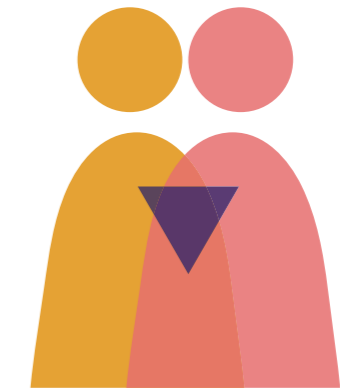


BRIEFING:



CHARITABLE DONATIONS AND RESPECTFULNESS



DIGNITY PROJECT

Results

1

Participants are willing to donate more if the charity mentions investing in efforts to recognise individuality, equality or autonomy ($p=0.07$).

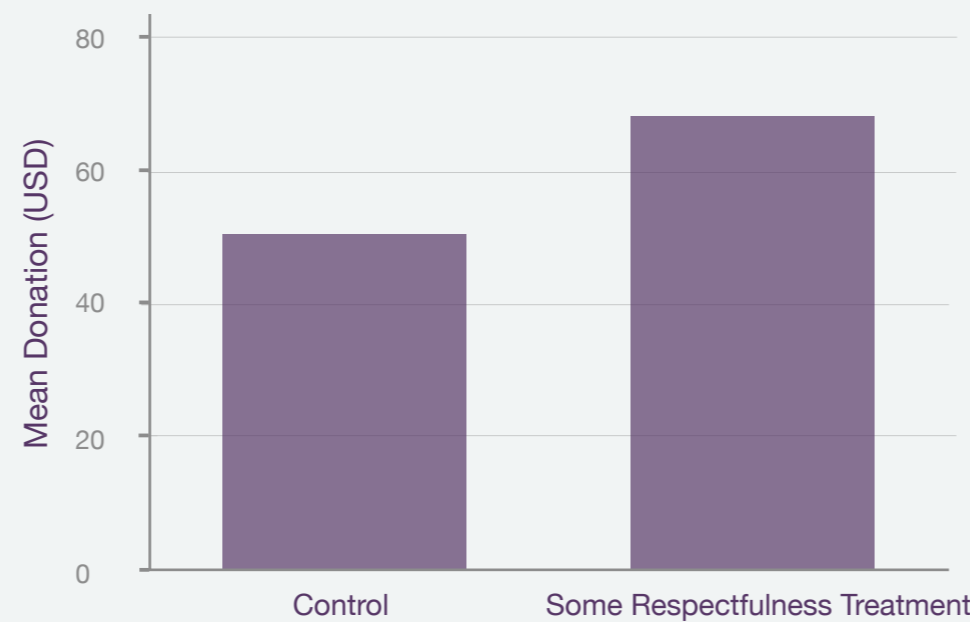
2

Treatment 1 – Individuality – drives greater donations compared to control ($p=0.02$). Participants donate a mean of \$31 extra, or 60%, when a charity mentions investing in efforts to recognise individuality.

3

If a charity wants to invest in an initiative to be more respectful, participants are less likely to say a charity should invest in the initiative, if it reduces the number of people it serves by 500 (T1) or 250 (T2). However, if the charity goes ahead and does so, they are willing to up their donations in response ($p=0.1$). There is a sweet spot here: if the costs of the respectfulness initiative mean the charity serves 5% fewer people, they up their donations from \$64 to \$93. If the initiative means serving 10% fewer people, donations rise from \$64 to \$82.

Some Respectfulness Treatment and Donations



Receiving some respectfulness treatment prompts significantly higher donations ($p=0.07$)



60%

increase in donations to a charity addressing people by name.



45%

increase in donations to cover costs of serving 5% fewer people because of a respectfulness initiative.



Methods:

- Conducted on Mturk
- 660 participants
- Questionnaire
- Dataset (CSV)
- Stata analysis code
- All charts



Suggested citation:

Wein, T. (2018). 'Briefing: Charitable Donations and Respectfulness'. The Dignity Project, <https://dignityproject.net/learning/>