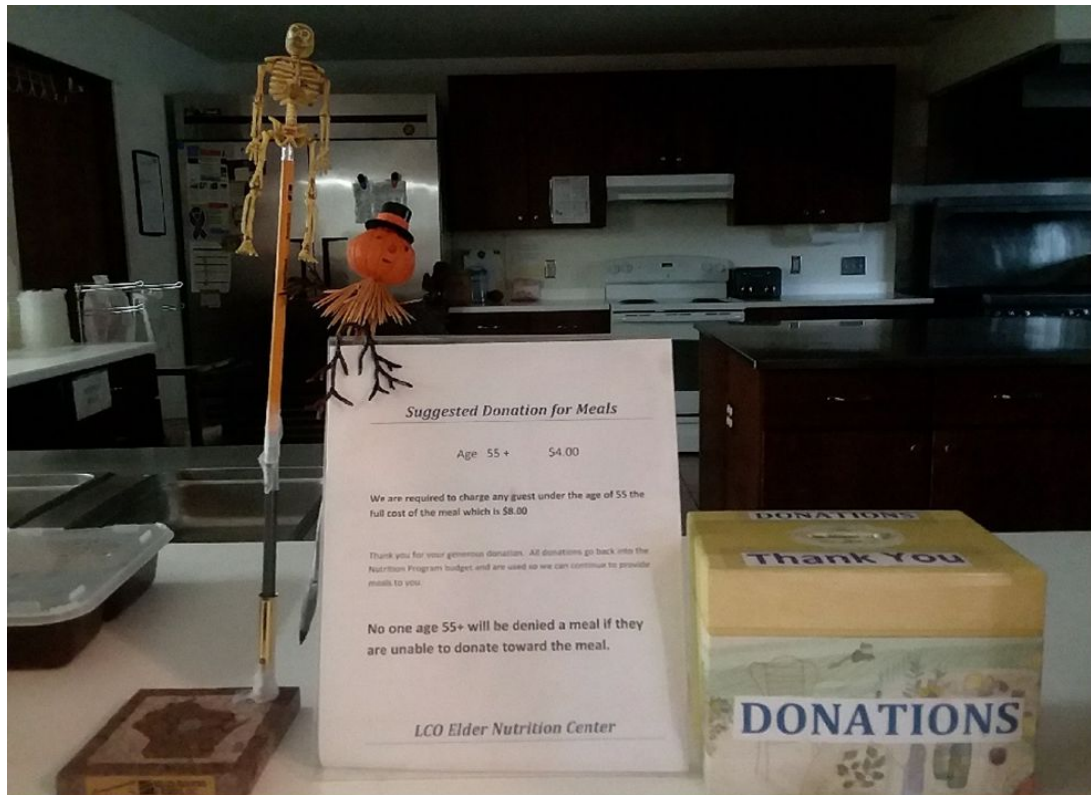
- balanced meals
- convenient
- make/meet friends
- connect to community
- less dish washing
- volunteer options
- fitness classes
- save money
- education/programs
- get info & resources
- ↓ cooking, groceries
- computer access

Please Contribute as generously as you can afford.

Milwaukee County Department on Aging: county.milwaukee.gov/aging ♦ Senior Dining Office 414-289-6995

Milwaukee, WI

Annex: Example solicitations from congregate meals programs around the country



LCO Tribal Elder Services, WI

“[We sent out] Expectations and Guidelines to all participants, created a friendlier donation box and also have an updated “Suggested Donations for Meals” flyer, which is located next to our donation box.”

Annex: Example solicitations from congregate meals programs around the country



Come Dine With Us! Food, Friends, Fun!

Enjoy a free, well-balanced meal with friends.

Donations Welcome!

Home-delivered meals are available to those who cannot leave their homes unassisted.

Persons 60 and older and their spouses, regardless of age, are eligible.

Administered by the Michigan Commission and Offices of Services to the Aging.

This program is funded under the Federal Older Americans Act of 1965, as amended, supplemented by State funds and local donations.

Nutrition Project Director

Phone Number/Email

Area Agency on Aging (AAA) Contact

NICOLE BENTLEY

Phone Number/Email

313-446-4444 EXT. 5306

Suggested Donation

Guest Fee

\$5.00

"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer."

G:\Community Services\Nutrition\Congregate Meal Program\Food and Friendship Sign.docx

Detroit, MI

"[We sent out] Expectations and Guidelines to all participants, created a friendlier donation box and also have an updated "Suggested Donations for Meals" flyer, which is located next to our donation box."