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The Gift of Giving: Recognizing Donors and Revealing Donation Amounts

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THE GIFT OF GIVING: RECOGNIZING DONORS AND REVEALING DONATION AMOUNTS

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Abstract. Publicly announcing how much individuals donate on behalf of themselves is a common fundraising strategy. For tribute gifts made on behalf of others, however, many charities only reveal donor identities to the honoree with few revealing the size of their contributions. This paper examines the fundraising consequences of recognizing donors with and without information about donation amounts when notifying honorees of gifts made on their behalf. I find that revealing contribution amounts in addition to recognizing donors benefits fundraisers. I find that both the likelihood of giving and size of contributions made on behalf of others increase when honorees learn how much donors give. Results from a survey with fundraising professionals show that practitioners believe revealing the size of these gifts may be repugnant, and overestimate the share of donors who prefer to keep gift amounts private. Holding these inaccurate beliefs may lead fundraisers to leave tribute donations on the table.

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1. Introduction

It is common practice for charities to recognize their donors publicly to thank them for their generosity. For example, organizations send honor-roll letters to their supporters that include donor names. Honor-roll letters also reveal information about how much individuals give, whether in specific donation amounts or in giving levels. These forms of communications have become a staple in the "best practices" of donor relations professionals (ADRP, 2021).

While practitioners note that these methods are a valuable means of reciprocating supporter engagement with their organization, donor recognition also has fundraising benefits. The practice of revealing donor names and their contribution amounts has been shown to be an effective tool in generating greater giving in the laboratory and in the field (e.g., Andreoni and Petrie, 2004; Rege and Telle, 2004; Karlan and McConnell, 2014; Samek and Sheremeta, 2017). Disclosing this information can motivate individuals who are concerned with their social image, prestige, or shame to increase their donations (Harbaugh, 1998; Benabou and Tirole, 2006; Samek and Sheremeta, 2014).

Donor recognition is not only a practice implemented for contributions made on behalf of oneself but also for tribute donations made on behalf of others. Tribute donations are given to honor or celebrate joyous occasions, as well as to memorialize those who have recently passed. In lieu of traditional gifts, couples may request that wedding attendees give to their favorite charity; as an alternative to sending flowers, families may request contributions for a cause that was important to the deceased. To recognize individuals who make tribute donations, organizations notify honorees and stewards of memorial funds of tribute donations made on their behalf.[1]

Though donor recognition is an important practice irrespective of whether donations are made on behalf of oneself or others, charities approach donor recognition differently depending on the type of gift. For gifts made on behalf of oneself, it is common to see information revealed about the size of donations. In contrast, for tribute giving most organizations follow the "best practice that donation amounts are never disclosed unless otherwise specified by the donor" (Ibrisevic, 2019).

If publicly revealing donation amounts yields fundraising benefits for contributions made on behalf of oneself, one might posit that it could also benefit fundraising efforts when considering donations made to honor others. When only recognizing that a donation is made, individual donors may receive similar recognition independent of gift size. Donors know that honorees will be notified of contributions made on their behalf without ever knowing how much donors give. As a result, they may give less than they would have had the size of their donation been revealed. However, only recognizing donors without revealing donation amounts may also increase the number of people who give. Absent other explanations, if the expected returns from larger-sized donations when revealing amounts outweigh the potential extensive margin benefits when only recognizing donors, it may suggest that charities are leaving money on the table by not disclosing tribute donation amounts.

Yet if we think about the broader context in which tribute donations are made, there may be more to consider when deciding how to recognize tribute gifts. It could be that fundraisers are

[1]I use the term "honoree" to represent both an honored person who is still living, and the stewards of memorial funds for honorees who are deceased.

concerned with drawing in new donors who they can subsequently approach for future financial support, even if it means accepting smaller-sized contributions in the short-term. Only revealing that an individual donates, without revealing how much they donate, may provide organizations the best chance of achieving this objective.

In this paper, I explore the fundraising consequences of revealing contribution amounts in addition to recognizing donors in the novel domain of tribute giving. I evaluate the likelihood that individuals will give to charity in tribute to others, and the size of those gifts, across two scenarios: when tribute donation acknowledgments only recognize donors, and when amounts are revealed in addition to recognizing donors. I also conduct a practitioner survey to document how fundraising professionals currently approach tribute donation recognition, and to examine their beliefs about tribute donation best practices in greater depth.

To the best of my knowledge this paper is the first to study tribute donations, which are fairly common in practice but remain an unexplored topic in the economics literature. According to the *2018 Global Trends in Giving Report*, one third of surveyed donors worldwide had made a tribute donation on behalf of others, with over 40% doing so in the United States. A systematic examination of tribute giving is therefore a beneficial undertaking for multiple reasons. First, this paper documents the overall fundraising value of tribute donations. Second, this study offers evidence to evaluate whether existing donor recognition practices for tribute gifts generate the greatest fundraising benefit. In particular, I pair my findings on the fundraising effects of tribute gift recognition methods with survey insights from fundraising professionals to identify opportunities to improve charitable giving outcomes in practice. Third, beyond donor recognition this study broadens our understanding of interpersonal factors in the charitable giving marketplace. Tribute donations are a unique form of giving that are influenced by distinct personal and social dynamics. This paper offers insights into the factors that shape the choice to give on behalf of others.

To examine the fundraising consequences of tribute gift recognition practices, I run a between-subject laboratory experiment where participants can donate to charity on behalf of others. When making a donation on behalf of others, participants mail acknowledgment cards to individuals who they honor with their donations. Treatments vary along three information dimensions that reveal different details about participant donations to honorees. These treatments are named *ID*, *ID&Amount*, and *Choose Info*. In the *ID* treatment, participants who make a tribute donation mail cards to honorees that acknowledge their tribute gifts but do not include how much they donate. This treatment mirrors what honorees typically learn about tribute donations. In contrast in a *ID&Amount* treatment, participants who make a tribute donation also mail cards to honorees, but the cards now include contribution amounts. Finally in a *Choose Info* treatment, I gauge whether participants prefer to only reveal that they donate or if they also want to reveal how much they donate to honorees in the mailed cards. All treatments conclude with a scheduled future donation, to evaluate whether recognition policies affect later financial support for the charity.

The results illustrate that revealing the size of donations made on behalf of others is advantageous for the fundraiser. The likelihood of donating on behalf of others increases by approximately 15 percentage points when tribute contribution amounts are revealed, relative to only recognizing donors in my setting. The results also show that tribute gifts are larger when donors are told how

much they give on behalf of others will be revealed to honorees. Participant tribute donations are approximately 20% larger when donation amounts are revealed compared to when they are not. Finally, revealing donation amounts above recognizing donors neither affects the likelihood, nor how much, individuals give in the future.

The finding that there may be fundraising returns to revealing tribute donation amounts, coupled with the observation that most organizations do not reveal tribute donation amounts, invites a larger discussion about whether there may be a unique set of factors that constrain the methods that practitioners use to recognize tribute donors. As an example, suppose someone buys a present for a family member — should they leave the price tag on their gift? Many of us might be inclined to say "no," as doing so would be inappropriate. That is, there is a social convention associated with gift-giving that suggests it is an unacceptable practice to leave the price tag on a present. Tribute donations may be seen as a form of in-kind gift, and our reluctance to reveal tribute gift amounts may be because we are accustomed to following a general set of gift-giving social norms. Social conventions of this kind, when widespread and widely-accepted in a market, can place significant constraints on the decisions that key stakeholders in that market can make, even when the repugnant practices could otherwise be beneficial (Roth, 2007).

To better understand the pervasiveness of these beliefs regarding gift-giving social norms and their relevance for tribute donations, I conduct a survey with over 200 fundraising professionals. In the survey, I first document current and predominant organizational practices regarding tribute donor recognition. Next, I highlight how nonprofit professionals think about different forms of tribute donor acknowledgment, and explore their beliefs about how donors would like to be recognized. First, I find that the standard practice for nearly 75% of all survey respondents is to recognize tribute donors without revealing how much they contribute. Second, I find widespread beliefs that revealing how much a donor gives on behalf of others is a taboo practice, and one that they believe donors would choose to avoid. Survey respondents predict that more than 62% of tribute donors in the *Choose Info* treatment of my laboratory experiment would select to only have their names revealed, and not how much they give. Fundraisers whose standard practice is not to reveal tribute donation amounts to honorees predict an even larger share have this preference, believing that 66% of participants in my experiment choose not to reveal how much they give.

However, practitioners overestimate the *actual* share of individuals in my experiment who prefer not to reveal how much they give in tribute. Just over half of participants in the *Choose Info* treatment select not to reveal how much they give. In short, it appears that practitioners hold miscalibrated beliefs about donor preferences toward how their gifts should be recognized. In turn, these beliefs influence the recognition practices they currently implement — and ones that may not yield the greatest fundraising returns. Given that charitable organizations and their recipients could benefit from the increased revenue that revealing tribute donation amounts could generate, it is critical to understand how universal inappropriateness is as a constraint in the fundraising context. When inappropriateness is only *perceived* to be real or it is less widespread than believed, as appears to be the case in this study setting, the corresponding market constraints should be reevaluated to ensure that meaningful gains can be realized.

The rest of the paper is organized as follows. Section 2 summarizes prior work and discusses the unique characteristics present with tribute giving. Section 3 describes the experimental design, and Section 4 reviews the study findings. Section 5 discusses the implications of the study results, and Section 6 concludes.

2. Background

2.1. **Prior Work on Donations Made on Behalf of Oneself.** While there is no literature on tribute donations, I begin by considering what prior work has shown about donor recognition for contributions made on behalf of oneself. First, individuals can signal desirable traits when donor identities and donation amounts are publicized. Charitable giving can highlight an individual's wealth, prestige, or generosity.[2] Donors who are concerned with their social image have been shown to take advantage of the opportunity to communicate their generosity. Laboratory studies have documented that revealing donor identities and contribution amounts can lead to greater giving.[3] In the field, similar fundraising benefits have been found from recognizing donors and the size of their donations.[4] In return, others have been shown to reward donors for their generosity.[5]

Across existing work for giving on behalf of oneself, two pieces of information are typically revealed together when donation information is publicized. That is, most studies reveal both who gives and how much they give.[6] However, fundraisers could instead choose to only recognize donors without revealing how much they give. Relative to when donation amounts are revealed, more individuals may be willing to give if they can make a smaller-sized donation and still have the opportunity to signal the same desired "generous" traits, or avoid shame, when only the act of giving is disclosed.

In short, only revealing whether a person gives may lead to *higher donation rates* compared to when gift amounts are also revealed. However, there may be an intensive margin benefit to revealing donation amounts above only recognizing donors — revealing how much people give in addition to who gives may lead to *larger average contributions*. This potential extensive margin-intensive margin tradeoff may be relevant for donations made on behalf of oneself, but also for tribute donations studied in this paper.

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[2]See for example, Glazer and Konrad (1996), Harbaugh (1998), Benabou and Tirole (2006), and Vesterlund (2016).
[3]Studies illustrating these effects include, for example, Andreoni and Petrie (2004), Rege and Telle (2004), Ariely et al. (2009), Duffy and Kornienko (2010), Kumru and Vesterlund (2010), Samek and Sheremeta (2014), and Kessler et al. (2021). Information about peers' generosity can also affect one's contributions (see, e.g., Shang and Croson, 2009; Smith et al., 2015; Gee and Schreck, 2018; Kessler et al., 2021).
[4]Example field studies include Karlan and McConnell (2014) and Samek and Sheremeta (2017). Past work has also shown the benefits of publicizing other forms of donations, such as participation in blood drives (Lacetera and Macis, 2010).
[5]Elfenbein et al. (2012), for example, note that eBay sellers, particularly newer or inexperienced ones, are rewarded from donating part of their proceeds to charity. Recent work has highlighted additional complexity behind what the size of donations may signal, particularly when there is knowledge of the donor's income, past familiarity with the donor, or information about the type of solicitation that is used (Bracha and Vesterlund, 2017; Berman et al., 2015).
[6]One exception is Andreoni and Petrie (2004), where the researchers employ one treatment where amounts are revealed *without* revealing who the contributors are. Another example is Duffy and Kornienko (2010), who indirectly reveal dictator transfer amounts through rankings. Their control treatment reveals *all* dictator identities irrespective of whether anything is transferred.

2.2. **Why Might Tribute Donations Be Different?** Faced with the potential tradeoffs outlined above, for donations made on behalf of oneself it could be that the benefits of larger-sized gifts when also revealing donation amounts dominate the extensive margin benefits of greater participation rates when only revealing whether someone donates. Consistent with that expectation, most charities use recognition tools (e.g., honor roll letters) that reveal both who donates and how much they give. What then might lead to the contrasting approach to donor recognition for tribute donations, where donors are recognized but how much they give is typically not revealed?

For one, it may be that charities are more concerned with the potential extensive margin benefits that tribute donations could generate. That is, the extensive margin benefit from keeping contribution amounts confidential may either be large enough to compensate for a lack of benefit on the intensive margin, or this margin could matter more for other reasons. When deciding to give on behalf of others, individuals may be learning about an organization for the first time. Given the opportunity, charities may place additional emphasis on moving individuals from a "cold" to "warm" contributor list (Mixer, 1993; List and Lucking-Reiley, 2002; Landry et al., 2010; Karlan et al., 2011; Vesterlund, 2016). And to ensure that they acquire the donor, they may be willing to incur potential costs in the form of smaller-sized gifts in the short-term if it means that the individual is more likely to be involved with the charity and donate in the future.

Donors also face a unique set of factors when deciding whether, and how much, to give on behalf of others. Because tribute donations may be a form of personal, in-kind gift, they could be governed by a set of social customs.[7] Norms regarding gift-giving would suggest that leaving the price-tag on a gift would be improper (Tugend, 2005; ASP, 2014).[8] In particularly somber situations, there also may not be many types of acceptable gifts. Offering gifts in these contexts requires additional sensitivity with how they are presented.

These social norms may prompt fundraisers to consider how donors could feel about having the size of their tribute gifts revealed to loved ones — an aspect that may not be pertinent when recognizing donations made on behalf of oneself. At a local level, revealing tribute donation amounts could be seen as a tacky and inelegant decision that donors and honorees both find inappropriate. At a larger scale, it may be that revealing the size of tribute donations is a strictly forbidden practice in a culture or community. Ultimately across many circumstances, revealing donation amounts may be a violation of unwritten rules. It could represent a repugnant transaction that practitioners cannot implement irrespective of the potential fundraising benefits (Roth, 2007).[9]

Altogether, this paper tests the directional hypotheses associated with the extensive margin-intensive margin tradeoff that fundraisers may face when deciding whether to reveal donation

[7]Some literature has debated the efficiency implications of gifting in-kind presents instead of gifting the comparable value in cash (Waldfogel, 1993; Solnick and Hemeway, 1996; List and Shogren, 1998; Prendergast and Stole, 2001; Ellingsen and Johannesson, 2011). In marketing research, Samper et al. (2017) note that individuals who make a donation as a wedding gift contribute less than they would have otherwise spent on a traditional wedding present. Cavanaugh et al. (2015) also suggest that charitable donations are a more attractive choice for individuals who gift-givers are not close with.

[8]Multidisciplinary work on gift-giving further documents how price considerations can make the gift-giving process more difficult (Belk, 2005; Roth, 2007; Flynn and Adams, 2009)

[9]If "repugnance" is too strong of a designation for this setting, Roth (2007) notes that milder concepts such as *inappropriateness* or *unseemliness* may be more apt but still constitute real constraints on markets.

amounts in addition to recognizing donors. By examining this question in the novel context of tribute giving, this study also sheds light on the unique social dynamics that may influence donations made on behalf of others that are not present for donations made on behalf of oneself.

3. Experimental Design and Procedures

3.1. **Laboratory Experiment.** Participants are randomly assigned to one of three treatments: *ID*, *ID&Amount*, or *Choose Info*. The treatments vary the donation information that is revealed to honorees who have donations made on their behalf. In *ID*, donors are identified by whether they donate, but the size of their donation is not revealed, common conditions for donations made on behalf of others. In *ID&Amount*, donors and the size of their donations are revealed. Finally in *Choose Info*, individuals choose whether they would like to reveal how much they donate to honorees.

Table 1 summarizes the common design features across treatments. Instructions for the three parts are provided sequentially throughout the experiment. Example instructions are included in Appendix Section A. I discuss how donation information is revealed in each treatment in further detail below.[10]

Table 1. Experimental Design – *Other*

Part	**Tasks**
A: Work	Summation Problems
B: Charitable Giving	Private Donation (D1)
	Name Honorees
	Choose Donation Type
	Public Donation (D2)
C: Continuing Support	Future Donation

Notes: Participants are randomly assigned to either *ID*, *ID&Amount*, or *Choose Info* treatments. *ID*, *ID&Amount*, and *Choose Info* vary the information that is revealed to honorees for participants who donate on behalf of others for their Public Donation (D2).

At the beginning of each experimental session, participants are seated at individual computer stations. Once participants are seated, they begin Part A of the experiment which involves a work task. In the task participants are asked to correctly calculate the sum of a series of six one-digit numbers. Once they correctly solve ten problems, the work task ends and participants earn $18 that they can use later in the experiment for their charitable giving decisions.

Participants then move to Part B of the experiment. In this part they are told that they will have the opportunity to donate to a local charity using the $18 they earned from the work task. Participants face two giving tasks in Part B. Each task involves three donation decisions, one to each of three different charities. Participants are told that one of the three charities will be randomly selected to receive donations at the end of their session. Half of participants will have their task-1 donation implemented, while the other half will have their task-2 donation implemented to the charity. Therefore participants know that one of their six decisions will be randomly chosen to be

[10]A summary of the key treatment differences between *ID*, *ID&Amount* and *Choose Info* is provided in Appendix Section B.1.

implemented. Participants are told that they should make each decision considering the full $18 they earned from the work task, as only one decision is implemented. All donation decisions are made in $2 increments. To present a unique giving opportunity, donations are matched one-for-one by University of Pittsburgh research foundation funds.

Task 1 begins with information about the three charities and their missions.[11] Local charities are selected to generate a greater sense of connection between participants and the organizations. The three charities are also selected to support different causes. Participants are then asked to make their task-1 donation decisions, which they are told will remain private. Task-1 decisions are denoted as "Donation 1" or "D1." Because D1 are kept private, these decisions are intended to capture underlying differences in participant generosity and preferences toward the three charities.

At the end of task 1 of Part B, participants are asked to think of a family member or friend who they believe would be most likely to support each of the three charities. They are told they will have an opportunity to give on behalf of those individuals in task 2. Once participants have decided on these individuals, participants submit the name of a family member or friend for each charity.[12]

In task 2, participants are again asked to donate to each of the three charities as they did in task 1. For their task-2 decisions participants have the opportunity to make tribute donations on behalf of the family members and friends they name. If they choose to make a tribute donation and the donation is implemented, participants are told that the researchers will mail an acknowledgment card to the honoree. Participants are provided an example of the card, and are told they will receive an envelope (with postage) at the end of the experiment to address to their honorees and place the card in. The researchers will then take the cards to the post office to mail. Participants can also decide not to make a tribute donation. If they do so, they can still donate on behalf of themselves or not donate at all.[13]

In all treatments individuals learn that the cards will note that participants made donations on the honoree's behalf and include charity information. Additional details that are included in the mailed cards depend on whether participants are in *ID*, *ID&Amount*, or *Choose Info*. In *ID*, individuals are told that the honoree learns that a donation was made but does not learn the size of the donation.[14] In contrast in *ID&Amount*, participants learn the donation amount *will* be included in the card. Specifically, the card will list the amount that participants contribute out of their $18 and highlight the total amount the charity receives after the one-for-one research foundation match.[15] Finally in *Choose Info*, participants can choose whether to only inform the honoree that a donation was made on their behalf, or also to reveal the amount donated. That is, participants choose whether or not they want to mail the *ID* or *ID&Amount* card, if they make a tribute donation.

[11]The charities are Animal Friends, the Greater Pittsburgh Community Food Bank, and the Women's Center and Shelter of Greater Pittsburgh.

[12]Names are limited to first names to preserve participant anonymity.

[13]In which case, without an honoree, a card will not be mailed.

[14]An example of the *ID* card is included in Appendix Section B using The Greater Pittsburgh Community Food Bank as the example charity.

[15]An example of this card is included in Appendix Section B next to the *ID* card. The example *ID&Amount* card includes a placeholder for where the out-of-pocket donation amount is listed and for where the total donation is listed.

3.2. **Part C.** Participants are asked a series of additional questions. First they are asked to state how likely they are to donate to each of the charities in the future. Responses are recorded on a five-point scale, with responses ranging from "Very Unlikely" to "Very Likely." Participants are then asked whether they would like to learn more about the organization. If they answer "Yes" to this question, participants submit their email address to be added to the charity's mailing list.

Participants then learn which of their decisions is implemented. Finally to assess the potential impact on future giving, after all participants receive information about the implemented decision they have an opportunity to make one additional donation. For this decision participants are told that they can choose to schedule a future donation to the selected charity in one-month's time. They are given an additional $18 to make this decision, and told there is a 10% chance the decision will be implemented. If their future donation is implemented, the researchers make a subsequent donation to the selected charity. Individuals schedule a time to return to the laboratory to receive payment for any amount they do not donate out of the additional $18 provided.

After the future donation decision, participants complete a set of supplementary questions that are drawn from the psychology literature, namely from the Interpersonal Relativity Index (Davis, 1983).[16] Participants also complete a demographic survey. Following the supplementary questions and a demographic survey, participants receive a summary of experimental results.[17] The results include a reminder about the implemented donation, and whether their future donation is randomly chosen to be implemented. Participants also receive summary information about their earnings from the experiment. Final earnings consist of a $6 show-up fee, the money that participants do not donate out of the $18 they received from the Part A work task, and the money they do not donate out of the additional $18 they are provided for their future donation, if it is implemented.

3.3. **Fundraising Professionals Survey.** I conducted an incentivized survey with fundraising professionals to document their current practices for recognizing tribute donors and to explore their views about best practices regarding tribute gift recognition. I also measured whether practitioners held accurate beliefs about what information tribute donors preferred to have revealed to their honorees, as measured in the *Choose Info* treatment of my experiment. Given the lack of literature on tribute donations, the survey allows me to document empirically, and at a larger scale, the "best practices" that fundraisers follow. The survey also provides insights into the beliefs of fundraising

[16]Participants are asked two questions each from the, "Principle of Care," " Empathic Concern," and "Perspective Taking" domains. Prior work has used similar questions to explore the associations between psychological concepts and constructs more commonly used in economics when describing motives behind charitable giving. This research has shown that greater Principle of Care scores are correlated with warm-glow motives, while greater Empathic Concern scores are correlated with individual estimates of altruism (Ottoni-Wilhelm and Vesterlund, 2020).

[17]The demographic survey includes questions about age, year in school, gender, existing prosocial tendencies, political ideology, and religiosity. Participant prosocial tendencies are defined across two variables, labeled as "Volunteer" and "ExistingCharity." Each of these variables is defined across five categorical intervals. For the Volunteer variable, participants are asked, "On average, how often do you volunteer for a good cause?" Participants choose from one of the following categories: "Never," "Once a year," "Once a month," "Every week," "Several times a week." For the ExistingCharity variable, participants are asked, "On average, how much do you donate to charitable organizations per year?" Participants choose from one of the following categories: "$0-$20," "$20-$50," "$50-$100," "$100-$500," and "Over $500." For the political ideology variable, participants choose from one of five categories, ranging from "Very Liberal" to "Very Conservative." Finally for the religiosity variable, participants respond to the question, "On average, how often do you attend religious service?" They choose from one of the following five categories: "Never," "Once a year," "Once a month," "Every week," and "Several times a week."

professionals' and the reasoning behind their approaches to tribute donation recognition. When paired with the fundraising results of my experiment, this information helps identify potential opportunities to improve charitable giving outcomes in practice.

The structure of the practitioner survey and associated procedures follow the expert forecasting survey conducted in Samek and Longfield (2019). In short, I generated a list of 899 charities spanning central and western Massachusetts, as well as Southern Vermont using Charity Navigator. I restricted the list to charities with ratings at or above two stars, and who did not have Charity Navigator advisory warnings. Using this list, I searched for the contact information of the employee at the organization who may have the best insights into fundraising practices (e.g. Director of Development, Director of Giving).[18] Organizations were contacted in two waves between September 2023 and December 2023. The first wave consisted of phone calls to the person identified as the best contact; in a follow-up wave, organizations who did not respond to the first wave were contacted by e-mail.[19] Practitioners were told that the survey was about fundraising practices, but not about tribute donations in particular. I received a total of 247 completed surveys from current fundraising professionals; 214 of those respondents offer a tribute giving option. Survey recruitment scripts and summary statistics regarding recruitment are provided in Appendix Section D.

To begin, the survey asked about the respondent's familiarity with fundraising and experience in the nonprofit sector. The survey also asked for general details about the size of the respondent's organization, the scale of their fundraising and charitable giving, and the organization's primary mission. Survey screenshots are available in Appendix Section D. Summary statistics for organization and survey respondent characteristics are also provided in Appendix Section D.

The first central section of the survey included questions about whether organizations offered the option to make tribute donations and how organizations recognized gifts made on behalf of others. For example, respondents were asked about the format of the notification (e.g., by mailed card, email), as well as what information was revealed in the notification.

The second central section of the survey evaluated whether fundraising professionals held accurate beliefs about what information tribute donors preferred to have revealed to their honorees. To assess these beliefs, respondents were provided a description of the laboratory experiment, with a particular focus on the *Choose Info* treatment, where participants who gave on behalf of others chose whether or not to list donation amounts in cards mailed to their honorees. The survey then included an incentivized question where respondents were asked to guess what share of tribute donors in the *Choose Info* treatment chose not to reveal how much they gave to their honorees. Survey respondents were incentivized based on the accuracy of their guess, using the same payment scheme as Samek and Longfield (2019).[20] Three respondents were randomly chosen for payment, and could receive up to a $75 donation to their organization for participating in the survey.

[18]When a name was not available, I used the general phone line listed on the organization's website when available.
[19]Emails were either sent directly to the best contact identified previously, or to the organization's general email address when a best contact was not identified.
[20]Unlike Samek and Longfield (2019), I did not collect predictions on the fundraising effectiveness of the two recognition schemes; instead, my survey focuses on collecting practitioner predictions about donor preferences for how they would like their tribute contributions to be announced (i.e., (not) revealing donation amounts).

Finally, the third central section of the survey explored respondent perspectives on the acceptability of revealing how much donors gave on behalf of others. Respondents were asked to share their opinions on why many organizations (including their own, if applicable) do not to reveal how much tribute donors gave on behalf of honorees.

4. Results

The experiment was programmed in oTree and run at the Pittsburgh Experimental Economics Laboratory (PEEL).[21] A total of 200 participants completed the study across the three treatments.[22] Participants earned an average of $16.83 in sessions that lasted approximately one hour.[23]

For the main analysis, I focus on results from the two donation environments of interest, when only donors are recognized (*ID*) and where donors *and* donation amounts (*ID&Amount*) are revealed. Before analyzing the primary charitable giving outcomes of interest, I report descriptive statistics on participant demographics across treatments. As shown in Table 2, participant demographics are balanced.[24]

Table 2. Participant Characteristics, *ID* vs. *ID&Amount*

	Full Sample	ID	ID&Amount	p-value
	(1)	(2)	(3)	(4)
Age	19.07	19.00	19.15	0.50
Pct. Female	61	64	58	0.47
Current Charitable Giving	0.71	0.72	0.70	0.87
Volunteering	1.86	1.78	1.94	0.35
Religiosity	1.04	1.01	1.06	0.82
Political Ideology	1.32	1.29	1.35	0.67
No. of Participants	135	69	66	—

Notes: Reported numbers are means for the specified sample in each column. For the Current Charitable Giving measure, participants are asked, "On average, how much do you donate to charitable organizations per year?" Participants choose from one of the following categories, which are coded with values ranging from 0-4: "$0-$20," "$20-$50," "$50-$100," "$100-$500," and "Over $500." For the Volunteer variable, participants are asked, "On average, how often do you volunteer for a good cause?" Participants choose from one of the following categories, which are coded with values ranging from 0-4: "Never," "Once a year," "Once a month," "Every week," "Several times a week." For the political ideology variable, participants choose from one of five categories, also coded from 0-4, and range from "Very Liberal" to "Very Conservative." Finally for the religiosity variable, participants respond to the question, "On average, how often do you attend religious service?" They choose from one of the following five categories (coded 0-4): "Never," "Once a year," "Once a month," "Every week," and "Several times a week." The p-values in column 4 are reported from t-tests comparing mean differences across *ID* and *ID&Amount*.

[21]For a review of the oTree platform and its features, see Chen et al. (2016).

[22]An additional 193 participants completed treatments where participants make donations on behalf of themselves (and do not give on behalf of others). These "Self" sessions were conducted as a conceptual replication of past work on the fundraising benefits of revealing donors and the size of gifts made on behalf of oneself. Details on the Self treatments are provided in Appendix Section E. The study raised a total of $5,648 for the three charities.

[23]Due to a coding error, one participant made a donation decision in a non-$2 increment. As a result, this participant is dropped from the analysis.

[24]A full balance table with the addition of the *Choose Info* treatment is provided in Appendix Table C.1.

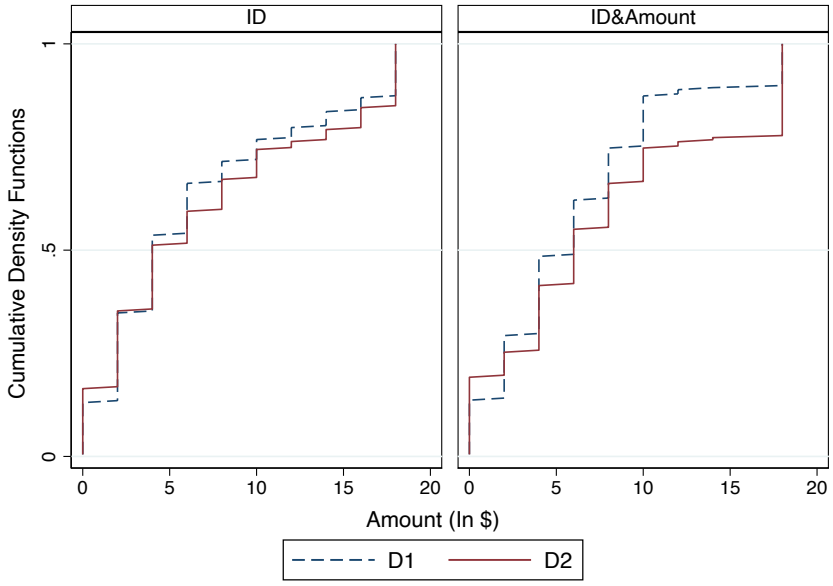

FIGURE 1. CDFs for Donations, by Treatment

To begin, I plot donation patterns across treatments in Figure 1. Specifically, Figure 1 plots the cumulative distribution functions for D1 (dashed blue line) and D2 (solid red line). Recall that D2 is the primary decision of interest, when participants have the opportunity to give on behalf of others. However, it is important to account for D1 as it is a private decision that could reflect underlying differences in private generosity. Therefore, the *difference* between the decisions, D2-D1, is one way to compare giving differences across treatments while also accounting for individual variation in underlying generosity. In *ID&Amount* the distribution of D2 (when tribute donation amounts are revealed to honorees) is shifted rightward relative to D1 (Kolmogorov-Smirnov test, p=0.085). In contrast, there is little difference between D2 (when only donor identities are revealed to honorees) and D1 in *ID* (Kolmogorov-Smirnov test, p=0.731). On average, participants in *ID* give an average of \$0.44 more per D2 decision compared to D1, while participants in *ID&Amount* give an average of \$1.41 more per D2 decision compared to D1 (p=0.07).[25] The \$0.97 difference-in-difference is equivalent to an 13.6% increase over the average donation (D2) in *ID*, suggesting that revealing tribute donation amounts to honorees may lead to greater giving relative to only recognizing donors. In subsequent analyses below, I investigate whether the treatment difference noted in Figure 1 is due to differences in tribute contributions made on on behalf of others in particular.

Next, I evaluate how revealing tribute donation amounts above only recognizing donors affects giving separately along the extensive and intensive margin. I start by evaluating potential extensive margin differences across treatments. In Figure 2 I compare overall donation (D2) rates across treatments, and also examine differences in the likelihood of making a tribute donation. The left cluster of Figure 2 describes the donation rate for all gifts, while the right cluster shows the donation

[25]I report average D1, D2, and D2-D1 values in Appendix Table C.2 by treatment.

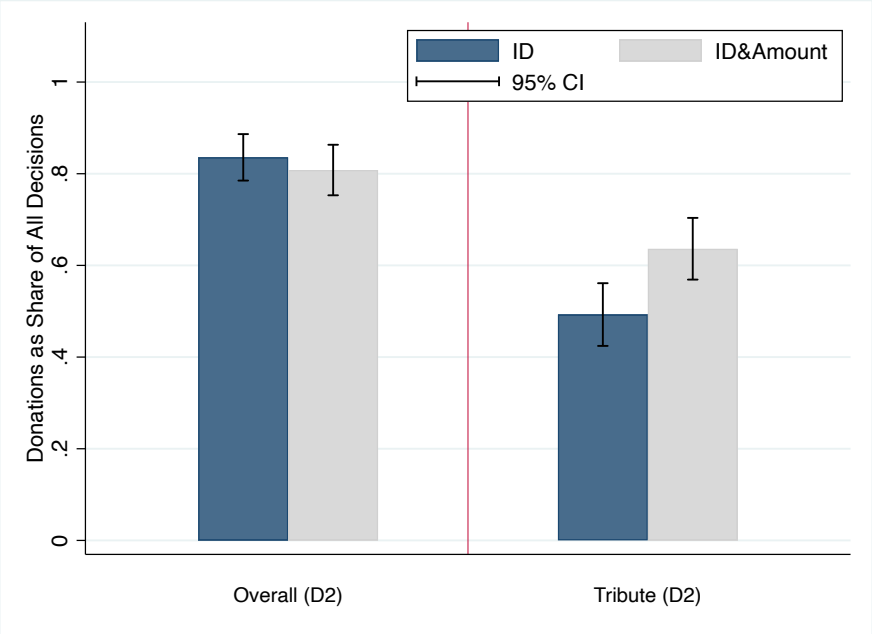

FIGURE 2. Donation Rates, by Treatment

rate for tribute gifts. The left dark bars represent the respective donation rate for *ID*, while the right gray bars represents the same outcome but for *ID&Amount*.

Figure 2 shows no difference in the overall likelihood of giving. Participants are no less likely to make a donation of any type when tribute donation amounts are revealed than participants who do not have tribute donation amount information revealed to honorees (84% vs. 81%, p=0.467). However, revealing tribute contribution amounts appears to change the likelihood of donating on behalf of someone else. In particular, tribute donations are *more likely* to occur when the cards not only reveal that a donation is made but also how much is given. Those who are told that tribute gift amounts will be disclosed to their honorees are 14 percentage points more likely to make a tribute donation (p<0.01).

In Table 3, I evaluate whether revealing tribute contribution amounts affects donation rates (D2) using a series of regressions. Table 3 considers the same two extensive margin outcomes illustrated in Figure 2: the likelihood of making any donation (columns 1-3), and the likelihood of making a tribute donation (columns 4-6). In these regressions I control for private giving decisions (D1) as well as demographic and charity controls. Standard errors are clustered at the individual level in all subsequent regression specifications.

The results in Table 3 reflect the visual comparisons in Figure 2. First, revealing tribute donation amounts does not affect the overall likelihood that individuals give to charity. While revealing tribute donation amounts has no effect on overall donation rates, it does affect the willingness of participants to make tribute donations. Columns 4-6 of Table 3 show that revealing how much people give on behalf of others increases the likelihood that individuals make a tribute donation by approximately 15 percentage points (col. (5); p=0.011).

TABLE 3. Effect of Revealing Amount on Donation Rates

	(1) OLS	(2) OLS	(3) Probit	(4) OLS	(5) OLS	(6) Probit
Dep. Var.:	$\mathbb{1}$(*Donation 2)*			*Make Tribute Donation*		
$\mathbb{1}$(Donation 1)	0.607***	0.601***	0.357***	0.459***	0.455***	0.472***
	(0.084)	(0.084)	(0.043)	(0.069)	(0.078)	(0.088)
ID&Amount	-0.024	-0.018	-0.022	0.146**	0.150**	0.151**
	(0.044)	(0.045)	(0.044)	(0.059)	(0.060)	(0.058)
Observations	405	405	405	405	405	405
R-squared	0.292	0.313		0.120	0.147	
Controls	No	Yes	Yes	No	Yes	Yes

Notes: Columns 1-3 report estimates using an indicator variable for whether participants make any donation (D2) as the dependent variable. Columns 4-6 report estimates using an indicator variable for whether participants make a tribute donation as the dependent variable. Control variables are: gender, age, year in school, self-reported volunteering frequency, self-reported average charitable donations per year, political ideology, and religiosity. All specifications control for whether participants donate in private (D1). Standard errors are clustered at the individual level and are reported in parentheses. All tests are two-tailed. *** p<0.01, ** p<0.05, * p<0.1

The finding that tribute donations are more likely (rather than less likely) when the size of contributions are revealed does not align with the hypothesized extensive margin effects noted in Section 2. While not identifiable in this study, the extensive margin result could be due, in part, to the social dynamics involved with tribute donations. For donations made on behalf of others, the primary recipient of the gift information is the honoree, and honorees have established relationships with donors. Unlike donations on behalf of oneself where gifts may be announced to individuals with no previous associations, tribute donors do not need to "introduce" themselves, nor their generosity, to honorees by making a donation of any size. However, the opportunity to reveal the *magnitude* of their generosity through how much they donate could boost their current status with a loved one.

Beyond looking at the likelihood of making a donation, I also examine potential effects on the intensive margin, i.e., how revealing the size of tribute donations in addition to recognizing donors to honorees affects the average contribution amount. The subsequent results explore whether participants change how much they give, knowing that tribute donation amounts are revealed to their loved ones.

In Figure 3, I plot the distribution of donation amounts ranging from the smallest possible donation ($2) to the maximum possible out-of-pocket contribution ($18). I plot the distributions separately for *ID* and *ID&Amount* in order to make comparisons regarding the relative frequency of different-sized donations within each treatment. The share of *ID* donations are represented by the left dark bars, and *ID&Amount* donations are represented by the right gray bars.

Figure 3 shows that there is a relatively larger frequency of $2 donations, i.e., the smallest possible donation amount when only the identity of a tribute donor is revealed to honorees. This implies that participants are minimizing the out-of-pocket cost of making a donation and taking advantage of the opportunity to show honorees that they donated. Further, there is a substantially larger

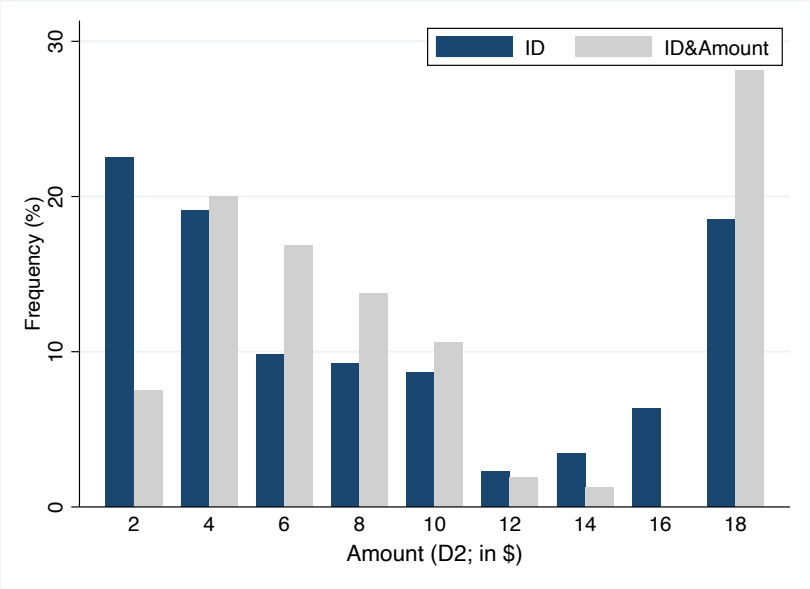

FIGURE 3. Distributions of Donation Amounts

share of maximum out-of-pocket contributions when tribute amounts are revealed to honorees. This suggests that participants are taking the opportunity to show their honoree that they are being as generous as possible given their earnings from the work task.

I next analyze whether the observed differences in the distribution of donation (D2) amounts is driven specifically by differences in the size of tribute donations. Table 4 reports results from this analysis. Columns (1)-(3) first report results from empirical specifications where I regress donation amounts (D2) on a treatment indicator for *ID&Amount*. These specifications test whether revealing tribute donation amounts above recognizing tribute donor identities affects the size of donations of any type. In columns (4) and (5) I report results from empirical specifications that include *Tribute* and *ID&AmountXTribute* terms. These specifications allow me evaluate whether the size of tribute donations in particular are larger when their amounts are revealed to honorees, the primary object of interest for this study.[26]

The results in Table 4 highlight how revealing tribute donation amounts could increase the size of individual gifts across all donations types. In column (2), for example, the results show that average giving is roughly $1.01 larger when tribute donation amounts are revealed. This suggests that charities can increase the size of donations of any type by about 14.2% if they reveal tribute donation amounts in addition to recognizing donors, though the estimate is not statistically significant (p=0.179).[27] When focusing on tribute donations, I find that revealing gift amounts leads to larger donations made on behalf of others. The interaction term reported in columns (4)-(5) in Table 4 shows that tribute donations are $1.89 larger when amounts are revealed in comparison to only recognizing tribute donor identities. This effect is equivalent to a 20.0% increase over the

[26]Model specifications include controls for private giving decisions (D1), demographics and charity fixed effects. As noted before, all specifications cluster standard errors at the individual level.

[27]Percentages are calculated relative to the average D2 amount in the *ID* treatment, $7.12.

TABLE 4. Effect of Revealing Amount on Donation Size

	(1) OLS	(2) OLS	(3) Tobit	(4) OLS	(5) Tobit
Dep. Var.:	*Donation 2 Amount*				
Donation 1	0.838***	0.840***	0.974***	0.779***	0.875***
	(0.050)	(0.053)	(0.075)	(0.057)	(0.070)
ID&Amount	0.914	1.006	1.095	-0.590	-1.289
	(0.631)	(0.618)	(0.738)	(0.730)	(0.998)
Tribute				2.382***	3.014***
				(0.854)	(0.957)
ID&Amount X Tribute				1.887*	2.710**
				(1.036)	(1.309)
Observations	405	405	405	405	405
R-squared	0.540	0.562		0.625	
Controls	No	Yes	Yes	Yes	Yes

Notes: Columns 1-2, and 4 report ordinary least squares (OLS) estimates with the donation amount (D2) as the dependent variable. Columns 3 and 5 report estimates from a tobit regression accounting for censored observations of the dependent variable. Observations are restricted to participants who donate a positive amount. Donations are out-of-pocket amounts. Control variables are: gender, age, year in school, self-reported volunteering frequency, self-reported average charitable donations per year, political ideology, and religiosity. Standard errors are clustered at the individual level and are reported in parentheses. All tests are two-tailed. ***p<0.01, ** p<0.05, * p<0.1.

average amount given in tribute when only donor identities are revealed ($9.43).[28] This intensive margin result aligns with the hypothesized effect discussed in Section 2.

Altogether, the findings suggest that revealing tribute donation amounts can benefit charity fundraising efforts in the short-term. In contrast to the arguments discussed in Section 2, revealing the size of tribute gifts does not appear to generate the predicted extensive margin costs. That is, the tribute donation rate is not lower when the size of those contributions are revealed, compared to when only donors are recognized. Instead, a *greater* share of individuals choose to make a tribute donation when they know how much they give will be disclosed to their honorees. Further, and consistent with predicted benefits on the intensive margin, tribute donations are larger in size when amounts are revealed. Taking the extensive and intensive margin results together, the fundraising returns to revealing tribute donation amounts in the short-term found in this study come from a *greater number* of *larger-sized* donations made on behalf of others.[29]

[28]The column (4) estimate is significant at the 10% level (p=0.071). The coefficient estimate for *ID&AmountXTribute* in the tobit specification reported in column (5) is significant at the 5% level (p=0.031).

[29]Due to the COVID pandemic, an online version of this study was run following procedures outlined in Danz et al. (2021). However, a critical difference was that I was unable to mail tribute donation acknowledgment cards to honorees; instead, participants could download digital cards and choose whether or not to forward them to their honorees. I was unable to mail them myself as I could not collect honoree contact information as part of the online data, due to privacy concerns for the honorees. In the online version, I did not find an impact of revealing tribute contribution amounts on giving behavior, but also did not know whether honorees ever found out about donations made on their behalf. I believe this design difference and the resulting inability to enforce notifying honorees of tribute gifts was central to the different outcome.

4.1. **Revealing Donation Amounts and Future Support.** Beyond immediate giving, tribute donations may offer a unique opportunity to generate subsequent support from individuals who were previously less familiar with their organization. Though I do not observe the predicted extensive margin response in short-term giving, I still explore whether only recognizing donors and not how much they give impacts future giving. It is beneficial to evaluate whether the implemented methods are more or less effective in generating continuing support from individuals to understand the full fundraising impact of tribute donation recognition practices.

Appendix Table C.3 reports the results of this analysis. The empirical specifications in this table mirror the short-term extensive margin analyses in Table 3, and the short-term intensive margin specifications in Table 4.[30] In short, the results in Table C.3 show that neither the probability of making a future donation, nor the average size of future donations, are affected by whether short-term tribute donation amounts are revealed.[31]

5. Discussion

The results suggest that revealing how much individuals give in addition to recognizing donors could have important fundraising benefits. In turn, the analysis suggests that there is a potential opportunity for organizations to improve their fundraising efficacy by revealing tribute gift amounts, contradicting the current practices of many charities today. In a fundraising professionals survey, I find that the standard practice for almost three quarters of the 217 respondents who offer the option to give in tribute is not to reveal the donation amounts. In this section, I explore the facets of tribute giving that may contribute to the difference between what fundraising practices are traditionally implemented versus those that could fundraise the greatest amount. I use insights from the fundraising professionals survey to examine these details. This discussion has also benefited greatly from conversations with practitioners and other philanthropy experts.

5.1. **Is Revealing Tribute Donation Amounts Repugnant?** Since tribute donations can be seen as a form of gift, it could be that gift-giving norms dictate acceptable practices regarding donations made on behalf of others. For example, it is widely-accepted that the price tag should be removed from any in-kind gift before it is presented to the gift recipient (Tugend, 2005; ASP, 2014). Revealing how much is given in tribute could be see as analogous to leaving the price tag on the donation, which could objectify an otherwise personal gift (Roth, 2007). Practitioners may avoid disclosing tribute donation amounts not because they believe it will yield the greatest fundraising benefit, but rather because they believe that doing so would be inappropriate or repugnant (Roth, 2007).

Survey responses from fundraising professionals support this argument. In reviewing open-ended comments for why keeping tribute donation amounts private is a widespread practice, respondents

[30]The only differences with the future giving empirical specifications are that; 1) I exclude charity fixed effects in these specifications as participants make only one future donation decision and only one charity is selected per session; and, 2) the extensive margin specifications for future giving also look at the impact of giving in the short-run.

[31]The results are still insignificant if I further restrict the sample to those who have their task-2 decision implemented. In the Appendix, I also report results on whether revealing tribute donation amounts affects participants' likelihood of adding their email address to charity mailing lists. In Table C.4 in the Appendix, I find no impact of revealing donation amounts on this outcome.

noted that revealing the size of tribute gifts could be seen as "awkward," "tacky," "not polite," or "rude." One respondent directly referenced social customs around gift-giving, stating the following:

> Social conventions seem to be the primary reason - many donors consider it 'tacky' to reveal the amount they donated in honor or memory of another person. It's somewhat similar to the custom of removing a price tag from a gift before giving it.

In complement, by not disclosing tribute donation amounts, fundraising professionals may believe that they are respecting the preferences of donors. Other respondents noted this reason, stating that, "donors prefer that [h]onorees not learn how much they give on their behalf." In other words, fundraising professionals may be choosing not to reveal gift amounts when recognizing tribute donors because they believe they are following the wishes of their donors.

First, I can explore whether this donor preference exists in my laboratory experiment. Specifically, if donors are embarrassed and prefer not to reveal how much they give on behalf of others, we might expect to see this expressed in participant preferences in the *Choose Info* treatment. Recall that participants who make tribute donations in this treatment can select whether or not to reveal the size of their gift to honorees. The results in Column 1 of Table 5 show that 53.4% of participants prefer that their tribute donation size not be revealed; however, this suggests a meaningful portion of participants *are comfortable* revealing how much they give. Of the 116 tribute donations in *Choose Info*, participants choose to reveal the amount for 46.6% of these gifts.[32] I cannot reject the null hypothesis that an equal proportion of participants prefer revealing to not revealing tribute donation amounts (p=0.458).

Table 5. Revealing Amounts: Donor Preferences & Practitioner Predictions

	Donors	Practitioner Predictions	
		All	Not Revealing is Standard Practice
Prefer Not to Reveal	0.534	0.627	0.662
Prefer to Reveal	0.466	0.373	0.338
Observations	116	214	157
p-val: Not Reveal=Reveal	0.46		
p-val: Donor Preference=Prediction		< 0.01	< 0.01

Notes: This table reports the proportion of individuals in the experiment who prefer not to reveal their tribute contribution amounts, and the predictions made by fundraising professionals about this proportion. For donors, the sample is restricted to those in *Choose Info* who choose to make a tribute donation. For fundraising professionals, estimates are provided for all survey respondents, as well as the subset of respondents at organizations whose standard practice is not to reveal tribute donation amounts. The reported p-value in this first column is from a χ^2-test of whether aggregate participants preferences differ from an equivalent number of participants preferring to reveal and not reveal amounts. The p-values from the second and third column are from t-tests for whether the reported fundraising professionals prediction is significantly different from the actual proportion of experiment participants who prefer not to reveal the size of gifts made on behalf of others (53.4%).

[32]In Appendix Table C.5, I show that the choice to not reveal tribute donation amounts is associated with smaller-sized gifts. In Appendix Section C, I document additional associations between the choice to reveal contribution amounts and donation characteristics, demographics, and participant motives (as measured by responses to Interpersonal Relativity Index questions (Davis, 1983)). These correlations are summarized in Appendix Table C.5 and are only intended to be descriptive and exploratory.

Second, I can assess whether fundraising professionals' *beliefs* align with the *actual* proportion of donors who prefer not to reveal the size of their tribute gifts. Put differently, are practitioners accurately assessing the extent of donor preferences toward not revealing gift amounts? Or alternatively, is the preference for not publicizing donation amounts *perceived* by fundraising professionals to be more widespread than in reality? To answer this question, I pair the results from my laboratory experiment with a question in the fundraiser survey. For this survey question, I first described the *Choose Info* treatment of my laboratory experiment to respondents. I then incentivized survey participants to predict the proportion of experiment participants who chose not to reveal how much they donated on behalf of others in that treatment.[33]

I find fundraising professionals overestimate the proportion of experiment participants who prefer not to reveal the size of their tribute donation. Respondents predict that, on average, 62.7% of experiment participants chose not to reveal the contribution amount. This proportion is significantly more than the 53.4% found in the laboratory experiment ($p < 0.01$). Among individuals at organizations whose standard practice is not to reveal tribute amounts, respondents mispredict the proportion by an even greater margin. Among these fundraising professionals, respondents predict that, on average, 66.2% of experiment participants chose not to reveal the contribution amount ($p < 0.01$).[34] While it is true that the inappropriateness of revealing gift amounts is real for some donors, it appears that practitioners perceive the inappropriateness to be on a larger scale than what it may actually be. By holding these misperceptions, practitioners could be missing out on the potential for greater giving that revealing donation amounts generates.

5.2. **When Is Revealing Gift Amounts Acceptable?** The finding that revealing the size of tribute gifts is appropriate to many donors may initially seem unexpected. However, in addition to individual differences, there are social situations where revealing the size of gifts may be (or has become) a socially-acceptable practice. It is helpful to consider these scenarios, and to further think about whether and when existing beliefs about "best" recognition practices should be revisited. At a minimum, these examples suggest donor recognition practices could be more nimbly implemented depending on the context, with the potential to produce positive fundraising returns.

For instance, it may acceptable to reveal the size of gifts when donations are made in-kind, or when given in response to specific events. Heifer International, for example, allows donors to give animals such as a goat to support farmers in developing countries (Heifer, 2021). The value of donating a goat is easy to find online; at the same time, donating a goat on behalf of someone else is likely to be saved for more cheerful occasions such as the holidays.

Generally, revealing gift amounts could be more agreeable in circumstances that are more celebratory in nature. For example, couples add items to wedding registries that they would like invited guests to purchase. Items include material presents, but can also include "experiences"

[33]As noted above, I mirror the incentive scheme used in Samek and Longfield (2019).

[34]Practitioners who we may expect to hold more accurate beliefs also overestimate the proportion of donors who prefer not to reveal tribute donation amounts. This includes survey respondents with longer tenure (> 6 years) at their current organization (by 8.4 percentage points (pp)), with more experience in the industry (> 6 years; +10.1 pp), from larger organizations ($> 1,000$ donations annually; +6.8 pp), and from organizations where tribute donations made up a greater share of total annual donations ($> 10\%$; +3.5 pp).

that the couple is planning for their honeymoon. It is clear from the registry how much each wedding present costs, to both the honorees requesting the gifts and the wedding invitees purchasing the gifts. Tribute donations made in response to congratulatory events could be seen in a similar regard as wedding presents where contribution amounts are easily discernible.

Additional evidence from Facebook supports the argument that revealing tribute donation amounts may be more acceptable in response to joyous occasions. Facebook has a feature where its users can set up birthday fundraisers on their page to raise money for a charity. The company states that donation amounts collected from birthday fundraisers are revealed to the fundraiser creator (Facebook, 2021).[35] The widespread use of this feature suggests that this practice is tolerable to both the fundraiser creator and Facebook users who donate through this feature.

Ultimately, this study offers initial evidence to revisit the discussion of best practices for donor recognition with gifts are made on behalf of others. This dialogue can advance the conversation beyond assuming the "initial yuck factor" with revealing tribute donation amounts is a universal constraint on the tools that fundraisers can use (Roth, 2007). Additional exploration and conversation about the social dynamics present with tribute giving can illustrate when, where, and why revealing tribute donation amounts could be worthwhile.

6. Conclusion

Recognizing donors and how much they give is a standard practice for gifts made on behalf of oneself. This practice is further supported by research that demonstrates the fundraising benefits from doing so for this type of giving. Yet, organizations follow a contrasting practice for tribute giving where donations are made on behalf of others. For tribute giving, those who are honored typically receive acknowledgments of who donated on their behalf but not of how much they donated.

In this paper I explore how revealing contribution amounts in addition to recognizing donors affects tribute giving decisions. To study this question, I use a laboratory experiment where individuals are randomly assigned to between-subject treatments that vary the information that is revealed to honorees. Before making a donation, participants in a *ID* treatment are told that only their identities will be revealed to honorees, and not how much they give. In contrast, individuals in a *ID&Amount* treatment know that how much they give will be revealed to honorees, in addition to who they are. The *ID* treatment reflects the common practice used for tribute donations, while *ID&Amount* is intended to capture the conditions most commonly observed for donations made on behalf of oneself. Finally in a *Choose Info* treatment, individuals can select whether or not to reveal how much they give to honorees, in addition to who they are.

The results suggest that there are benefits to revealing contribution amounts for gifts made on behalf of others, contrary to the predominant practice followed by fundraisers today. Individuals are more likely to give, and give larger amounts, on behalf of others when amounts are revealed. Though the laboratory experiment results point to a potential fundraising benefit for charitable organizations, revealing how much individuals give on behalf of others could come with unique

[35]Donors on Facebook can also specify if they want to reveal the amount they give to other users beyond the fundraiser creator.

constraints for practitioners. In a nonprofit professionals survey, I find that the majority of organizations do not reveal the size of donations made on behalf of others; many survey respondents believe that doing so would be inappropriate and something donors would not appreciate. However, I also find that fundraising professionals overestimate the share of experiment participants who prefer not to disclose how much they give in tribute, believing this preference is more widespread than actually found in my study. Holding these inaccurate beliefs may be imposing greater constraints on recognition practices than necessary. In turn, removing barriers to certain practices could yield large returns for charitable organizations and the recipients of their support and resources. This study highlights how it may be beneficial to evaluate the extent to which the inappropriateness of a transaction is a *perceived* or *real* constraint, in the fundraising context and beyond — doing so can help clarify and improve recommendations for what practices, decisions, or transactions may be acceptable.

Overall, this paper provides a foundation to build upon and expand our insights into tribute giving, a common type of donation in practice but one that has not been studied previously. The experimental laboratory offers a controlled environment to isolate the impact of different types of donor recognition on tribute giving behavior. The nonprofit professionals survey complements the experimental findings with insights from practitioners and helps frame potential opportunities to improve fundraising in practice. Subsequent research can further our understanding of tribute donations. For example, future work can explore whether the tribute donor recognition effects found in this laboratory setting generalize to field settings or other contexts, and investigate interesting features that are present with this form of contribution beyond questions about donor recognition. These future insights can deepen our knowledge of tribute giving characteristics, to the benefit of practitioners and academics alike.

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Appendix A. Experiment Instructions

Welcome to the Experiment

Thank you for participating in our study! This is an experiment about decision-making. The other people in today's session are also participating in the experiment. You must not talk to or communicate with them in any way. If you have a question, please raise your hand and a researcher will answer your question in private.

This experiment will consist of two parts, Part A and Part B. Instructions will be provided before each part. All participants will receive a $6 show-up fee. You can earn additional amounts depending on the decisions you make in the experiment and luck.

At the top of your station you will see a card holder with a number. This number is your Participant Number. Your Participant Number will be used to pay you at the end of this session.

[*break*]

Part A Instructions

In Part A of the experiment, you will be asked to calculate the sum of 6 randomly chosen one-digit numbers. You will be asked to complete 10 of these problems. You should find the sums without using a calculator. You submit an answer by clicking the submit button with your mouse. When you enter an answer, the computer will immediately tell you whether your answer is correct or not. For completing this task, you will earn $18 that you may use during the rest of the experiment. When you correctly solve 10 of these problems, you will automatically proceed to the next stage of the experiment.

[*break*]

Part B Instructions

In Part B you will have the opportunity to use your $18 from Part A to donate to charity. Part B will consist of two rounds. In each round, you will make three donation decisions, one to each of three different charities. For each decision, you will decide how much of your $18 to donate to that charity and how much to keep. We will implement only one of your decisions.

At the end of the experiment we will randomly decide which of the three charities will receive donations from today's session. Half of the participants in today's session will be randomly selected to have their Round-1 decision implemented for the selected charity. The other half of participants will have their Round-2 decision implemented for the selected charity. You will keep what remains of your $18 after we implement your selected decision.

Round 1

On the next page you will learn about three local charities and their missions. The charities are, in alphabetical order: Animal Friends, the Greater Pittsburgh Community Food Bank, and the Women's Center and Shelter of Greater Pittsburgh. The three charities are providing critical resources to the Pittsburgh community during these challenging times. After you have read about each charity, you will be asked to make your decisions. For each charity, you will be asked how much of your $18 from Part A you wish to keep and how much you wish to donate. If one of your Round-1 decisions is randomly selected to be implemented, your decision will be kept private. It will not be shown to any other participant in today's session. Since donations to any charity may be selected to count for payment, you should treat each decision as if it is the one that will be implemented. You can use your full $18 on any given decision since only one counts for payment.

Donations must be made in increments of $2. Every donation will be matched "one-for-one" by a research foundation, i.e., a $2 donation will be matched with an additional $2 to make a $4 donation. If you would like to see a receipt of the total donation made to the three charities, you may email the researcher at kpw18@pitt.edu. If you would like an individual receipt for your donation, we will provide instructions on how to do so at the end of the session.

[*break*]

End of Part B, Round 1

Before we begin round 2, we would like you to think of three individuals in your life who you believe would be most likely to support each of the three charities you learned about in round 1. On the next page, once you have thought of those three individuals, you will be asked to enter their names in a table next to each charity. Please only write their first name in order to preserve your anonymity during the experiment. In round 2, you may have the opportunity to donate on behalf of the people you name.

[*break*]

Round 2

In round 2, you will again make donation decisions to the three charities you learned about in round 1. As mentioned before, at the end of the experiment we will randomly select one charity to receive donations made during this session and will implement one of your decisions made to that charity. Half of the participants in today's session will have their Round-1 decision implemented while the other half will have their Round-2 decision implemented to that charity.

For each charity, you will again decide how much of your $18 from Part A you wish to keep and how much you wish to donate. Donations must be made in increments of $2, and you can use up to the full $18 for each decision. Donations will again be matched "one-for-one" by a research

foundation. Because each decision is equally likely to be selected, you should treat each decision as if it is the one that will be implemented.

For your Round-2 decisions, for each charity you may choose to make a donation on behalf of the person you named earlier as most likely to support the organization. If you choose to do so and your Round-2 decision is implemented, the researcher will provide you a card that you will mail to notify them about your donation. The card will tell them that you donated on their behalf, describe the charity that you donated to, and include researcher contact information.

[*Subsequent text depends on experimental treatment*]

[*ID*:] The card will not include how much you donated.

[*ID&Amount*:] The card will also include how much you donated, and that the donation was made out of $18 from Part A. Finally the card will include the total amount the charity receives after the "one-for-one" match by a research foundation.

[*Choose Info*:] You may also choose whether the card will include how much you donated. If you choose to include how much you donated, the card will state that the donation was made out of $18 from Part A and include the total amount the charity receives after the "one-for-one" match by a research foundation.

[*Instructions return to standard language across treatments.*]

The researchers will provide the card at the end of the experiment, along with an envelope with postage that you will place the card in and address to the person you named. The researchers will then take the envelopes to the post office. No card is mailed if you do not make a positive donation or if you decide not to donate on behalf of the person you named.

An example of the card that will be sent to the person you donate on behalf of is provided below. In the example card, the randomly selected charity is the Greater Pittsburgh Community Food Bank. The example card includes a placeholder for where you can personalize the card by including the person's name.

[*Subsequent text depends on experimental treatment*]

[*ID*:] An example of the card that will be sent to the person you donate on behalf of is provided below. In the example card, the randomly selected charity is the Greater Pittsburgh Community Food Bank. The example card includes a placeholder for where you can personalize the card by including the person's name.

[*ID&Amount*:] An example of the card that will be sent to the person you donate on behalf of is provided below. In the example card, the randomly selected charity is the Greater Pittsburgh Community Food Bank. The example card includes a placeholder for where you can personalize the card by including the person's name. The example card also marks where the out-of-pocket donation amount will be listed, and where the total donation amount after the one-for-one match will be listed.

[*Choose Info*:] Examples of the cards that will be sent to the person you donate on behalf of are provided below. The first is an example of the card that will be sent if you choose not to include how much you donated. The second is an example of the card that will be sent if you choose to include how much you donated. In the example cards, the randomly selected charity is the Greater Pittsburgh Community Food Bank. The example cards include a placeholder for where you can personalize the card by including the person's name. The second example also marks where the out-of-pocket donation amount will be listed, and where the total donation amount after the one-for-one match will be listed, if you choose to include how much you donated.

[*Example cards shown*]

[*Instructions return to standard language across treatments.*]

You will not mail a card to someone if your Round-1 decision is implemented, or if in Round 2 you opted not to donate on behalf of someone else.

Appendix B. Experiment Design & Materials

Table B.1. Summary of Experimental Treatments

Treatment	Participants	Features
ID	70	Do Not Reveal Donation Amount (D2)
ID&Amount	66	Reveal Donation Amount (D2)
Choose Info	64	Choice to Reveal Donation Amount (D2)
Total	200	

Notes: As noted in the main text, one participant in the *ID* treatment made a donation decision in a non-$2 increment. As a result, this participant is dropped from the analysis. Finally as mentioned previously, an additional 193 participants completed the study for treatments where donations were made on behalf of oneself. This information is summarized in Appendix Table E.1.

[NAME], I DONATED IN YOUR HONOR TO THE GREATER PITTSBURGH COMMUNITY FOOD BANK!

I GAVE OUT OF MY EARNINGS FROM A UNIVERSITY RESEARCH STUDY.

The Greater Pittsburgh Community Food Bank feeds people in need and mobilizes our community to eliminate hunger. This donation helps provide nutritious meals to our neighbors who struggle to put food on their tables each day.

NO PERSONAL INFORMATION WAS SHARED WITH THE ORGANIZATION. IF YOU HAVE ANY QUESTIONS ABOUT THIS DONATION, PLEASE CONTACT KANATIP WINICHAKUL AT KPW18@PITT.EDU

FIGURE B.1. Example ID Treatment Card

[NAME], I DONATED IN YOUR HONOR TO THE GREATER PITTSBURGH COMMUNITY FOOD BANK!

I GAVE $[AMOUNT] OUT OF $18 I EARNED FROM A UNIVERSITY RESEARCH STUDY. MY DONATION WAS MATCHED FOR A TOTAL DONATION OF $[AMOUNT].

The Greater Pittsburgh Community Food Bank feeds people in need and mobilizes our community to eliminate hunger. This donation helps provide nutritious meals to our neighbors who struggle to put food on their tables each day.

NO PERSONAL INFORMATION WAS SHARED WITH THE ORGANIZATION. IF YOU HAVE ANY QUESTIONS ABOUT THIS DONATION, PLEASE CONTACT KANATIP WINICHAKUL AT KPW18@PITT.EDU

FIGURE B.2. Example ID&Amount Treatment Card

Appendix C. Additional Results

Table C.1. Participant Characteristics, All Treatments

	Full Sample	ID	ID&Amount	Choose Info	p-value
	(1)	(2)	(3)	(4)	(5)
Age	19.07	19.00	19.15	19.08	0.78
Pct. Female	60	64	58	59	0.75
Current Charitable Giving	0.67	0.72	0.70	0.59	0.71
Volunteering	1.75	1.78	1.94	1.53	0.05
Religiosity	1.14	1.01	1.06	1.36	0.23
Political Ideology	1.36	1.29	1.35	1.44	0.60
Observations	199	69	66	64	—

Notes: Reported numbers are means for the specified sample in each column. Summary statistics are for all participants. For the Current Charitable Giving measure, participants are asked, "On average, how much do you donate to charitable organizations per year?" Participants choose from one of the following categories, which are coded with values ranging from 0-4: "$0-$20," "$20-$50," "$50-$100," "$100-$500," and "Over $500." For the Volunteer variable, participants are asked, "On average, how often do you volunteer for a good cause?" Participants choose from one of the following categories, which are coded with values ranging from 0-4: "Never," "Once a year," "Once a month," "Every week," "Several times a week." For the political ideology variable, participants choose from one of five categories, also coded from 0-4, and range from "Very Liberal" to "Very Conservative." Finally for the religiosity variable, participants respond to the question, "On average, how often do you attend religious service?" They choose from one of the following five categories (coded 0-4): "Never," "Once a year," "Once a month," "Every week," and "Several times a week." The p-values in column 5 are reported from F-tests comparing against the null of no differences across *ID*, *ID&Amount*, and *Choose Info*.

Table C.2. Average Dollars Contributed Per Decision, by Treatment

	Full Sample	ID	ID&Amount	p-value
	(1)	(2)	(3)	(4)
Donation 1 (D1)	6.51	6.68	6.33	0.54
Donation 2 (D2)	7.43	7.12	7.75	0.32
D2-D1	0.92	0.44	1.41	0.03
Observations	405	207	198	

Notes: Reported numbers are means for the specified sample in each column. The p-values are reported from two-tailed t-tests comparing means of respective measures in *ID* and *ID&Amount* treatments.

TABLE C.3. Effect of Revealing Amount on Future Giving

	(1) OLS	(2) OLS	(3) Probit	(4) OLS	(5) Probit	(6) OLS	(7) OLS	(8) Tobit	(9) OLS	(10) Tobit
Dep. Var.:	*Any Future Donation*					*Donation Amount*				
Donation 1	0.249**	0.237**	0.160***	0.213*	0.131**	0.648***	0.634***	0.716***	0.602***	0.674***
	(0.119)	(0.118)	(0.063)	(0.119)	(0.065)	(0.085)	(0.088)	(0.111)	(0.094)	(0.113)
ID&Amount	-0.033	-0.034	-0.046	-0.056	-0.060	0.059	0.052	0.115	-1.772*	-1.847
	(0.049)	(0.050)	(0.045)	(0.098)	(0.066)	(0.809)	(0.825)	(0.934)	(0.990)	(1.137)
Tribute				0.046	0.057				0.168	0.400
				(0.064)	(0.074)				(1.247)	(1.360)
ID&Amount X Tribute				0.025	0.010				2.727*	2.927*
				(0.110)	(0.099)				(1.482)	(1.697)
Observations	135	135	135	135	135	135	135	135	135	135
R-squared	0.075	0.134		0.141		0.355	0.395		0.421	
Controls	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes

Notes: The dependent variable in columns 1-5 is whether participants make any future donation (extensive margin), while the dependent variable in columns 6-10 is the donation amount. Columns 1-2, 4, 6-7, and 9 report OLS estimates. Columns 3, 5, 8, and 10 report results using a probit (3, 5) and tobit (8, 10) specification, respectively. In columns 1-5, the explanatory variable "Donation 1" is an indicator variable for whether participants make any private donation, while in columns 6-10 it is reported as the amount donated in private. Control variables are: gender, age, year in school, self-reported volunteering frequency, self-reported average charitable donations per year, political ideology, and religiosity. Robust standard errors are reported in parentheses. All tests are two-tailed. ***p<0.01, ** p<0.05, * p<0.1

TABLE C.4. Effect of Revealing Amount on Receiving Charity News

	(1) OLS	(2) OLS	(3) Probit	(4) OLS	(5) Probit
Dep. Var.:	*Subscribe to Charity Emails*				
$\mathbb{1}$(Donation 1)	0.204***	0.139***	0.221***	0.126**	0.212***
	(0.045)	(0.044)	(0.080)	(0.051)	(0.082)
ID&Amount	0.051	0.067	0.067	0.017	0.006
	(0.061)	(0.060)	(0.058)	(0.076)	(0.085)
Tribute				-0.007	-0.008
				(0.074)	(0.073)
ID&Amount X Tribute				0.078	0.084
				(0.099)	(0.100)
Observations	405	405	405	405	405
R-squared	0.031	0.084		0.087	
Controls	No	Yes	Yes	Yes	Yes

Notes: Columns 1-2 and 4 report OLS estimates using an indicator for whether participants add their email to the charity's mailing list as the dependent variable. Columns 3 and 5 report the marginal effects from a probit specification. Control variables are: gender, age, year in school, self-reported volunteering frequency, self-reported average charitable donations per year, political ideology, and religiosity. Standard errors are clustered at the individual level and are reported in parentheses. ***p<0.01, ** p<0.05, * p<0.1

Table C.5. Correlates with Choice-to-Reveal

	(1) OLS	(2) OLS	(3) OLS
Dep. Var.:	$\mathbb{1}$(*Choose to Reveal Contribution Amount*)		
Donation 1	-0.031**	-0.028**	-0.028**
	(0.012)	(0.013)	(0.013)
Donation 2	0.032***	0.029**	0.032***
	(0.011)	(0.013)	(0.011)
Age		0.026	
		(0.067)	
Female		-0.277*	
		(0.152)	
Current Charitable Giving		0.005	
		(0.078)	
Volunteering		0.047	
		(0.120)	
Religiosity		0.060	
		(0.061)	
Political Ideology		0.032	
		(0.074)	
Principle of Care			0.034
			(0.067)
Empathic Concern			-0.086
			(0.070)
Observations	116	116	116
R-squared	0.082	0.220	0.101

Notes: Columns 1-3 report associations between the choice-to-reveal contribution amounts and other participant characteristics. Standard errors are clustered at the individual level and are reported in parentheses. ***p<0.01, ** p<0.05, * p<0.1

Appendix D. Fundraising Professionals Survey

Table D.1. Summary of Recruitment Efforts

Outcome	Count (Pct. of Sample)
No Answer, No Voicemail	193 (21.86%)
Voicemail Left, No Return Call	322 (36.47%)
Spoke with Representative Voicemail Returned	109 (12.34%)
Spoke with Representative, 1st Contact	259 (29.33%)
Total	883

Notes: This table summarizes the total number of organizations that we asked to participate in nonprofit professionals survey. The table includes outcomes of our calls. A subsequent recruitment email was sent for any call where a voicemail was not returned or where a representative was not spoken to directly.

D.1. **Summary Statistics.**

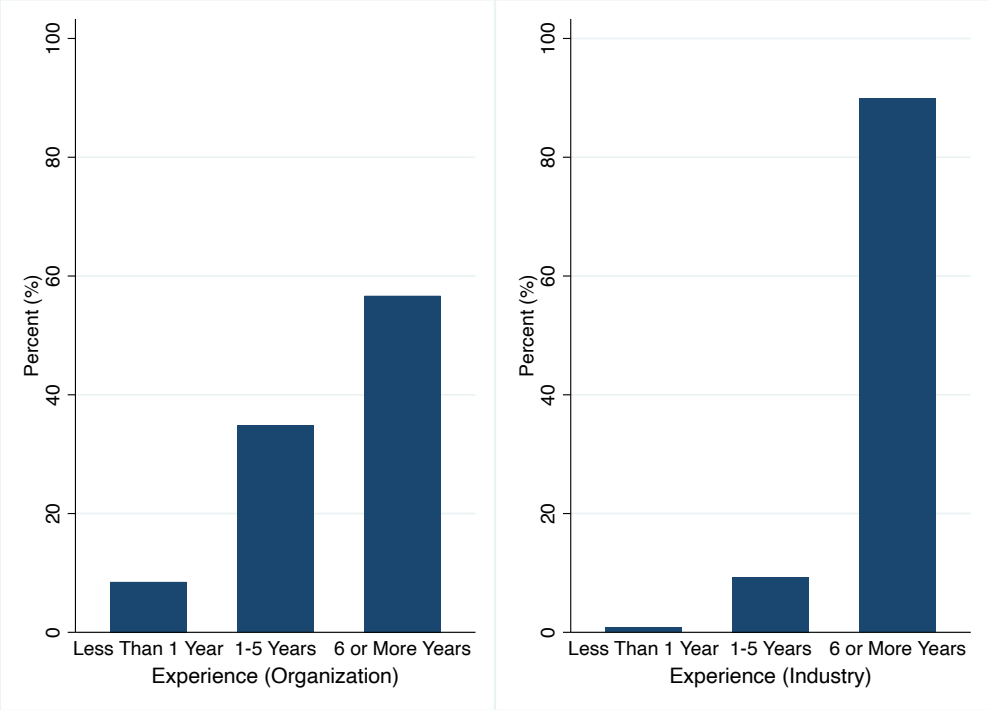

FIGURE D.1. Survey Respondents, by Experience

TABLE D.2. Heterogeneity of Average Predictions, by Respondent Characteristics

	Average Prediction	Degree of Inaccuracy
Experience 5+ years (org.)	61.80%	+8.35%
Experience 5+ years (industry)	63.54%	+10.09%
>1k donations/year	60.23%	+6.78%
>10% donations are tribute gifts	57.94%	+3.49%
Actual Share of Experiment Donors Who Prefer Not to Reveal Amount : 53.45%		

Notes: This table summarizes average practitioner predictions of the share of donors from the laboratory experiment who prefer not to reveal tribute donation amounts, for different sub-groups of the survey respondent sample. Column 2 reports the average prediction for each listed subgroup. Column 3 reports (both the size and direction of) the difference between the average prediction of the subgroup and the true share of experiment donors who prefer not to reveal tribute donation amounts (53.45%). The positive values in Column 3 imply overpredictions for all subgroups.

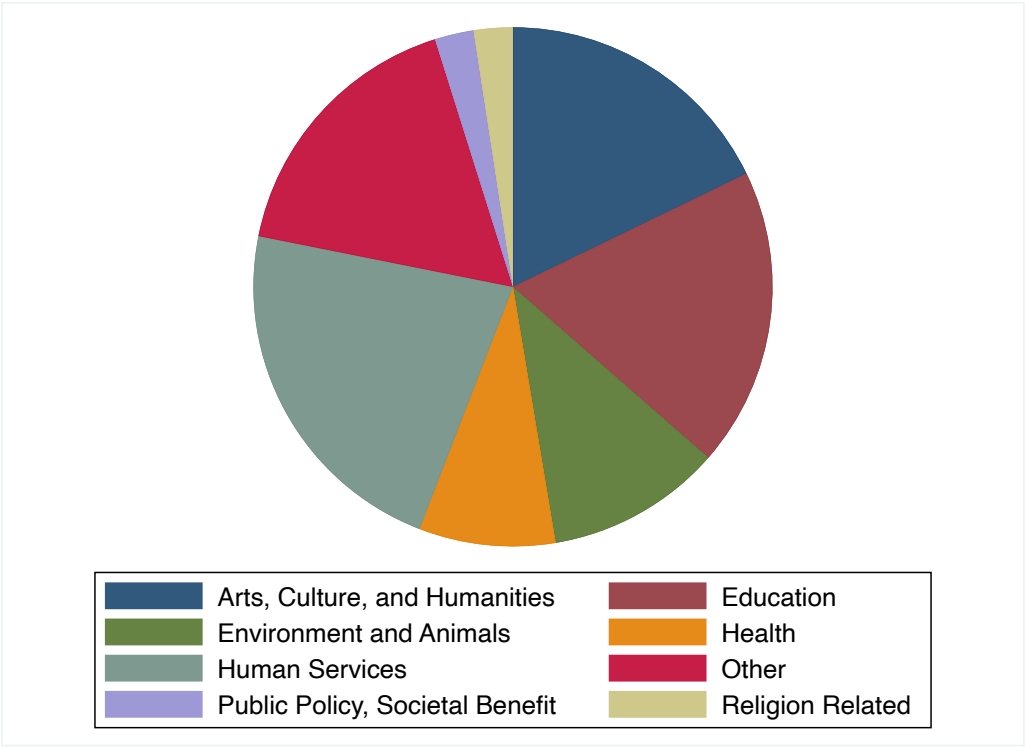

FIGURE D.2. Survey Respondents, by Charity Mission

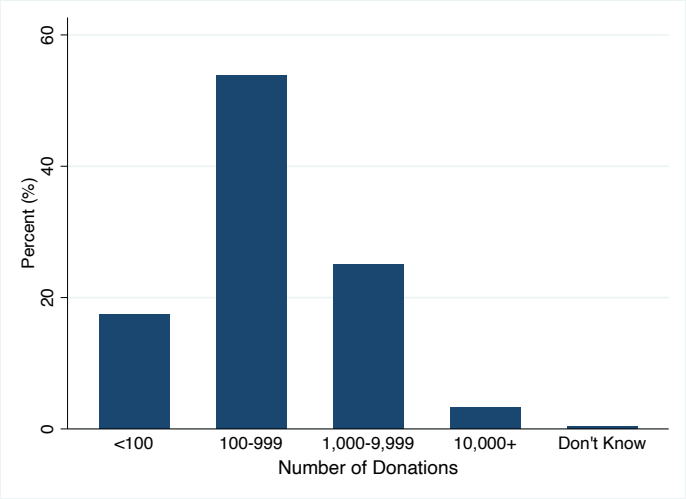

FIGURE D.3. Survey Respondents, by Charity Size

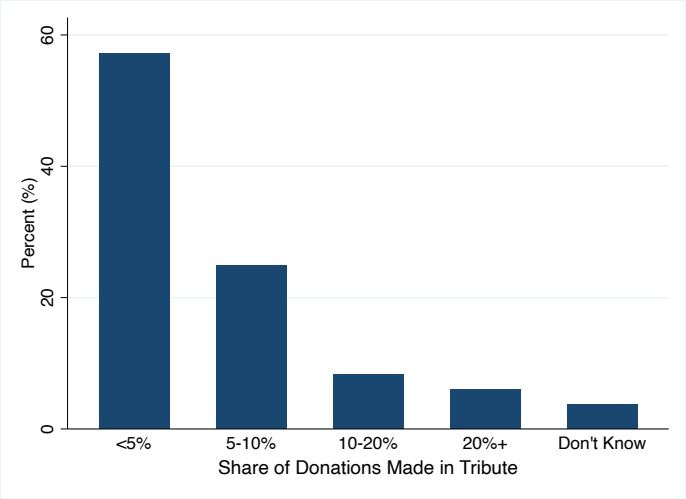

FIGURE D.4. Survey Respondents, by Tribute Donations Received

D.2. **Recruitment Scripts.** Below are phone and email scripts used when contacting fundraising professionals to complete the survey.

Phone Script to Recruit Fundraisers

Hello, my name is <name>, and I'm a researcher calling from Smith College. We are doing a study to learn about fundraising. We'd like to send a survey link to someone in your organization who would be familiar with your fundraising practices and donations made to your organization.

The survey is anonymous and takes less than 10 minutes to complete. The survey will ask questions about how your organization does various things – for example, how your organization manages opportunities for donors to make tribute gifts in honor, or in memory, of others. We'll also be offering the chance to receive up to a $75 donation to your non-profit organization for people who complete the survey.

Is there someone at your organization that we can speak to about participating?

What do I need to do now?

All we need now is the contact information of someone who would be able to take this survey.

E-Mail Script to Recruit Fundraisers

Dear <firstname lastname>,

My name is <name>, and I am a researcher at Smith College, and we are doing a study to learn about fundraising. We would highly appreciate it if someone in your organization who is familiar with your fundraising practices and donations made to your organization would take the survey linked below.

Please visit: <insert survey URL>

The survey is anonymous and takes less than 10 minutes to complete. The survey will ask questions about how your organization does various things – for example, how your organization manages opportunities for donors to make tribute gifts in honor, or in memory, of others. We'll also be offering the chance to receive up to a $75 donation to your non-profit organization for people who complete the survey.

Please feel free to contact me for any additional information you may require.

Regards, <name>

*Note: The phone and email templates were written based on materials used in Samek and Longfield (2019) paper, "Do Thank-You Calls Increase Charitable Giving? Expert Forecasts and Field Experimental Evidence.".

D.3. **Screenshots.**

SMITH COLLEGE

Welcome to the Smith College Study on Fundraising Practices!

This survey is for individuals who currently work at a nonprofit organization that engages in individual donor fundraising. The survey should take less than 10 minutes to complete.

In this survey, we will ask a few basic questions about your organization and your role in it. This is to help us learn about our survey respondents. You could receive up to a $75 donation to your organization for completing this survey. In a few months we will select 3 survey respondents at random. If you are one of the selected respondents, we will make up to a $75 donation.

You will have to complete the entire survey and enter your e-mail address at the end to be eligible to be selected for the donation. We will not tie your e-mail address to your responses, and will only use it to pay you if you are selected.

There are no anticipated significant risks for completing this study. Your responses will be strictly anonymous. Data from this study may be used in an academic research paper.

You have the right to ask questions about this study and to have those questions answered by me before, during or after the research. If you have any further questions about the study, at any time feel free to contact me, Pun Winichakul by email at kwinichakul@smith.edu. If you like, a summary of the results of the study will be sent to you. If you have any other concerns about your rights as a participant that have not been answered, or if you have any problems or concerns that occur as a result of your participation, you may contact the Smith College Institutional Review Board at irb@smith.edu or (413) 585-3562. Alternatively, concerns can be reported by completing a Participant Complaint Form, which can found on the IRB website at https://www.smith.edu/academics/institutional-review-board/compliance

If you would like to keep a copy of this document for your records, please print or save this page now. You may also contact the researcher to request a copy. By clicking below to be taken to the survey, you indicate that you have read and understood the above and volunteer to participate in this study.

→

SMITH COLLEGE

Do you currently work at a non-profit organization that engages in individual donor fundraising?

- ○ Yes
- ○ No

→

Survey Powered By Qualtrics

SMITH COLLEGE

How long have you worked at your organization?

- ○ Less than 1 year
- ○ 1 to 5 years
- ○ 6 or more years

How long have you worked in the non-profit industry?

- ○ Less than 1 year
- ○ 1 to 5 years
- ○ 6 or more years

→

Survey Powered By Qualtrics

SMITH COLLEGE

What best describes the scope of your organization?

- ○ Local organization
- ○ Local chapter/group of a national or international organization
- ○ National organization
- ○ Other

If other, please describe.

How would you categorize the program emphasis of your organization?

- ○ Arts, Culture, and Humanities
- ○ Education
- ○ Environment and Animals
- ○ Health
- ○ Human Services
- ○ International Foreign Affairs
- ○ Public Policy, Societal Benefit
- ○ Religion Related
- ○ Other

If other, please describe.

SMITH COLLEGE

What percentage of the donations that your organization receives come from small donors (gifts of $10,000 or less)?

Percentage

0 10 20 30 40 50 60 70 80 90 100

Click on the slider to make your choice

About how many individual donations does your organization receive annually?

- ○ Fewer than 100
- ○ 100 to 999
- ○ 1,000 to 9,999
- ○ 10,000 to 99,999
- ○ 100,000+
- ○ Don't know

→

SMITH COLLEGE

What best describes your familiarity with your organization's fundraising practices? Select all that apply.

- [ ] I am involved with most of the campaigns we run
- [ ] I get to learn about the impact of most of the campaigns we run
- [ ] I make decisions about which campaigns to run or provide feedback about new campaigns
- [ ] I lead or assist in the data analysis of determining the success of campaigns
- [ ] I am personally engaged in interacting with donors
- [ ] Other

If other, please describe.

→

SMITH COLLEGE

Now we will ask you about your organization's practices regarding tribute donations made in honor, or in memory, of someone. We will refer to the person making the donation as the "donor." We will refer to the individual who has a donation made on their behalf as the "honoree."

Does your organization offer the option to make a tribute donation in honor, or in memory, of someone?

- ○ Yes
- ○ No

→

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SMITH COLLEGE

Approximately what percentage of all donations to your organization are tribute donations?

- ○ Less than 5%
- ○ 5 to 10%
- ○ 10 to 20%
- ○ 20 to 30%
- ○ 30% or more
- ○ Don't know

In dollar terms, approximately what percentage of total dollars contributed to your organization are from tribute donations?

- ○ Less than 5%
- ○ 5 to 10%
- ○ 10 to 20%
- ○ 20 to 30%
- ○ 30% or more
- ○ Don't know

→

SMITH COLLEGE

If a donor provides the contact information for an honoree (or an honoree's family) so that they may be notified, in what format do you notify honorees of donations made on their behalf? Check all that apply.

- [ ] By email
- [ ] By mailed card
- [ ] By phone call
- [ ] Other

If other, please describe.

→

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SMITH COLLEGE

When honorees are notified of donations made on their behalf, is it your standard practice to notify them of the amount of the donation made on their behalf?

- ○ Yes
- ○ No
- ○ Other

If other, please describe.

→

Survey Powered By Qualtrics

SMITH COLLEGE

University of Pittsburgh Study

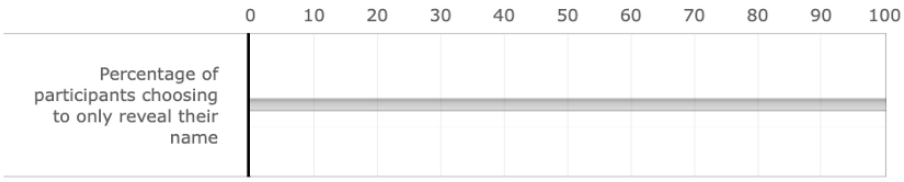
We conducted a research study at the University of Pittsburgh, where participants had the opportunity to make a tribute donation on behalf of a family member or friend. Family members and friends were notified of donations made on their behalf with a card in the mail. In those notifications, participants could choose whether only their name would be revealed to their honoree, or whether in addition to their name, their donation amount would also be revealed to their honoree.

Participants were able inspect example cards before they made their selection. Once participants made their selection, they received a card that the researcher placed in the mail and sent to their honoree.

Among the participants who chose to make a tribute donation, what is your best guess about the percentage of participants who chose the card that only revealed their name (and not their donation amount) to their honoree? Please choose a value between 0 and 100 below, without the % sign.

Your organization could receive up to a $75 donation for your guess. As noted at the beginning of the survey, we will select 3 survey respondents at random. In you are one of the selected respondents we will pay you $25. We will also pay you based on how accurate your prediction is relative to the actual actual outcome. Your payment will depend on how close your guess is (in percent terms) to the actual outcome. In particular, your organization will receive:

- **An additional $50 donation if your guess is equal to the outcome.**
- **An additional $49.50 donation if your guess is within 1% of the outcome.**
- **An additional $45 if your guess is within 10% of the outcome.**
- **An additional $25 if your guess is within 50% of the outcome.**
- **And so on...**



→

SMITH COLLEGE

There appears to be a common belief that the amounts that individuals donate in honor, or in memory, of someone should not be shared with honorees (or the honoree's family) when they are notified. What do you think are the principal reason(s) of not including the donation amount when notifying honorees? Check all that apply.

- [ ] Donors may then decide against making the tribute donation
- [ ] Donors may decide against making a donation to the organization in the future
- [ ] Honorees prefer not to learn how much donors give on their behalf
- [ ] Honorees may decide against making a donation to the organization in the future
- [ ] Other

If other, please describe.

→

SMITH COLLEGE

Do you have any other comments about your organization or your fundraising practices that you would like to share?

→

SMITH COLLEGE

In order to enter you for the chance to receive up to a $75 donation to your non-profit organization, please provide us with your email address. Note that you can only participate once. We will only use your email to identify which organization to donate to, if you are selected. That is, you and your organization's participation will remain anonymous, as we will remove any connection between your email and your responses, once we randomly select which three organizations will receive donations. If you prefer not to enter the chance to receive up to a $75 donation and don't want to provide your email, just continue without answering.

Would you like to be notified of the research results?

- ○ Yes
- ○ No

Please provide an email address where we can send you the research results. If you would not like to be notified of research results, just continue without answering.

→

SMITH COLLEGE

We thank you for your time spent taking this survey!

If you would like any additional information about this survey, please contact us at 413-585-3685, or at kwinichakul@smith.edu.

Survey Powered By Qualtrics

Appendix E. Sessions where Donations Are Made on Behalf of Oneself (*Self*)

E.1. **Instructions.**

Welcome to the Experiment

Thank you for participating in our study! This is an experiment about decision-making. The other people in today's session are also participating in the experiment. You must not talk to or communicate with them in any way. If you have a question, please raise your hand and a researcher will answer your question in private.

This experiment will consist of two parts, Part A and Part B. Instructions will be provided before each part. All participants will receive a $6 show-up fee. You can earn additional amounts depending on the decisions you make in the experiment and luck.

At the top of your station you will see a card holder with a number. This number is your Participant Number. Your Participant Number will be used to pay you at the end of this session.

We may use your Participant Number to reveal some of your decisions to others in today's session. Prior to making a decision, you will be informed whether you and your decision will be revealed and, if so, to whom.

[*break*]

Part A Instructions

In Part A of the experiment, you will be asked to calculate the sum of 6 randomly chosen one-digit numbers. You will be asked to complete 10 of these problems. You should find the sums without using a calculator. You submit an answer by clicking the submit button with your mouse. When you enter an answer, the computer will immediately tell you whether your answer is correct or not. For completing this task, you will earn $18 that you may use during the rest of the experiment. When you correctly solve 10 of these problems, you will automatically proceed to the next stage of the experiment.

[*break*]

Part B Instructions

In Part B you will have the opportunity to use your $18 from Part A to donate to charity. Part B will consist of two rounds. In each round, you will make three donation decisions, one to each of three different charities. For each decision, you will decide how much of your $18 to donate to that charity and how much to keep. We will implement only one of your decisions.

At the end of the experiment we will randomly decide which of the three charities will receive donations from today's session. Half of the participants in today's session will be randomly selected to have their Round-1 decision implemented for the selected charity. The other half of participants will have their Round-2 decision implemented for the selected charity. You will keep what remains

of your $18 after we implement your selected decision.

Round 1

On the next page you will learn about three local charities and their missions. The charities are, in alphabetical order: Animal Friends, the Greater Pittsburgh Community Food Bank, and the Women's Center and Shelter of Greater Pittsburgh. The three charities are providing critical resources to the Pittsburgh community during these challenging times. After you have read about each charity, you will be asked to make your decisions. For each charity, you will be asked how much of your $18 from Part A you wish to keep and how much you wish to donate. If one of your Round-1 decisions is randomly selected to be implemented, your decision will be kept private. It will not be shown to any other participant in today's session. Since donations to any charity may be selected to count for payment, you should treat each decision as if it is the one that will be implemented. You can use your full $18 on any given decision since only one counts for payment.

Donations must be made in increments of $2. Every donation will be matched "one-for-one" by a research foundation, i.e., a $2 donation will be matched with an additional $2 to make a $4 donation. If you would like to see a receipt of the total donation made to the three charities, you may email the researcher at kpw18@pitt.edu. If you would like an individual receipt for your donation, we will provide instructions on how to do so at the end of the session.

[**break**]

Round 2

In round 2, you will again make donation decisions to the three charities you learned about in round 1. As mentioned before, at the end of the experiment we will randomly select one charity to receive donations made during this session and will implement one of your decisions made to that charity. Half of the participants in today's session will have their Round-1 decision implemented while the other half will have their Round-2 decision implemented to that charity.

For each charity, you will again decide how much of your $18 from Part A you wish to keep and how much you wish to donate. Donations must be made in increments of $2, and you can use up to the full $18 for each decision. Donations will again be matched "one-for-one" by a research foundation. Because each decision is equally likely to be selected, you should treat each decision as if it is the one that will be implemented.

If your Round-2 decision is implemented, you will learn who donated in Round 2.

[*Subsequent text depends on experimental treatment*]

That is, you will see the Participant Numbers of those who donated *[*ID*: but not how much they donated.] [*ID&Amount*: and how much they donated.] [*Choose Info*: If you make a donation in Round 2 that is implemented, you may also choose whether others will learn how much you donated in Round 2. That is, you may also see the amount that others donated if they choose to reveal this information.]* Similarly, other participants who had their Round-2 decision implemented *[*ID*: will learn if you donated but not how much you donated.] [*Reveal*: will learn if you donated and how much you donated.] [*Choose Info*: may also learn the amount you donated if you choose to reveal this information.]* We will do this by showing a list of the Participant Numbers *[*ID&Amount*: along with donation amounts] [*Choose Info*: (and donation amounts for those who choose to reveal this information)]* for participants who made a donation in Round 2 to all participants who had their Round-2 decision implemented.

If you did not donate in Round 2 or if your Round-2 decision was not implemented, then your Participant Number *[*ID&Amount*: and donation amounts]* will not be revealed to others.

An example of the donor information that will be shown is provided below. This information will be shown at the end of the session to the participants who had their Round-2 decision implemented. The leftmost column lists Participant Numbers, which match the numbers on the cards on top of your computer stations. *[*ID&Amount*: The middle column shows donation amounts before the one-for-one research foundation match. The rightmost column shows the total donation amount after the one-for-one match.] [*Choose Info*: The middle column shows donation amounts before the one-for-one research foundation match (if participants chose to reveal the amount). The rightmost column shows the total donation amount after the one-for-one match (if participants chose to reveal the amount).* The participants included in this table are those who had their Round-2 decision implemented and donated a positive amount to the selected charity.

[*Example table shown*]

[*Instructions return to standard language across treatments.*]

The Participant Numbers *[*ID&Amount*: and donation amounts]* of those who did not donate in Round 2 or who had their Round-1 decision implemented are not included in this table.

TABLE E.1. Summary of Experimental Treatments (*Self*)

Treatment	Participants	Features
ID	63	Do Not Reveal Donation Amount (D2)
ID&Amount	65	Reveal Donation Amount (D2)
Choose Info	65	Choice to Reveal Donation Amount (D2)
Total	193	

Notes: This table summarizes treatments where participants made donations made on behalf of oneself. The *ID*, *ID&Amount*, and *Choose Info* treatment mirrored those described in the main text; however whenever applicable, information was revealed to other participants in the session, rather than in cards to honorees who had donations made on their behalf.

TABLE E.2. Effect of Revealing Amount on Donation Rates (*Self*)

	(1) OLS	(2) OLS	(3) Probit
Dep. Var.:		$\mathbb{1}$(*Donation 2)*	
$\mathbb{1}$(Donation 1)	0.714***	0.695***	0.369***
	(0.065)	(0.068)	(0.035)
ID&Amount	0.004	-0.011	-0.006
	(0.045)	(0.044)	(0.040)
Observations	384	384	384
R-squared	0.452	0.488	
Controls	No	Yes	Yes

Notes: Columns 1-3 report estimates using an indicator variable for whether participants make any donation (D2) as the dependent variable. Columns 1-2 report OLS estimates while Column 3 reports the marginal effects from a probit specification. Control variables are: gender, age, year in school, self-reported volunteering frequency, self-reported average charitable donations per year, political ideology, and religiosity. All specifications control for whether participants donate in private (D1). Standard errors are clustered at the individual level and are reported in parentheses. All tests are two-tailed. *** p<0.01, ** p<0.05, * p<0.1

E.2. **Additional Experiment Results.**

TABLE E.3. Effect of Revealing Amount on Donation Size (*Self*)

	(1) OLS	(2) OLS	(3) Tobit
Dep. Var.:	*Donation 2 Amount*		
Donation 1	0.893***	0.885***	1.017***
	(0.033)	(0.038)	(0.103)
ID&Amount	0.566	0.443	0.254
	(0.566)	(0.604)	(0.669)
Observations	384	384	384
R-squared	0.626	0.646	
Controls	No	Yes	Yes

Notes: Columns 1-2 report ordinary least squares (OLS) estimates with the donation amount (D2) as the dependent variable. Column 3 reports estimates from a tobit regression accounting for censored observations of the dependent variable. Observations are restricted to participants who donate a positive amount. Donations are out-of-pocket amounts. Control variables are: gender, age, year in school, self-reported volunteering frequency, self-reported average charitable donations per year, political ideology, and religiosity. Standard errors are clustered at the individual level and are reported in parentheses. All tests are two-tailed. ***p<0.01, ** p<0.05, * p<0.1.