

Numeric Precision in Donation Requests



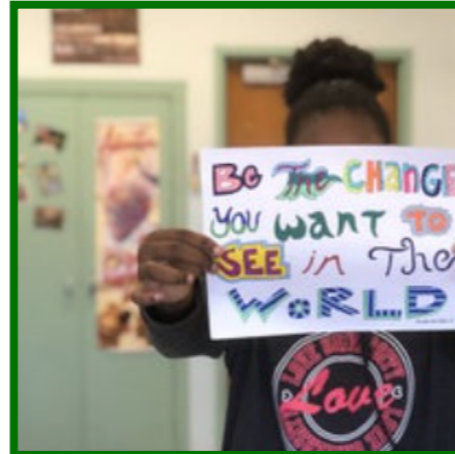
Save the Children®

Your small help can support 10
children in need!

8?



Ashley Angulo
Danny Oppenheimer
Jieming Li



Photos from donorschoose.org

Relevant Literature

Kogut & Rotiv, 2005

Small, Lowenstein, & Slovic, 2007

Slovic, 2010

Jerez-Fernandez, Angulo, & Oppenheimer, 2014

Research Questions

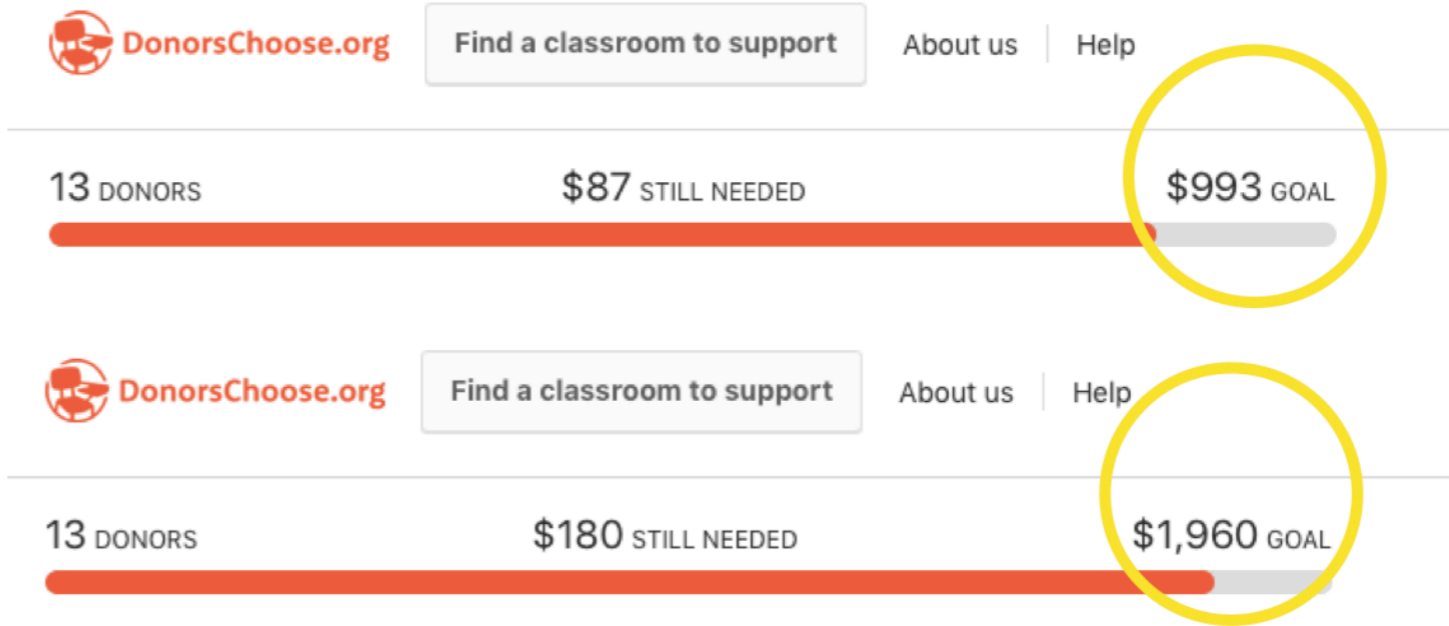
How do we make a group in need more identifiable?

Can numerical precision combat psychic numbing?

What does precision communicate to donors?

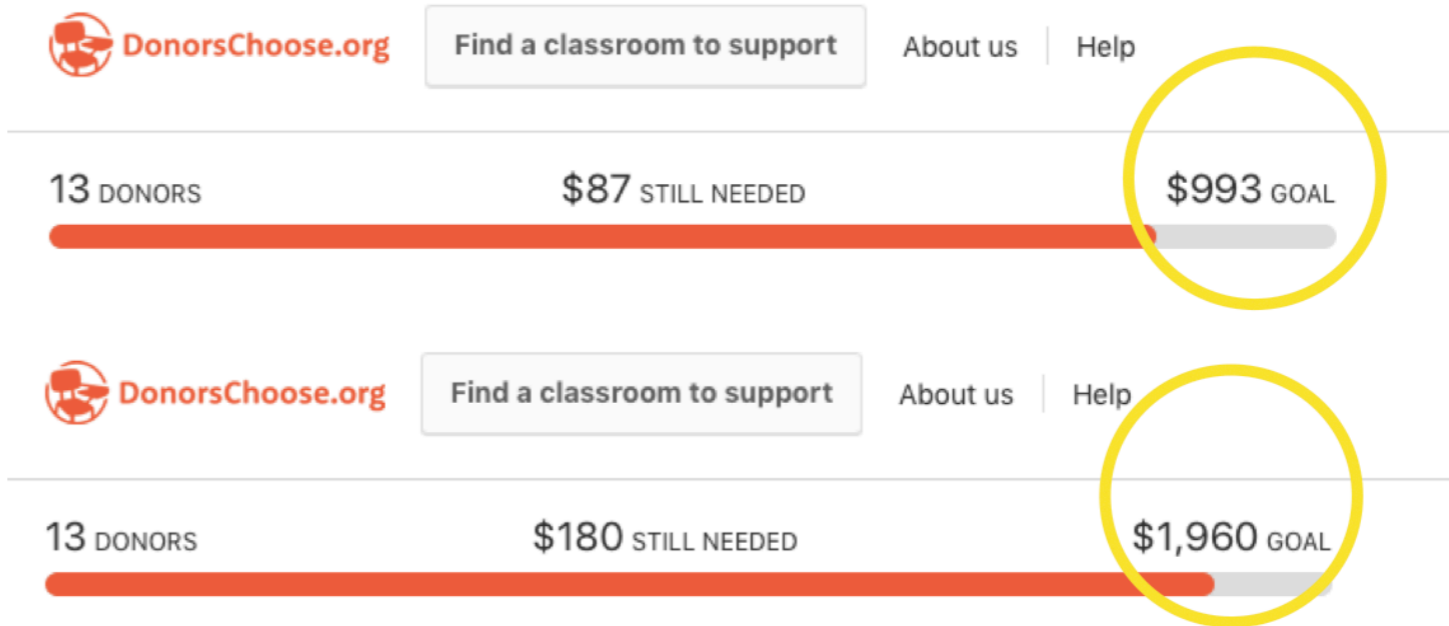
Study 1: Field Data

***N* = 1,158,854 projects**

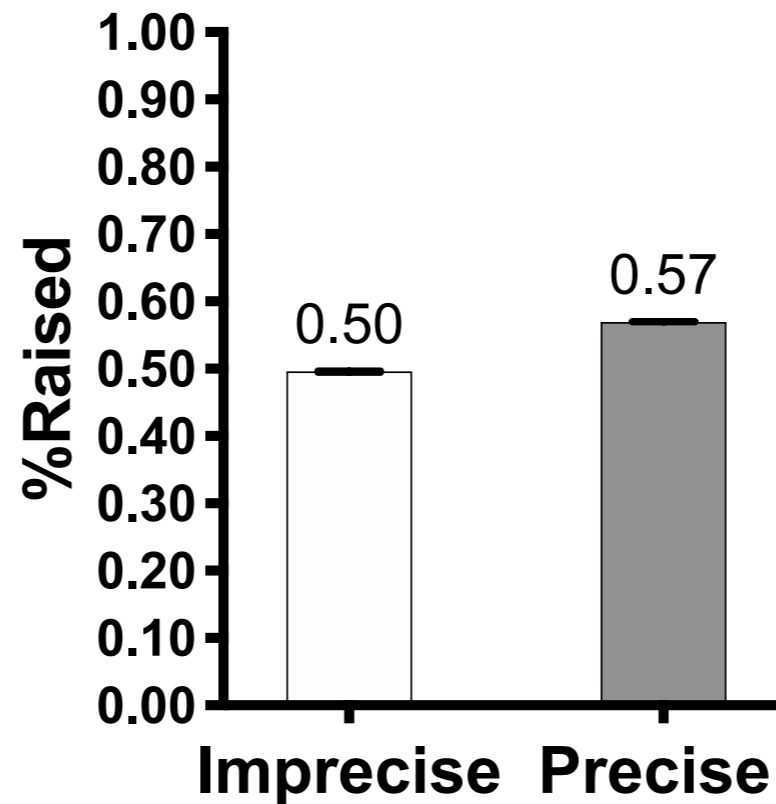


Study 1: Field Data

$N = 1,158,854$ projects



Average Percent of Goal Raised

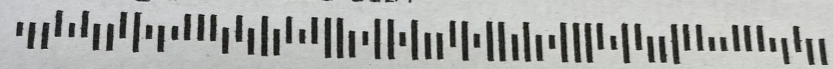


Project Goal

$t(1,158,852) = 53.51, p < .0001$

Bars represent SE

\$1 provides food for 5 Thanksgiving meals!



Give families facing hunger something to be thankful for

September 18, 2018

Dear Ashley,

This Thanksgiving, thousands of people here in southwestern Pennsylvania won't be gathering around their tables to share turkey, stuffing or pumpkin pie with the ones they love.

“Some of our neighbors will have to make do with whatever they have in the cupboard—even if it isn't enough for a full meal.

For 1 in 7 in our community, hunger is a daily challenge. For children, families and seniors in need, this otherwise joyous time of year is a time of extreme stress. That's why I'm asking for your help.

(over, please)

During this time of “thanks” and “giving,” you can make this holiday special for a family facing hunger by giving to Greater Pittsburgh Community Food Bank today.

And when you do, I believe you'll make this your best Thanksgiving—because it really is more blessed to give than to receive.

Every \$1 you give helps provide food for 5 meals for our neighbors in need. Just \$20 helps provide food for 100 meals. \$35 provides food for 175 meals. And \$50 provides enough food for 250 meals.

Any amount you give will provide the families we serve something to be thankful for. Isn't that what this season of sharing is all about?

Your support today will help us provide food to the 400 local programs, member agencies, and direct distribution partners that ensure people experiencing hunger throughout our community have enough food to eat.

And because **94% goes directly to food and services for families in need**, you can feel good about making a generous gesture—and a lasting difference for the less fortunate in our community.

Please give today. Make it the best Thanksgiving for a neighbor struggling with hunger. Thank you for caring.

Sincerely,

Lisa A. Scales, President & CEO

P.S. Please sign the enclosed Thanksgiving card and return it with your gift today. Your warm message of encouragement will make this season so much better for those who turn to us for help.

Study 2: Incentive Compatible Pilot

Methods

T1:



Just \$20 will provide 10 meals!

Dear Friend,

Helping Hands is asking for a donation.

We are an in-home care provider serving Pittsburgh, Pennsylvania and the surrounding area.

Helping Hand Home Care offers non-medical services in the home, such as meal preparation, housekeeping, and transport.

Your gift of **\$20** will give 10 neighbors a reason to feel thankful.

Sincerely,
Director



Just \$18 will provide 9 meals!

Dear Friend,

Helping Hands is asking for a donation.

We are an in-home care provider serving Pittsburgh, Pennsylvania and the surrounding area.

Helping Hand Home Care offers non-medical services in the home, such as meal preparation, housekeeping, and transport.

Your gift of **\$18** will give 9 neighbors a reason to feel thankful.

Sincerely,
Director



Just \$22 will provide 11 meals!

Dear Friend,

Helping Hands is asking for a donation.

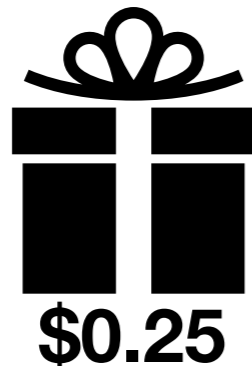
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Helping Hand Home Care offers non-medical services in the home, such as meal preparation, housekeeping, and transport.

Your gift of **\$22** will give 11 neighbors a reason to feel thankful.

Sincerely,
Director

T2:



Study 2: Incentive Compatible Pilot

Methods

T1:



Just \$20 \$22 \$18 will provide 9 meals!

Dear Friend,

Helping Hands is asking for a donation.

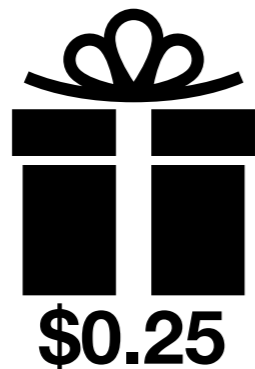
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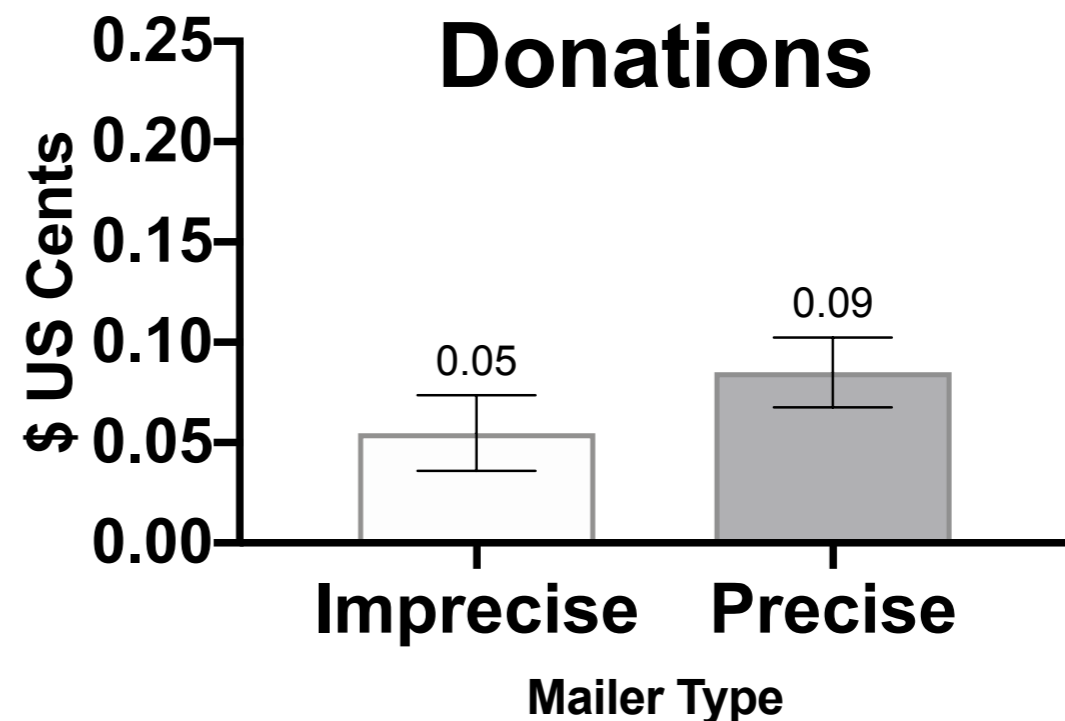
Sincerely,
Director

T2:



\$0.25

Results



Bars represent SE

$\mu_{diff} = -.03$, $SE = .027$, $CI [-.08, .02]$,
 $t(57) = -1.11$, $p = 0.271$

Study 3: Precise Groups

Methods



Save the Children.

Your small help can support 8
children in need!



Save the Children.

Your small help can support 10
children in need!



Save the Children.

Your small help can support 12
children in need!

Study 3: Precise Groups

Methods



Save the Children.

Your small help can support 8
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Save the Children.

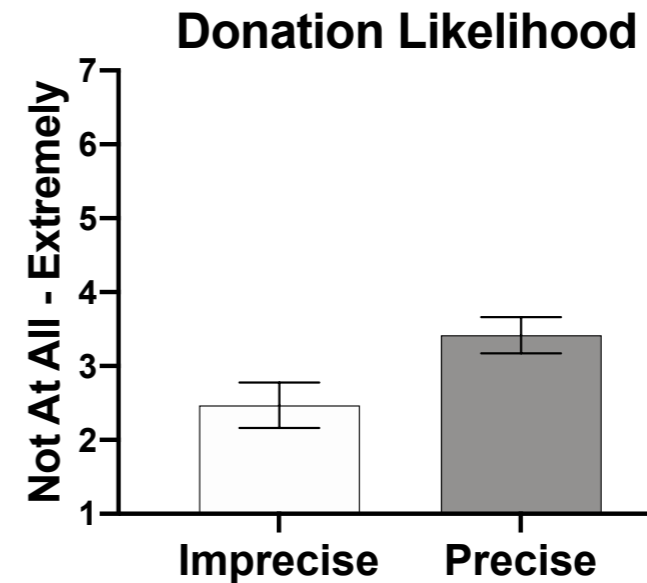
Your small help can support 10
children in need!



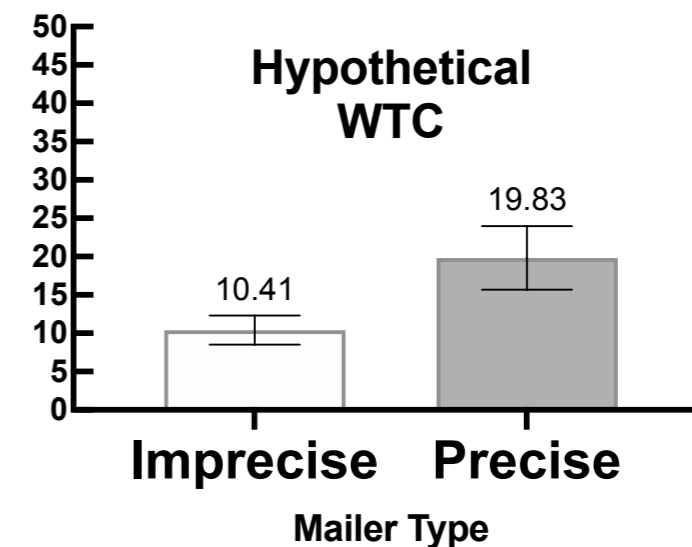
Save the Children.

Your small help can support 12
children in need!

Results



Mailer Type
 $\mu_{diff} = 0.95, SE = .40, 95\% CI [0.132, 1.767],$
 $t(97) = 2.31, p = 0.023$



Mailer Type
 $\mu_{diff} = -9.42, SE = 6.15,$
 $95\% CI [-21.62, 2.78], t(97) = -1.53,$
 $p = 0.128$

Ongoing &

Future Research

Local Charity:

Bags of Love



DV:



Portion of winnings

Process Measures

- Confidence in request
- Trust accuracy of request
- Perceived need of organization
- Emotional measures of concern

Thank You



Save the Children®

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children in need!



Ashley Angulo
aangulo@uoregon.edu