

Penn Med Field Experiment (N=402,931)

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Open Rates

Summary Table

Table 1: Counts and Percentages of Email Opens by Condition
(Within-Condition Percentages)

email	Control	Prosocial Excuse	Explicit	Total
Email 1	66140 (49.32%)	66206 (48.78%)	65714 (49.38%)	198060 (49.15%)
Email 2	8687 (6.48%)	8744 (6.44%)	8620 (6.48%)	26051 (6.47%)
Email 3	4142 (3.09%)	3957 (2.92%)	3782 (2.84%)	11881 (2.95%)
Total	78969 (58.88%)	78907 (58.13%)	78116 (58.7%)	235992 (58.57%)

Open Rates for Email 1 and Combined Emails

Table 2: OLS Model Results for Email 1 Open Rates

	Dependent Variable:	
	Open (Email 1 Period)	Open (Full Campaign)
	(1)	(2)
Prosocial Excuse	-0.005*** (0.002)	-0.007*** (0.002)
Explicit	0.001 (0.002)	-0.002 (0.002)
Constant	0.493*** (0.001)	0.589*** (0.001)
Observations	402,931	402,931
R ²	0.00003	0.00004
<i>Note:</i> +p<0.1; *p<0.05; **p<0.01; ***p<0.001		

- Open rates are significantly different across conditions for Email 1 and combined emails. So we will analyze all participants, as pre-registered.

Click Rates (DV1)

Summary

Table 3: Counts and Percentages of Email Clicks by Condition
(Within-Condition Percentages)

Email	Control	Prosocial Excuse	Explicit	Total
Email 1	182 (0.14%)	176 (0.13%)	164 (0.12%)	522 (0.13%)
Email 2	104 (0.08%)	75 (0.06%)	88 (0.07%)	267 (0.07%)
Email 3	67 (0.05%)	60 (0.04%)	70 (0.05%)	197 (0.05%)
Total	353 (0.26%)	311 (0.23%)	322 (0.24%)	986 (0.24%)

Primary Analyses (DV1): Click-Through Rates (Email 1 + Combined Emails)

Table 4: OLS Model Results for Click-Through Rates

	Dependent Variable:			
	Clicked (Email 1 Period)		Clicked (Full Campaign)	
	(1)	(2)	(3)	(4)
Explicit	-0.0001 (0.0001)	-0.0001 (0.0001)	-0.0002 (0.0002)	-0.0002 (0.0002)
Prosocial Excuse	-0.00005 (0.0001)	-0.00004 (0.0001)	-0.0003*** (0.0002)	-0.0003*** (0.0002)
Man		0.001+ (0.0001)		0.001+ (0.0002)
Age		0.00004+ (0.00000)		0.0001+ (0.00001)
Constant	0.001+ (0.0001)	-0.001+ (0.0002)	0.003+ (0.0001)	-0.003+ (0.0003)
Controls?	No	Yes	No	Yes
Observations	402,931	402,931	402,931	402,931
R ²	0.00000	0.0004	0.00001	0.001

Note: + p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Wald Tests for Email 1 Period: Without Controls: $F(1, 402928) = 0.225$, $p = 0.635$ With Controls: $F(1, 402926) = 0.166$, $p = 0.684$

Wald Tests for Full Campaign: Without Controls: $F(1, 402928) = 0.165$, $p = 0.685$ With Controls: $F(1, 402926) = 0.268$, $p = 0.605$

Donation Incidence (DV2)

Summary

Table 5: Counts and Percentages of Donations by Condition and Email Period (Within-Condition Percentages)

Email.Period	Control	Prosocial.Excuse	Explicit	Total
Email 1 Period	3 (0.00224%)	5 (0.00368%)	2 (0.0015%)	10 (0.00248%)
Email 2 Period	10 (0.00746%)	7 (0.00516%)	6 (0.00451%)	23 (0.00571%)
Email 3 Period	7 (0.00522%)	11 (0.0081%)	6 (0.00451%)	24 (0.00596%)
Total Campaign	20 (0.01491%)	23 (0.01694%)	14 (0.01052%)	57 (0.01415%)

Primary Analyses (DV2): Donation Incidence (Email 1 + Combined Emails)

Table 6: OLS Model Results for Donation Incidence

	Dependent Variable:			
	Donated (Email 1 Period)		Donated (Full Campaign)	
	(1)	(2)	(3)	(4)
Explicit	-0.00001 (0.00002)	-0.00001 (0.00002)	-0.00004 (0.00004)	-0.00004 (0.00004)
Prosocial Excuse	0.00001 (0.00002)	0.00001 (0.00002)	0.00002 (0.00005)	0.00002 (0.00005)
Man		0.00004** (0.00002)		0.0002+ (0.00004)
Age		0.00000* (0.00000)		0.00001+ (0.00000)
Constant	0.00002*** (0.00001)	-0.0001** (0.00004)	0.0001+ (0.00003)	-0.0004+ (0.0001)
Controls?	No	Yes	No	Yes
Observations	402,931	402,931	402,931	402,931
R ²	0.00000	0.0001	0.00001	0.0002

Note: + p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Wald Tests for Email 1 Period: Without Controls: $F(1, 402928) = 1.238$, $p = 0.266$ With Controls: $F(1, 402926) = 1.197$, $p = 0.274$

Wald Tests for Full Campaign: Without Controls: $F(1, 402928) = 2.025$, $p = 0.155$ With Controls: $F(1, 402926) = 1.890$, $p = 0.169$

Donation Amount (DV3)

Summary

Table 7: Total Donation Amounts by Condition and Email Period
(Number of Donors)

Email.Period	Control	Prosocial.Excuse	Explicit
Email 1 Period	\$225 (n=3)	\$600 (n=5)	\$150 (n=2)
Full Campaign	\$1,930 (n=20)	\$2,560 (n=23)	\$1,045 (n=14)

Primary Analyses (DV3): Donation Amount (Raw) (Email 1 + Combined Emails)

Table 8: OLS Model Results for Donation Amount (Raw)

	Dependent Variable:			
	Amount (Email 1 Period)		Amount (Full Campaign)	
	(1)	(2)	(3)	(4)
Explicit	-0.001 (0.001)	-0.001 (0.001)	-0.007 (0.004)	-0.006 (0.004)
Prosocial Excuse	0.003 (0.002)	0.003 (0.002)	0.004 (0.006)	0.004 (0.006)
Man		0.004*** (0.002)		0.018+ (0.005)
Age		0.0002* (0.0001)		0.001+ (0.0002)
Constant	0.002*** (0.001)	-0.010** (0.004)	0.014+ (0.004)	-0.044+ (0.009)
Controls?	No	Yes	No	Yes
Observations	402,931	402,931	402,931	402,931
R ²	0.00001	0.00005	0.00001	0.0002

Note: + p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Wald Tests for Email 1 Period: Without Controls: $F(1, 402928) = 1.872$, $p = 0.171$ With Controls: $F(1, 402926) = 1.841$, $p = 0.175$

Wald Tests for Full Campaign: Without Controls: $F(1, 402928) = 4.631$, $p = 0.0314$ With Controls: $F(1, 402926) = 4.469$, $p = 0.0345$

Primary Analyses (DV3): Donation Amount (Log-Transformed) (Email 1 + Combined Emails)

Table 9: OLS Model Results for Donation Amount (Log-Transformed)

	Dependent Variable:			
	Log Amount (Email 1 Period)		Log Amount (Full Campaign)	
	(1)	(2)	(3)	(4)
Explicit	-0.00003 (0.0001)	-0.00003 (0.0001)	-0.0002 (0.0002)	-0.0002 (0.0002)
Prosocial Excuse	0.0001 (0.0001)	0.0001 (0.0001)	0.0001 (0.0002)	0.0001 (0.0002)
Man		0.0002** (0.0001)		0.001+ (0.0002)
Age		0.00001* (0.00000)		0.00005+ (0.00001)
Constant	0.0001*** (0.0001)	-0.0004** (0.0002)	0.001+ (0.0001)	-0.002+ (0.0004)
Controls?	No	Yes	No	Yes
Observations	402,931	402,931	402,931	402,931
R ²	0.00000	0.0001	0.00001	0.0002
<i>Note:</i>		+ p<0.1; * p<0.05; ** p<0.01; *** p<0.001		

Wald Tests for Email 1 Period: Without Controls: $F(1, 402928) = 1.451$, $p = 0.228$ With Controls: $F(1, 402926) = 1.411$, $p = 0.235$

Wald Tests for Full Campaign: Without Controls: $F(1, 402928) = 2.583$, $p = 0.108$ With Controls: $F(1, 402926) = 2.432$, $p = 0.119$

Primary Analyses (DV3): Donation Amount (Outliers Removed) (Email 1 + Combined Emails)

Table 10: OLS Model Results for Donation Amount (Outliers Removed)

	Dependent Variable:			
	Amount (Email 1 Period)		Amount (Full Campaign)	
	(1)	(2)	(3)	(4)
Explicit	-0.001 (0.001)	-0.001 (0.001)	-0.003 (0.003)	-0.003 (0.003)
Prosocial Excuse	0.001 (0.002)	0.001 (0.002)	0.001 (0.004)	0.001 (0.004)
Man		0.002*** (0.001)		0.012+ (0.003)
Age		0.0002** (0.0001)		0.001+ (0.0001)
Constant	0.002*** (0.001)	-0.007** (0.003)	0.011+ (0.003)	-0.032+ (0.007)
Controls?	No	Yes	No	Yes
Observations	402,930	402,930	402,925	402,925
R ²	0.00000	0.00005	0.00000	0.0002

Note: + p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Wald Tests for Email 1 Period: Without Controls: $F(1, 402927) = 0.877$, $p = 0.349$ With Controls: $F(1, 402925) = 0.845$, $p = 0.358$

Wald Tests for Full Campaign: Without Controls: $F(1, 402922) = 1.052$, $p = 0.305$ With Controls: $F(1, 402920) = 0.962$, $p = 0.327$

Unsubscribe Rate (DV4)

Summary

Table 11: Counts and Percentages of Unsubscribes by Condition and Email Period (Within-Condition Percentages) (continued below)

Email.Period	Control	Prosocial.Excuse	Explicit
Email 1 Period	39 (0.02908%)	30 (0.0221%)	45 (0.03381%)
Full Campaign	91 (0.06785%)	92 (0.06778%)	108 (0.08115%)

Total
114 (0.02829%)
291 (0.07222%)

Primary Analyses (DV4): Unsubscribe Rate (Email 1 + Combined Emails)

Table 13: OLS Model Results for Unsubscribe Rate

	Dependent Variable:			
	Unsubscribed (Email 1 Period)		Unsubscribed (Full Campaign)	
	(1)	(2)	(3)	(4)
Explicit	0.00005 (0.0001)	0.00005 (0.0001)	0.0001 (0.0001)	0.0001 (0.0001)
Prosocial Excuse	-0.0001 (0.0001)	-0.0001 (0.0001)	-0.00000 (0.0001)	0.00000 (0.0001)
Man		0.0001 (0.0001)		-0.00001 (0.0001)
Age		0.00001* (0.00000)		0.00002+ (0.00000)
Constant	0.0003+ (0.00005)	-0.0001 (0.0001)	0.001+ (0.0001)	-0.0002 (0.0002)
Controls?	No	Yes	No	Yes
Observations	402,931	402,931	402,931	402,931
R ²	0.00001	0.00005	0.00001	0.0001

Note: + p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Wald Tests for Email 1 Period: Without Controls: $F(1, 402928) = 3.291$, $p = 0.0697$ With Controls: $F(1, 402926) = 3.360$, $p = 0.0668$

Wald Tests for Full Campaign: Without Controls: $F(1, 402928) = 1.614$, $p = 0.204$ With Controls: $F(1, 402926) = 1.700$, $p = 0.192$

Heterogeneous Treatment Effects

Click Rate (DV1)

Table 14: Heterogeneous Treatment Effects on Click-Through Rates

	Dependent Variable: Clicked					
	Email 1			Full Campaign		
	(1)	(2)	(3)	(4)	(5)	(6)
Explicit	−0.0002 (0.0002)	−0.0001 (0.0001)	−0.00002 (0.0001)	−0.00004 (0.0002)	−0.0002 (0.0002)	−0.0001 (0.0002)
Prosocial Excuse	−0.0001 (0.0002)	−0.00004 (0.0001)	0.00001 (0.0001)	−0.0003 (0.0002)	−0.0003 ⁺ (0.0002)	−0.0002 (0.0002)
Man	0.001*** (0.0002)			0.001*** (0.0003)		
Prosocial Excuse × Man	0.0001 (0.0003)			−0.001 (0.0004)		
Explicit × Man	0.0001 (0.0003)			−0.00002 (0.0004)		
Age (Centered)		0.00004*** (0.00001)			0.0001*** (0.00001)	
Prosocial Excuse × Age		0.00000 (0.00001)			0.00001 (0.00001)	
Explicit × Age		0.00000 (0.00001)			−0.00000 (0.00001)	
Prior Click			0.117*** (0.012)			0.137*** (0.013)
Prosocial Excuse × Prior Click			−0.018 (0.016)			−0.020 (0.017)
Explicit × Prior Click			−0.006 (0.017)			−0.008 (0.018)
Constant	0.001*** (0.0001)	0.001*** (0.0001)	0.001*** (0.0001)	0.002*** (0.0002)	0.003*** (0.0001)	0.002*** (0.0001)
Observations	402,931	402,931	402,931	402,931	402,931	402,931
R ²	0.0001	0.0003	0.051	0.0002	0.001	0.039

Note:

+ p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Wald Tests for Interaction Terms:

Email 1 Period: Gender Interactions: $F(1, 402925) = 0.022$, $p = 0.882$

Age Interactions: $F(1, 402925) = 0.022$, $p = 0.882$

Prior Click Interactions: $F(1, 402925) = 0.595$, $p = 0.44$

Full Campaign: Gender Interactions: $F(1, 402925) = 1.543$, $p = 0.214$

Age Interactions: $F(1, 402925) = 0.752$, $p = 0.386$

Prior Click Interactions: $F(1, 402925) = 0.479$, $p = 0.489$

Click Rate (intention-action gap)

Email 1 Period

Metric	Control	Explicit	Prosocial.Excuse
Clicked N (%)	182 (0.136%)	164 (0.123%)	176 (0.13%)
Donated N (%)	3 (0.00224%)	2 (0.0015%)	5 (0.00368%)
P(Donation Click) (%)	1.65%	1.22%	2.84%

Full Campaign

Metric	Control	Explicit	Prosocial.Excuse
Clicked N (%)	353 (0.263%)	322 (0.242%)	311 (0.229%)
Donated N (%)	20 (0.01491%)	14 (0.01052%)	23 (0.01694%)
P(Donation Click) (%)	5.67%	4.35%	7.4%

Analysis of P(Donation | Click)

Table 17: OLS Model Results for P(Donation | Click)

	Dependent Variable:	
	Donated (Email 1)	
	(1)	(2)
Explicit	-0.004 (0.013)	-0.016 (0.017)
Prosocial Excuse	0.012 (0.016)	0.017 (0.019)
Constant	0.016*** (0.009)	0.057+ (0.012)
Observations	522	986
R ²	0.002	0.003
<i>Note:</i> + p<0.1; * p<0.05; ** p<0.01; *** p<0.001		

Wald Tests for Email 1 Period: Without Controls: $F(1, 519) = 1.128$, $p = 0.289$

Wald Tests for Full Campaign: Without Controls: $F(1, 983) = 3.291$, $p = 0.07$