

Pilot Data

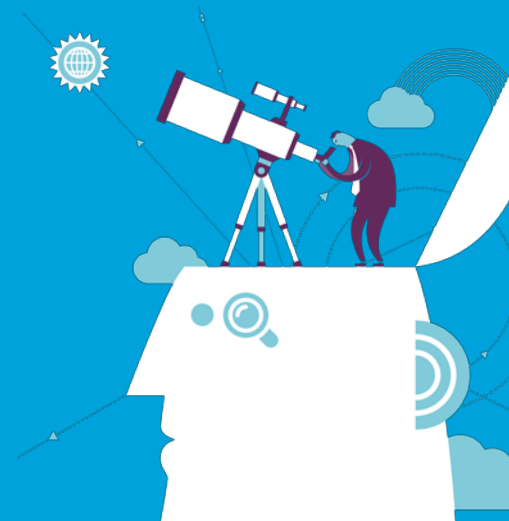
How can giving pledges help fundraising for effective charities?
- Impact pledge vs. Money pledge

Joined work with Paul Smeets

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Idea: Using Impact Pledges for Fundraising

- *Temporal segregation* of pledge and giving decision can overcome the loss of generosity caused by “numbers”
- Pledging an impact instead of money *frames* donors' decision as impact rather than as income loss
- Finally, an impact pledge *primes* individuals to react more sympathetic and sensitive to cost-effectiveness

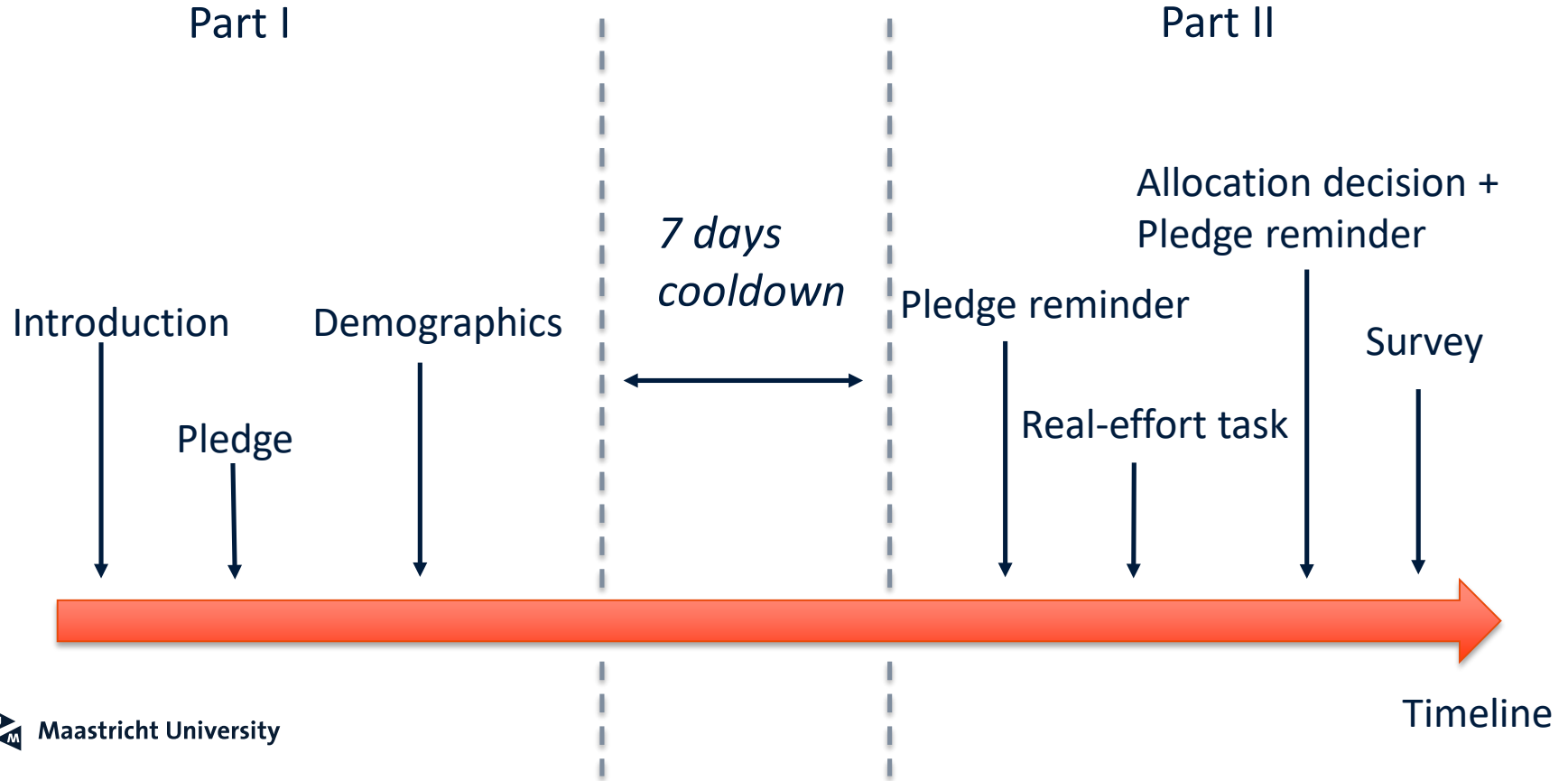
Motivation: Why help practitioners directing money?

- Scientific evidence suggesting that organizations' "cost per outcome" differs by a factor of 1000 or more (Jamison et al., 2006)
- Charity evaluators make information easily accessible
- Donors care for effectiveness and feel satisfied when they make a clear impact with their donation (Aknin et al., 2013)
- Learning about donors' behavior leading to academic insights

Recruitment, Participants and Treatment Groups

- Recruit participants using **Prolific.co**. Filter for:
 - Giving history (+100GBP p.a.), US/UK citizenship, age (30-50), native speaker, male
- 3 Groups (randomly assigned):
 - Control (no pledge)
 - Impact pledge (days of school participation)
 - Money pledge (amount to donate)

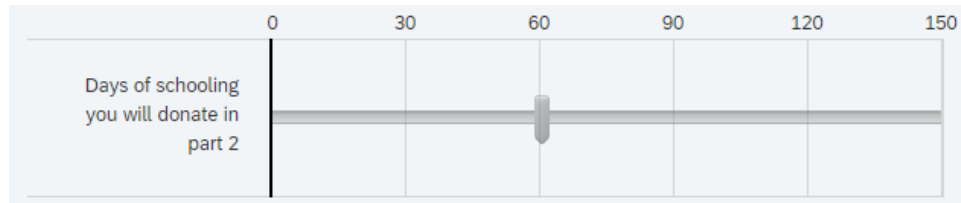
Design Flow



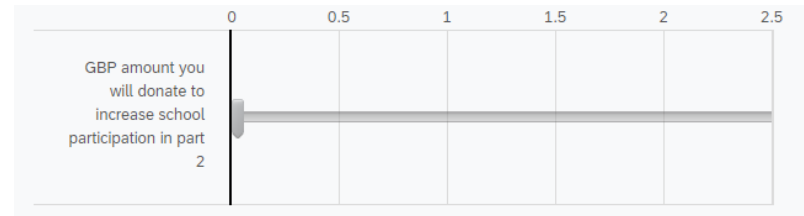
Pledging Screen

- After learning about the opportunity **to donate** any share of **your bonus payment to increase school participation in part 2**, could you please indicate **how many days of schooling / how much you** intend to donate? Please note, we will consider your answer as a giving pledge.
- Use the sliders below to make **your giving pledge**. Your pledge cannot exceed the maximal amount of schooling your future bonus payment of 2.5 GBP can buy.

Group A



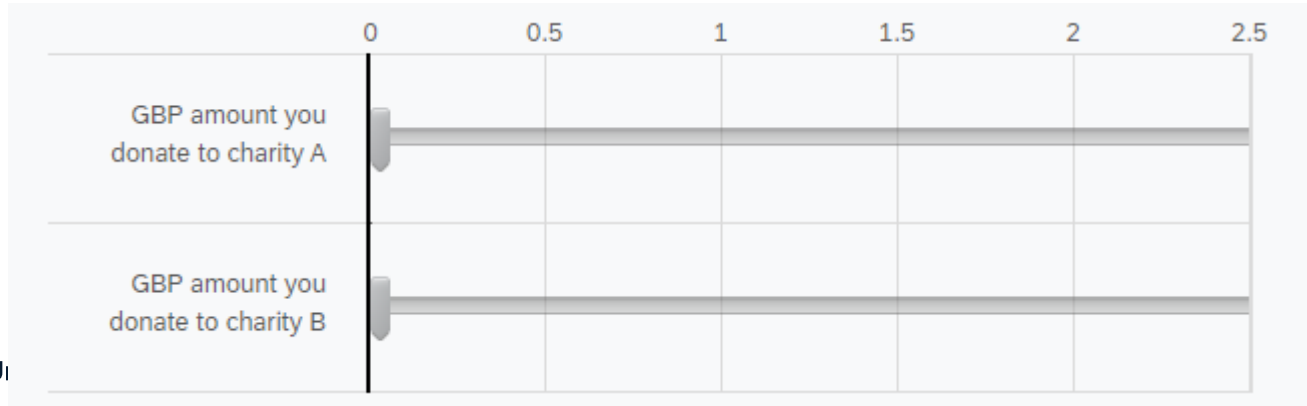
Group B



Donation Screen

Charity A will provide balanced school meals, enabling students to remain in school longer. **Per 50 pence donated, this charity provides 0.3 days of school participation.**

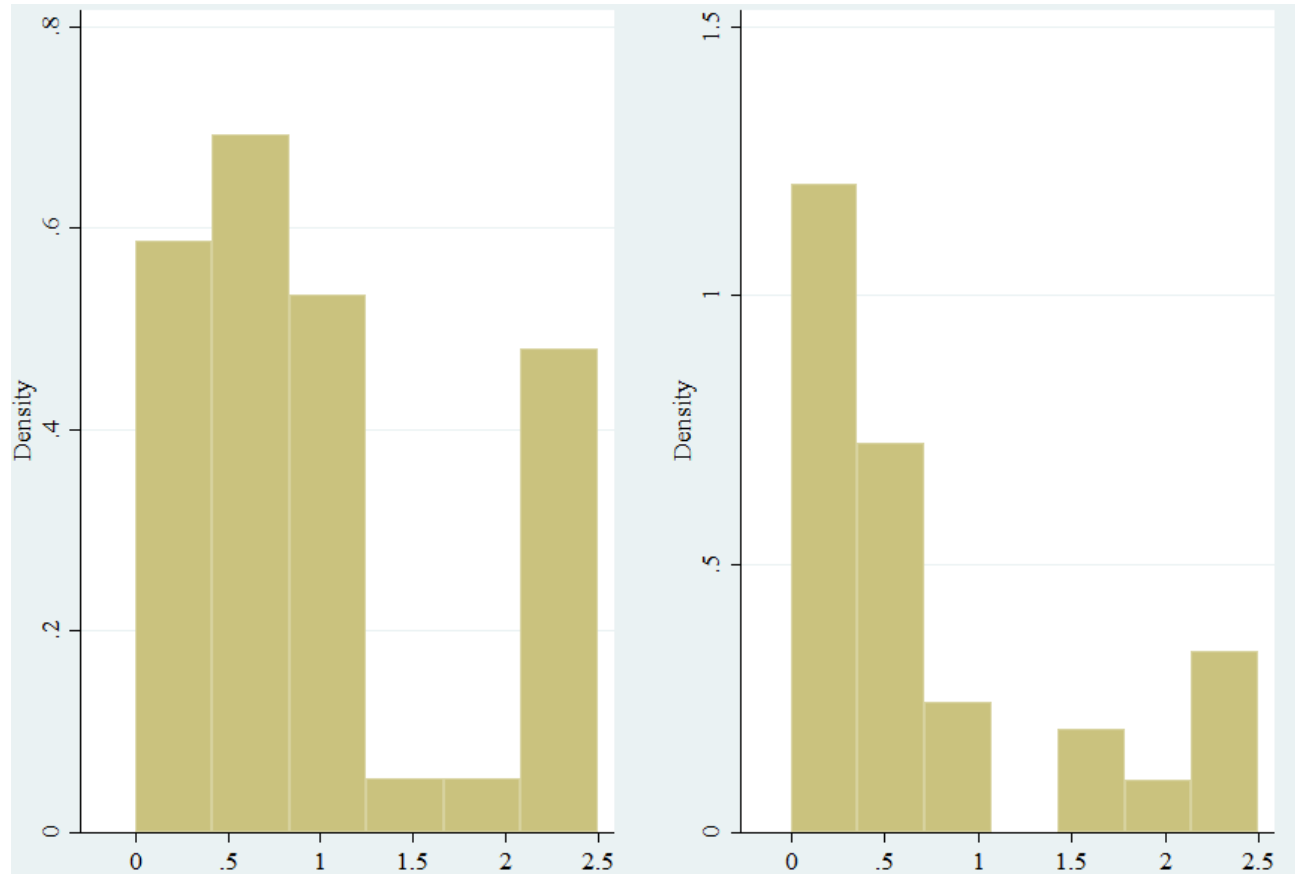
Charity B will provide neglected tropical disease (NTD) treatments, enabling students to remain in school longer. **Per 50 pence donated, this charity provides 30 days of school participation.**



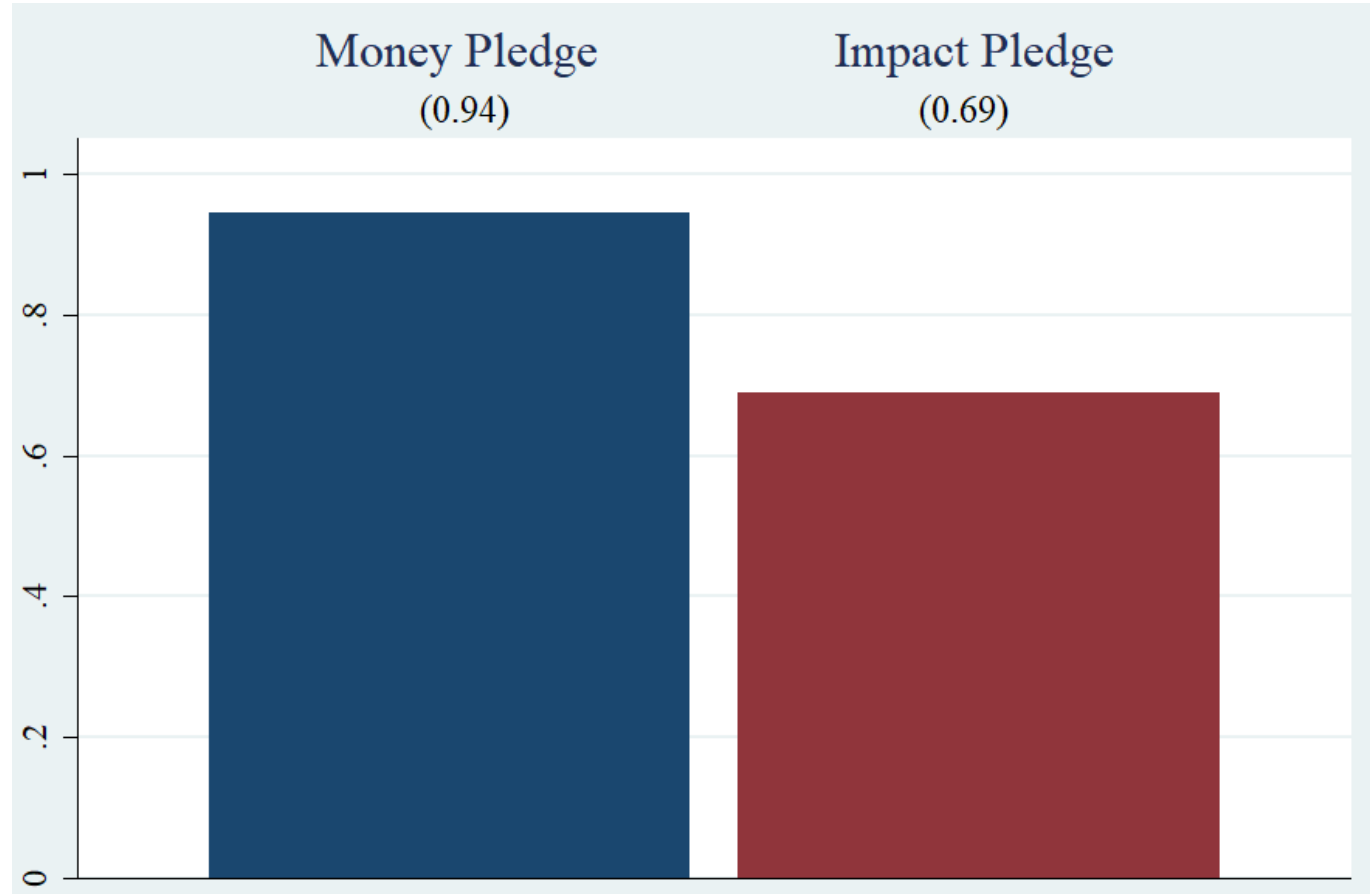
Main Hypotheses

- H1: *Donors in the impact group give a **higher ratio** of their total donations to the cost-effective charity.*
- H2: *Donors who pledge give a higher total amount than donors in the control group.*

Results: Distribution of Pledges



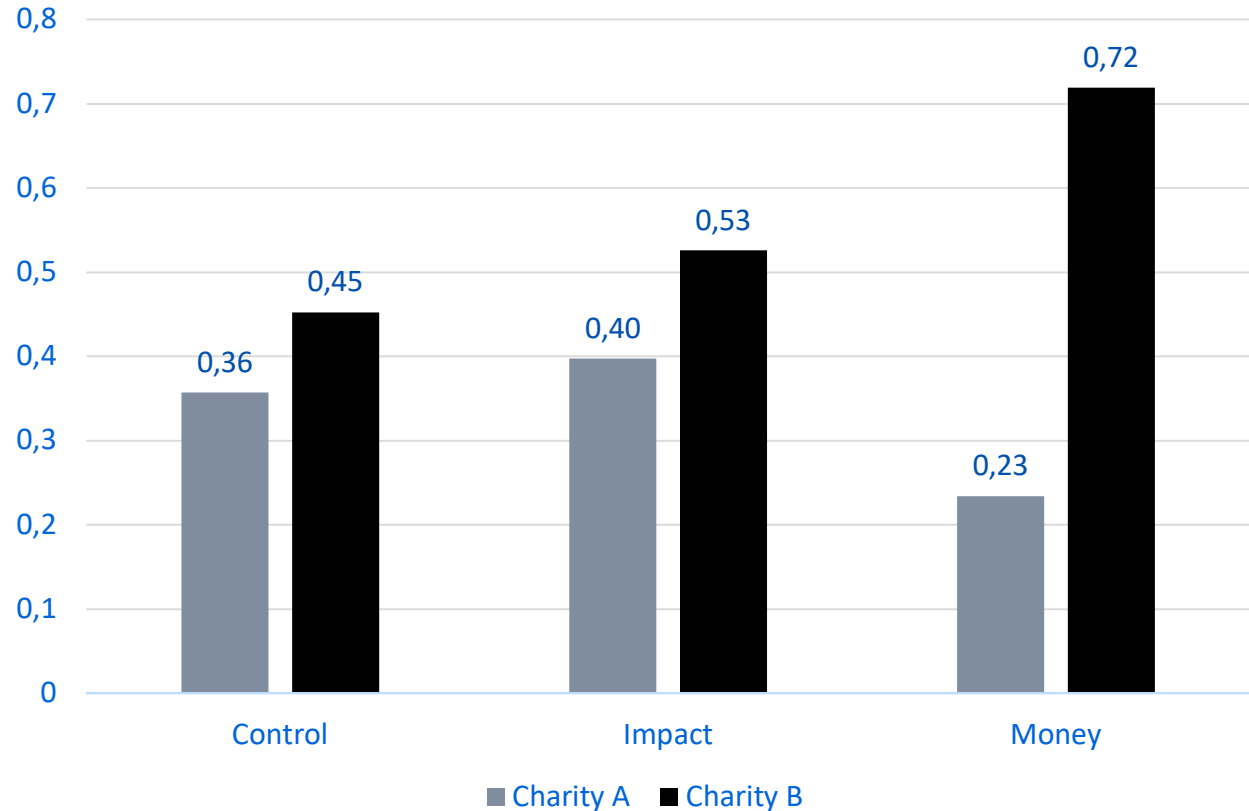
Results: Means of Pledges



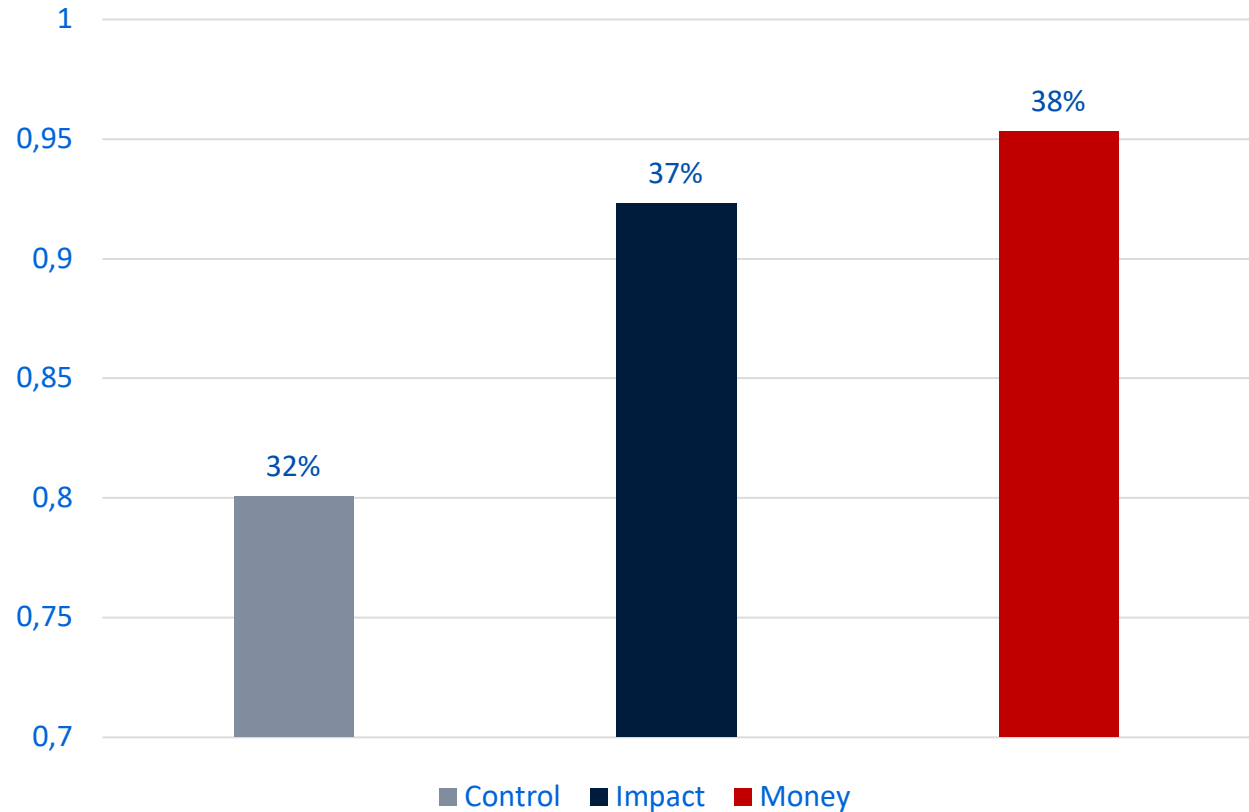
Results: Donations to Charity A/B

Effectiveness Rate

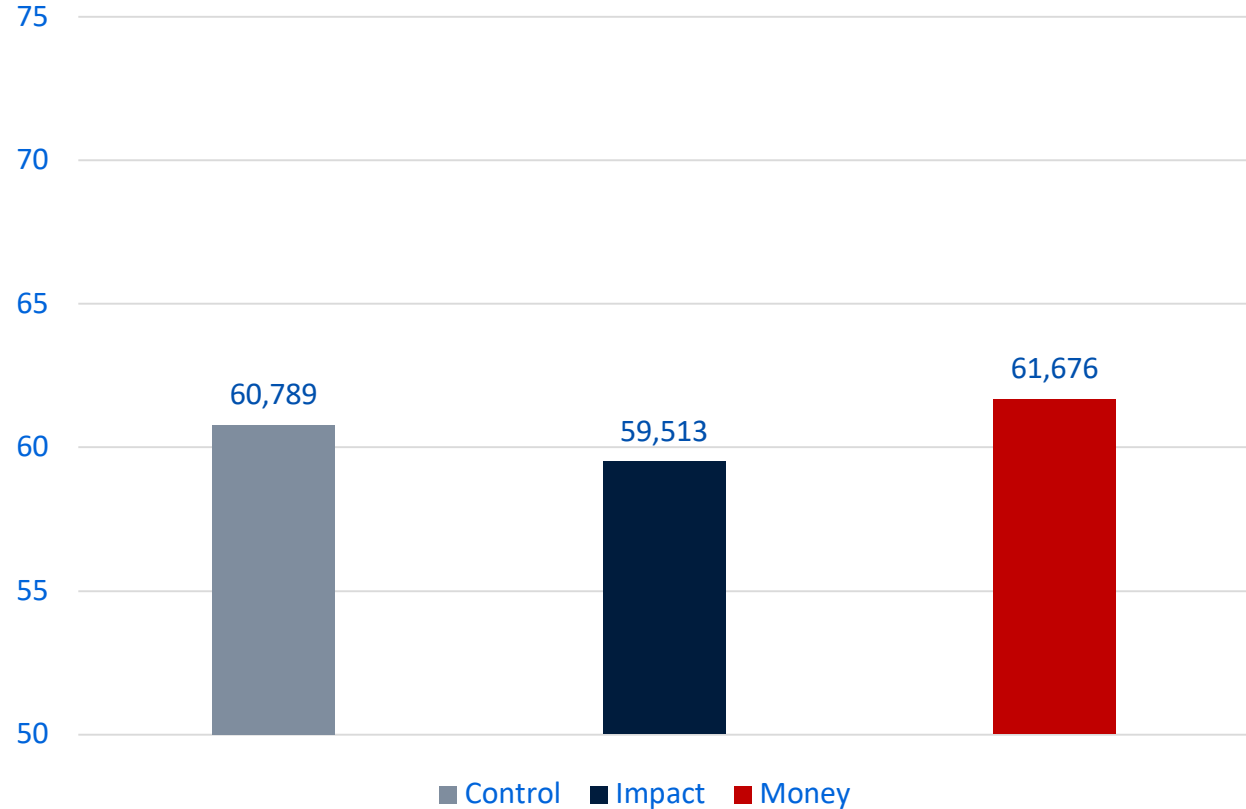
Control: 56%
Impact: 57%
Money: **75%**



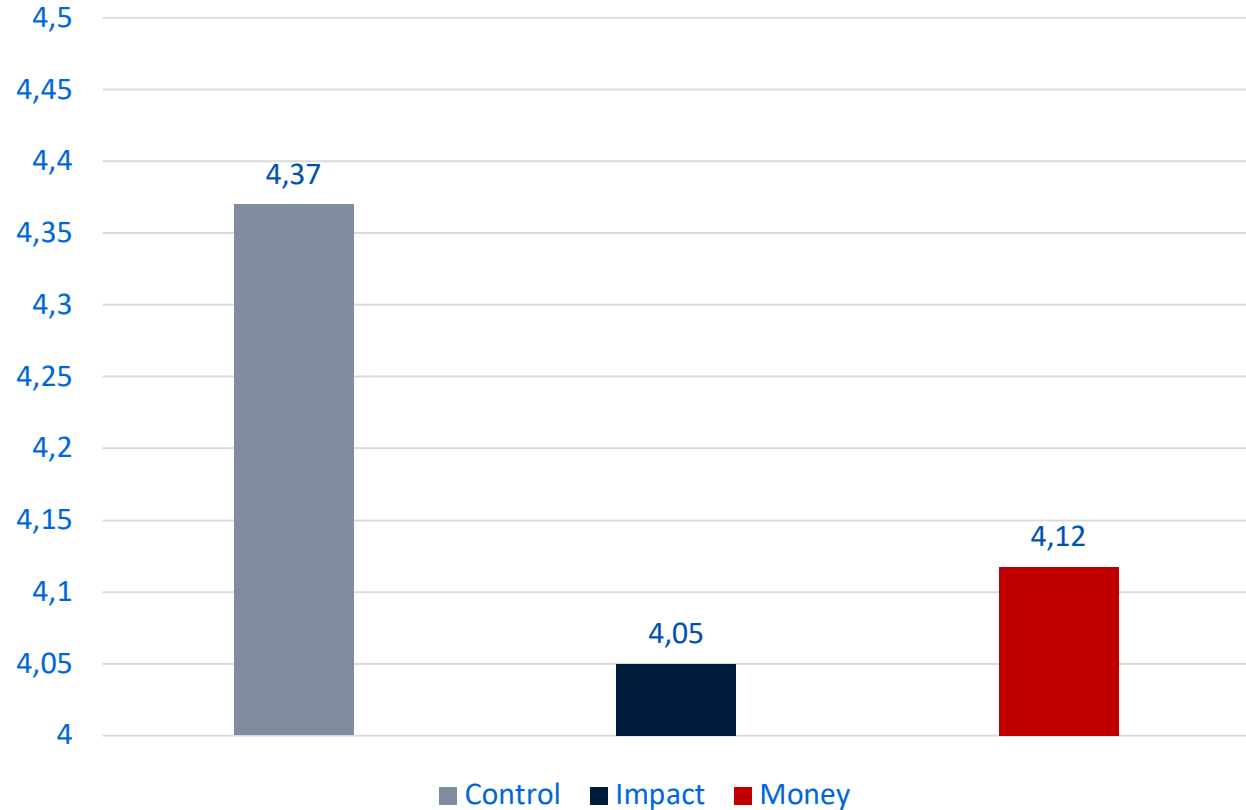
Results: Generosity



Results: Giving Based on Evidence (Agreement 1-100)



Results: Ineffective Giving = Immoral (Agreement 1-7)



**Thanks for your attention and
comments!**



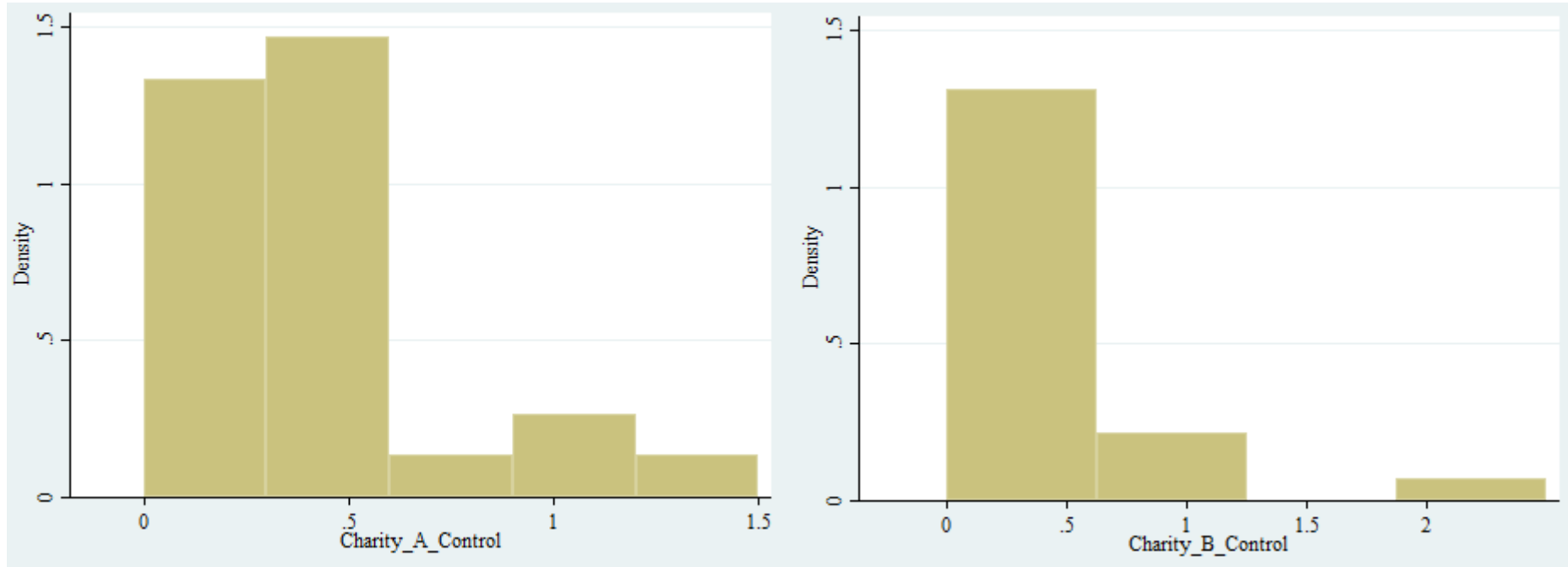
Back-Up: Participants Demographics

household_income	Freq.	Percent	Cum.
1	8	6.02	6.02
2	32	24.06	30.08
3	26	19.55	49.62
4	37	27.82	77.44
5	20	15.04	92.48
6	6	4.51	96.99
7	4	3.01	100.00
Total	133	100.00	

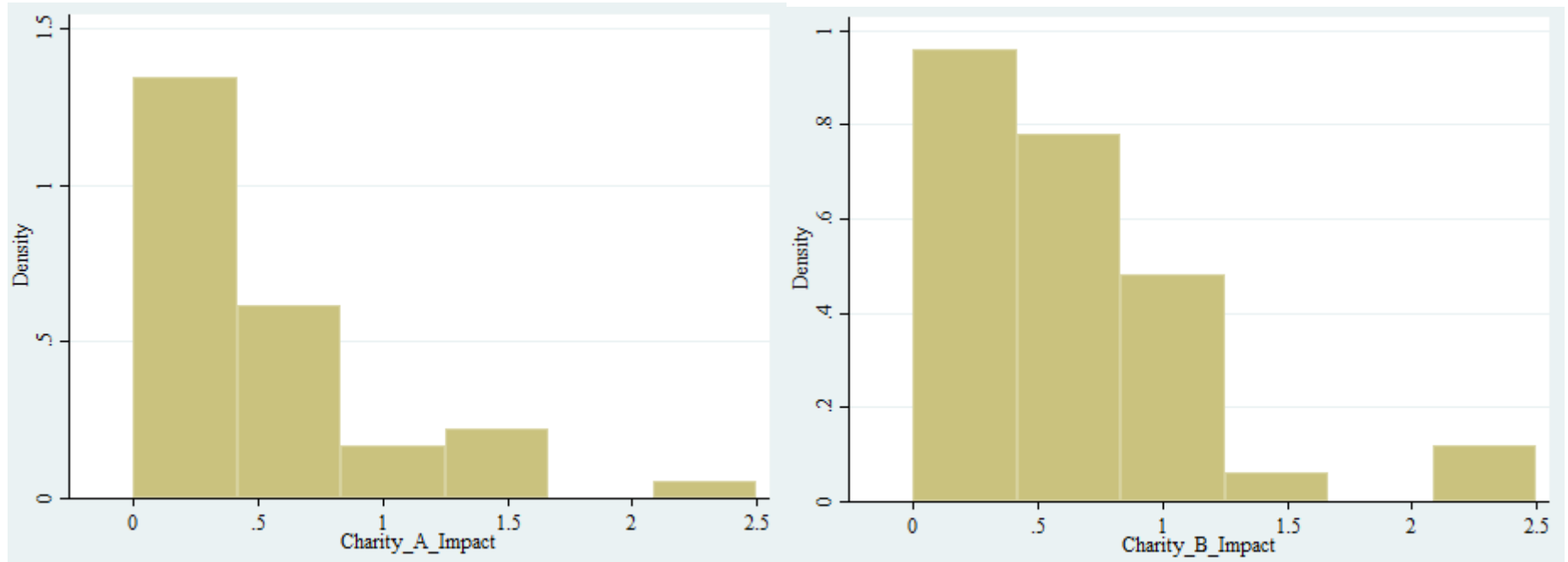
highest_degree	Freq.	Percent	Cum.
Associate degree in college (2-year)	10	7.30	7.30
Bachelor's degree in college (4-year)	59	43.07	50.36
Doctoral degree	4	2.92	53.28
High school graduate (high school dip..)	6	4.38	57.66
Master's degree	32	23.36	81.02
Professional degree (JD, MD)	6	4.38	85.40
Some college but no degree	20	14.60	100.00
Total	137	100.00	

1: <20k 4: 60k-100k
 2: 40k-40k 5: 100k-150k
 3: 40-60k 6: 150k-250k
 7: >250k

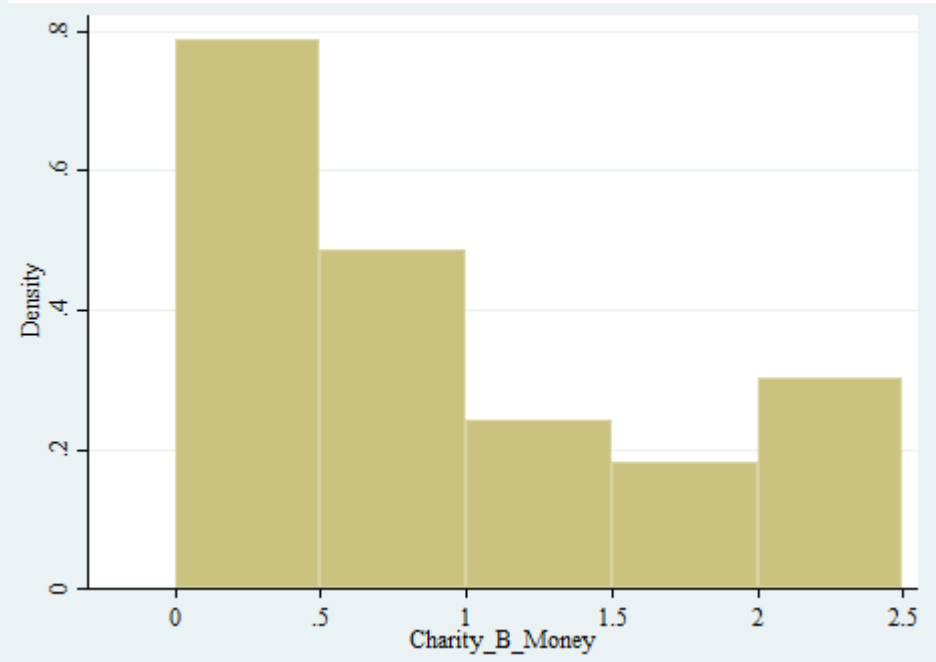
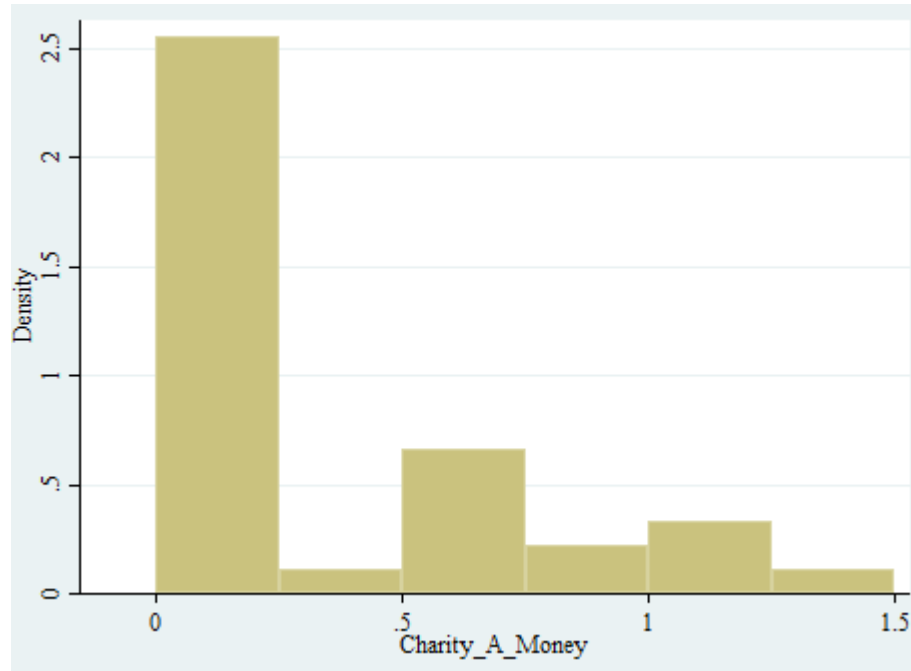
Back-Up: Distribution of Donations - Control



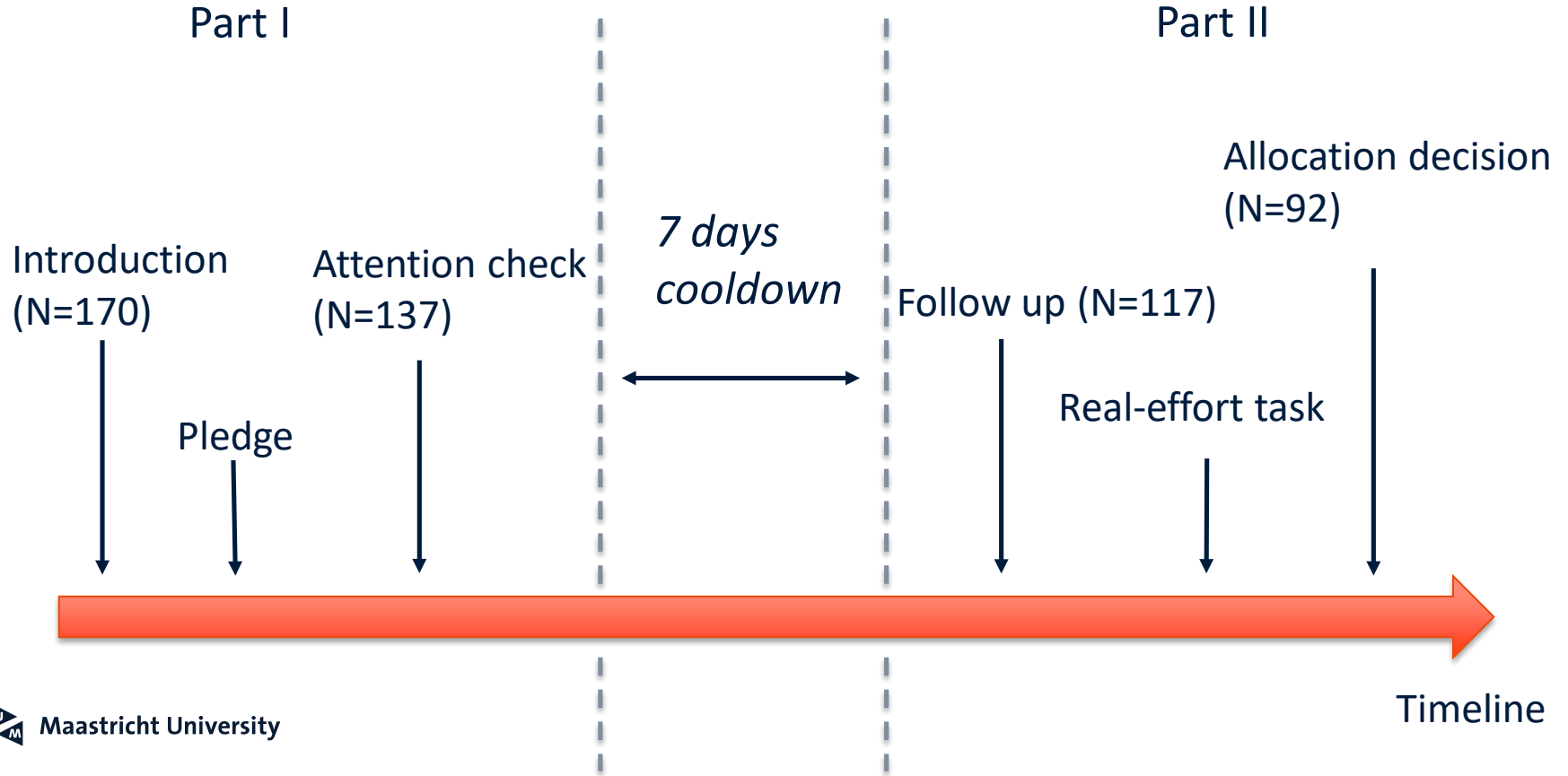
Back-Up: Distribution of Donations - Impact



Back-Up: Distribution of Donations - Money



Flow of Drop Out



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