

VIGNETTE EXAMPLE

Signs asking for donations have become ubiquitous in many places, especially college campuses. On campus, students are often asked to donate for a variety of causes, whether via cash or mobile payment apps. Many students give a few dollars here or there, though not everyone contributes. On her way to lunch, Jenna, a college sophomore, is asked if she can donate to a cause. "I usually just ignore these," she thinks, "a few dollars won't make a real difference--I'll pass."