

### Delegating Altruism: Toward an Understanding of Agency in Charitable Giving

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**Discussion Paper** 

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# Delegating altruism: Toward an understanding of agency in charitable giving<sup>\*</sup>

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#### Abstract

Philanthropy, and particularly ensuring that ones giving is effective, can require substantial time and effort. One way to reduce these costs, and thus encourage greater giving, could be to encourage delegation of giving decisions to better-informed others. At the same time, because it involves a loss of agency, delegating these decisions may produce less warm-glow and thus reduce one's charitable impulse. Unfortunately, the importance of agency in charitable decisions remains largely unexplored. In this paper, using a laboratory experiment with real donations, we shed light on this issue. Our main finding is that agency, while it does correlate with self-reported warm-glow, nevertheless seems to play a small role in encouraging giving. In particular, people do not reduce donations when giving decisions are made by (costly) algorithms that guarantee efficient recipients. Moreover, we find participating in giving groups – a weaker form of delegation – is also effective in that they are appealing to donors who would not otherwise make informed donations, and thus improves overall effective giving. Our results suggest that one path to promoting effective giving may be to create institutions that facilitate delegated generosity.

JEL-Classification: C9, D64, D71 Keywords: Altruism, Laboratory Experiment, Agency, Charitable Giving.

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#### 1 Introduction

More than 1.5 million non-profits are registered in the US (NCCS, 2014). As a result, donors may find it challenging to select the charities whose programs have the greatest impact on the well-being of the participants. One solution is to directly acquire information before giving. However, this requires time and resources that donors may not have or may not be willing to invest (Yildirim and Krasteva 2014; Niehaus 2015). Another solution is to delegate this task to a specialized intermediary that vets different charitable projects and selects those with the highest promise or evidence of impact.

Intermediaries such as foundations, giving clubs, community funds and, more recently, donor-advised funds, are becoming central players in the giving market.<sup>1</sup> Traditionally associated with high capacity donors, these intermediaries are working to expand their services to a broader base of donors. Despite this excitement, little is known about the role agency plays in charitable decisions. Delegating giving involves a loss of control over the final recipient of a donation, which may reduce the charitable impulse if donors experience less satisfaction – or warm glow (Andreoni 1989,1990) – from donations made by a third party. The decision to delegate thus involves a tradeoff: on the one hand, intermediaries reduce the relative cost of making informed, effective donations, which may attract donors who care about effective giving but have limited resources to acquire relevant information. On the other hand, donations made by better-informed agents may be unappealing to donors who derive non-monetary utility from retaining authority.

This paper is a first step toward understanding the economics of agency in the context of giving decisions. Using a "field in the lab" experiment, we vary across treatments whether donors can directly make real donations; delegate the choice of the recipient to an intermediary; or choose between direct and delegated donations. Donors can choose to costly acquire real information about charities' qualities before making direct donations, and we vary the characteristics of the intermediary institutions along two dimensions: the cost of information and the level of agency. Finally, all participants complete a survey to elicit the importance they place on impact giving and warm glow. Real intermediaries in fact differ in the amount of agency and effort they require from donors. Foundations and community funds typically accept only unrestricted gifts to the general cause they support. As such, donors have no control over final recipients, but bear no costs related to information acquisition. At the opposite end of the spectrum, giving clubs allow donors to make collective giving decisions. Thus, donors retain some control over their decisions, but also face some costs if they want to make informed donations (e.g., attending meetings, providing suggestions etc.).

Our data provide the first direct evidence of the distribution of (and relationship between) preferences for effective giving and agency, and show how these preferences affect

<sup>&</sup>lt;sup>1</sup>Gifts from (non-corporate) foundations alone accounted for 15% of total US charitable contributions in 2014 (Source: Giving USA). Donor advised funds are experiencing double digit growth, with total assets held in 2014 of \$ 70.7 billion (Source: National Philanthropic Trust).

the performances of different intermediaries.<sup>2</sup> Consistent with previous studies (Fong and Oberholzer-Gee 2011), we find that only one-third of donors pay to make informed donations when intermediaries are not available, and we find no evidence of a strong aversion to delegation in the population. On the extensive margins however, different donors select into different intermediaries. Foundation-like intermediaries only attract donors who already place high value on effective giving, but fail overall to generate more informed giving. Conversely, club-like intermediaries attract donors who would not have otherwise made informed donations, but are unappealing to donors with high willingness to pay for information.

#### 2 Experimental design

Our experiment consisted of five treatments. In all treatments, participants were endowed with E\$40 (US\$20) (plus \$5 show up fee), and chose how to split their endowment between themselves and a real charity chosen from a large database of US charities.<sup>3</sup> All participants completed a post-experiment survey about their attitudes toward giving.

In T1, our first baseline treatment, donors could only give by directly choosing a recipient. The user-friendly interface provided detailed information about all charities' missions and characteristics (e.g., type of cause, scope of activity, stated mission).<sup>4</sup> The database also contained ratings and statistics about charities' financial health, accountability, and transparency.<sup>5</sup>This information about charities' qualities was hidden at the beginning of the experiment, but donors could choose to pay E\$2 to reveal these ratings and statistics for (up to) 20 charities of their choice.<sup>6</sup> After subjects selected a charity, they chose how much to donate.

In T2, our second baseline treatment, donors could only give through an algorithm. Subjects faced the same user-friendly interface of T1, but could not directly select a recipient. To make a donation, they indicated: (i) a general cause they want to support (e.g., Health); (ii) a sub-cause (e.g., Medical research); and (iii) the scope of the activity (e.g., International, national, or regional charity<sup>7</sup>) ). The algorithm then selected the charity that, within these three criteria, scored highest in terms of financial health, accountability, and transparency. After seeing the charity chosen by the algorithm (and its qualities), donors chose how much to give. Giving through the algorithm had no cost.<sup>8</sup>

 $<sup>^{2}</sup>$ For a field experiment on directed giving see Eckel et al. 2014.

 $<sup>^{3}</sup>$ In all treatments, donors could choose not to donate at the beginning of the experiment, in which case the experiment ended immediately.

<sup>&</sup>lt;sup>4</sup>See instructions in Appendix A for screenshots of the interface.

<sup>&</sup>lt;sup>5</sup>These metrics come from Charity Navigator 2.0 (www.charitynavigator.org).

<sup>&</sup>lt;sup>6</sup>The decision can be repeated. Each block of 20 charities costs E\$2.

<sup>&</sup>lt;sup>7</sup>If they chose regional, they could select the specific US state.

<sup>&</sup>lt;sup>8</sup>Note that after the three criteria were chosen, donors could only give to the charity chosen by the algorithm. They could, however, donate zero, if they wanted to.

In T3, our third and last baseline, donors could only give by "joining a club." Subjects faced the same user-friendly interface of T1, but could not directly select a recipient. If they wanted to make a donation, they were required to join the experimental session's club. Once in the club, donors could choose to pay to reveal the qualities of up to 20 charities at a reduced cost of E\$1. Once every club member had chosen whether to reveal information, all charities whose qualities had been revealed by club members were shown to all members. Each member then chose whether to cast a vote for one charity in the pool at a cost of E\$1. Votes determined which charity (or charities, up to 3 depending on votes) would receive donations from the club. After the vote, the winning charities were shown to all members, who then individually (and privately) chose how much to donate.<sup>9</sup>

Our treatment T4 allowed donors to choose between making a direct donation and giving through the algorithm. After this decision, the experiment proceeded as previously described. Finally, our treatment T5 allowed donors to choose between making a direct donation and giving through the club. As in T4, after this decision, the experiment proceeded as described. At the end of each treatment, participants completed a survey eliciting the importance they place on impact giving, information, and warm glow giving.<sup>10</sup>

We had a total of 285 subjects. The experiment was run at George Mason University, and was programmed using JavaScript.

#### 3 Hypotheses

Our treatments varied the cost of making informed donations and the level of agency. Informed direct donations cost E\$2 and provided maximum agency. Informed algorithm donations cost E\$0 and provided minimum agency. Informed club donations could cost E\$0, E\$1, or E\$2, depending on whether donors voted and/or paid for information, and provided intermediate agency. This variation allowed us to cast the following hypotheses.

H1: If there is a strong aversion to delegation in the population, fewer subjects will make positive donations in T2 and T3 compared to T1, and average donations will be lower.

In T2 and T3 donors can only make delegated donations, thus strong aversion to delegation predicts less frequent and smaller donations.

H2: The algorithm mechanism attracts donors who place a low value on agency and a positive value on informed giving.

Donors who place high value on agency will always prefer making direct donations (either informed or uninformed depending on their value for informed giving) over algorithm donations. When the value for agency is low instead, donors who value informed giving

<sup>&</sup>lt;sup>9</sup>If more than one charity received votes, the charities with more votes (up to 3) received club donations, each receiving a donation corresponding to the share of votes received. Donors could donate zero, if they wanted to.

<sup>&</sup>lt;sup>10</sup>See appendix A.

at more than E\$2 delegate to the algorithm, as the latter provides for free information they would have bought anyway. Donors who value informed giving at less than E\$2 will delegate to the algorithm only if the benefit from an informed donation are greater than the (low) cost of delegating.

### H3: The club mechanism attracts donors who value informed giving at less than E\$2, both with high and low value of agency.

Donors who value informed giving at more than E<sup>\$2</sup> will prefer direct (informed) over club donations, while those who value information at E<sup>\$2</sup> will be indifferent: this is because for these donors, the cost of acquiring information that is instrumental to an effective donation is the same for clubs (E<sup>\$1</sup> + E<sup>\$1</sup>) and direct donations (E<sup>\$2</sup>). Donors who value information above E<sup>\$1</sup> but below E<sup>\$2</sup> and place high value on agency may delegate to the club, as E<sup>\$1</sup> allows them to cast a vote and therefore maintain (some) agency over decisions. Donors who place high value on agency but value information at less than E<sup>\$1</sup> will not delegate but make direct (uninformed) donations. Finally, donors who place low value on agency and value information at more than E<sup>\$0</sup> but less than E<sup>\$2</sup> will delegate to the club.

#### 4 Results

Table 1 details summary statistics for our treatments.

Variables/Treatments	T1	T2	T3	$\mathbf{T4}$	$\mathbf{T5}$
Donated amount	5.167	6.913	5.517	6.500	5.423
	(7.87)	(9.15)	(8.94)	(9.93)	(8.32)
	[60]	[46]	[29]	[72]	[78]
Positive Direct Donation (no pay)	6.929			10.59	4.556
	(9.50)			(10.85)	(4.78)
	[28]			[27]	[18]
Positive Direct Donation (pay)	9.667			16.67	19.12
	(5.63)			(18.90)	(15.17)
	[12]			[3]	[8]
Positive Algorithm Donation		9.938		10.15	
		(9.51)		(9.43)	
		[32]		[13]	
Positive Club Donation (no pay)			5.181		5.846
			(4.46)		(5.46)
			[11]		[13]
Positive Club Donation (pay)			10.3		8
			(13.19)		(6.95)
			[10]		[14]
No donation $(\%)$	0.333	0.304	0.276	0.403	0.321
	(0.48)	(0.47)	(0.45)	(0.49)	(0.47)
Delegated $(\%)$	0	1	1	0.302	50.9
				(0.47)	(0.50)
Paid to get info $(\%)$	0.300		0.476	0.0698	0.491
	(0.46)		(0.51)	(0.26)	(0.51)
Overall rating of charity chosen directly	3.475			3.2	3.308
	(0.64)			(0.96)	(1.01)
Overall rating of charity chosen by intermediary		3.844	3.33	3.84	3.46
		(0.37)	(1.21)	(0.55)	(1.12)
Time spent searching	421.3	311.6	190.9	263.4	264.6
	(469.70)	(367.10)	(227.80)	(349.20)	(417.60)
N.	60	46	29	72	78

Table 1: Summary statistics by treatment

Note: Standard deviations in parenthesis, number of subjects in square brackets.

R1: We do not find strong aversion to delegation: the extensive and intensive margins are the same across baselines.

In T1 donors could only donate by directly selecting a charity, and 33% chose not to donate. This percentage is not statistically different from the two baselines in which donors could only donate by delegating, T2 (30.4%; z=-0.31;p=0.75) and T3 (27.6%; -0.54;p=0.58).<sup>11</sup> Thus, the probability of making a positive donation does not appear to depend on the level of control individuals have on the recipients of their donations (see Eckel et. 2014 Al for similar results). Further, average positive donations were similar across baselines: the average in T1 was E\$ 7.75; in T2 was E\$9.93 (z=1.74; p=0.08); and in T3 was E\$7.61 (T1 Vs. T3; z=-0.62;p=0.53). This result is remarkable, as most delegating donors are matched with charities with which they have little prior familiarity. These results are important, as they show that donors do not display a strong aversion to delegation per se. To explore further the relative importance of effective giving and control, we turn to treatments where delegation is optional (T4 and T5).

#### R2: The algorithm attracts only donors who value information at more than E<sup>\$2</sup>.

In our baseline treatment T1, 30% of donors chose to acquire information about charities' quality at a cost of E\$2. Informed donors donated on average E\$ 9.6, while uninformed donors gave an average of E\$6.9 (z=2.22; p=0.025). Thus, about one-third of T1 donors valued informed giving at more than E\$2. This represents our baseline demand for information. Informed donors gave to better rated charities than those chosen by uninformed donors (z=-1.75;0.079).

When participants had the option to delegate to the algorithm (T4), 30.2% chose to do so, and the fraction of informed donors donating directly dropped to 6.9%. Overall however, the number of informed donors in baseline T1 (30%) and T4 (37%) remained statistically indistinguishable (z=0.82;p=0.40). These results suggest that the algorithm mechanism only attracts donors who place a high value on effective giving (e.g. above E\$2), and that only a minority of such donors also place high value on agency (6.9%). Thus, overall, the algorithm mechanism fails to attract donors who value information at less than E\$2. A plausible explanation is that the algorithm involves a relatively high agency cost.

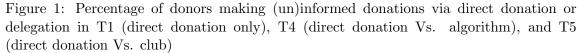
### R3: The club doubles the percentage of informed donors by attracting donors who value information at less or equal than E<sup>2</sup>

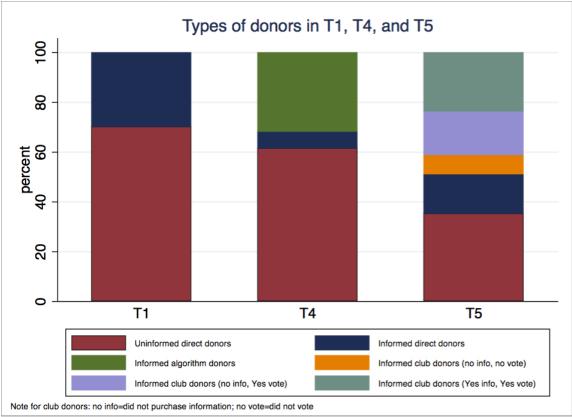
When the delegating alternative is the club, we find two main results. First, the fraction of direct donors who paid to become informed remained unchanged compared to baseline T1 (30% in T1, and 30.7% in T5; z=0.06;  $p=0.94^{12}$ ). Second, 50.9% of donors chose to make informed donations by giving through the club, raising the total percentage of informed donors from 30% in T1 to 66% in T5 (z=3.42;p=0.000). As hypothesized, the

<sup>&</sup>lt;sup>11</sup>Nor from treatments in which donors have the option to delegate, T4 (40.3%; z=0.81;p=0.41) and T5 (32.1%; z=-0.15;p=0.87).

<sup>&</sup>lt;sup>12</sup>Informed direct donors in T5 represent the 15.1% of the entire pool of donors (including club donors).

club was unappealing to donors valuing information at more than E\$2, while attracting donors with lower valuation of information. Looking at voting and information purchase decisions, we find that 15% of club donors did not pay for information or pay to vote; 8% paid for information but did not vote; 33% did not purchase information but voted; and 44% both paid for information and voted. Thus, overall, 56% of club donors valued information at less than E\$1, while 44% of donors were willing to pay E\$2 to participate in the club despite the fact that they likely would not have purchased information at E\$2 for a direct donation. Figure 1 summarizes donors' selection into different giving mechanisms. Our next results provide a possible explanation for why clubs induce high overall participation and willingness to pay for informed giving.





### R4: In our one-shot setting, the presence of intermediaries does not increase average giving, but increases the allocation efficiency of gifts

Average positive giving in our baseline treatment T1 was E\$7.75, which is not statistically significantly different from average donations made in T4 (both direct and algorithm donations, E\$10.62; z=-1.1;p=0.268) and in T5 (both direct and club donations, E\$7.98; z=0.19, p=0.844). While giving was similar, the quality of charities was not. Donors who gave through the algorithm donated to charities with higher accountability, transparency, and financial health ratings, both compared to T4 direct donors (z=2.7;p=0.006) and T1 direct donors (z=2.3;p=0.02). Further, the presence of the algorithm mechanism reduced the per capita cost of becoming informed by 76% compared to the baseline T1 (z=-2.75;p=0.005). Also, clubs had positive effects on the quality of charities: the average quality of club donations was not statistically different from direct donations. However, clubs selected only a few charities, making the average quality very sensitive to outliers. If we exclude charities that scored 0 or 1 on quality (2 out of the total 19 club charities; 4 out total 96 directly selected charities, both informed and uninformed), then clubs indeed gave to better charities than individuals (z=-2.01; p=0.045).

### R5: Club donors and uninformed direct donors value warm glow significantly more than algorithm donors and informed direct donors

In a post-experiment survey, participants were asked whether they generally respond more to solicitations that appeal to their heart or that highlight the impact and efficacy of the charity (see Appendix A). This can be considered as a proxy for the importance of warm glow giving (see Karlan and Wood 2014; List, Murphy and Price 2015). Unsurprisingly, we find that uninformed donors reported placing a higher value on warm glow than their informed counterparts (z=1.79; p=0.072). However, only direct informed donors and algorithm donors drove this difference: while algorithm donors and direct informed donors displayed lower preferences for warm glow than uninformed donors (z=2.21; p=0.027), club donors displayed warm glow preferences similar to their uninformed counterparts. A probit model (not reported here, standard errors clustered at the session level) shows similar results: conditional on giving, a 20% increase in reported preferences for warm glow corresponds to a 50.9% decrease in the probability of delegating to the algorithm (p=0.021), but has no effect on the probability of delegating to the club (p=0.313). Finally, a two-sided jonkeree-Terprsa test reveals that as self-reported warm glow preferences increase, average donations decrease  $(J^*=-2.44; p=0.014)$ . These results suggest that the popularity of the club mechanism might be linked to the club's ability to preserve warm glow, either due to the possibility of giving to multiple charities (see Karlan and Wood 2015), or to the collective nature of decisions.

#### 5 Conclusions

The charitable intermediary sector is growing rapidly. A vibrant intermediary sector, while certainly not immune from challenges<sup>13</sup>, may benefit the giving market. Potential benefits include more effective and coordinated allocation of gifts; more regular giving; more competition in a sector currently dominated by a few large intermediaries (Andreoni and Payne 2013); and, as a result, stronger support to social causes for which these intermediaries provide little or no support.

We provide preliminary but important evidence on the interplay between donors' preferences for effective giving and agency, as well as suggestive evidence on the role of warm glow in delegation decisions. Although only a minority of donors (one-third) is willing to pay to make informed donations, we do not find a strong aversion to delegating giving to better-informed parties, when this is the only option. This might explain why fundraising campaigns that solicit donations to pre-vetted charities, such as those run by large firms, are relatively successful. On the extensive margins however, we find that different intermediaries attract different donors. Foundation-like intermediaries attract donors who place high value on effective giving, but are less attractive to donors less concerned by effective giving and more concerned by warm glow. Club-like intermediaries have the opposite effect: donors with high preferences for effective giving do not join our experimental clubs, but donors who would not make the effort to become informed on their own do. As such, the presence of clubs more than doubles the fraction of donors who make informed donations.

Using stylized versions of real intermediaries, we provide lower bound estimates of the demand for intermediaries and their effect on giving in a one shot setting. An important avenue for future research is to explore, in more natural settings, the role of intermediaries in inducing more regular giving.

 $<sup>^{13}\</sup>mathrm{See}$  Claß et al. 2015 and Coffman 2015.

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#### Appendix A (not for publication)

#### INSTRUCTIONS: Direct donation Vs. Delegation to Algorithm<sup>1</sup>

Your ID number:\_\_\_\_\_

Thank you for participating in today's experiment. You've earned a \$5 show-up bonus for participating. In reading and following the instructions below, you have the potential to earn more. In the experiment you will receive Experimental Dollars (E\$s), which will be converted into cash (US Dollars) at the end of the experiment. **The conversion rate from Experimental Dollars (E\$) to cash (US Dollars) is the following: 2 Experimental Dollars (E\$s) are worth 1 US Dollar in cash.** In today's experiment you will be assigned a randomly generated ID number: this ID number will identify your choices in today's experiment. Your ID number is written at the top of this page.

Please note that other participants will not be told your name, and you will not be told their names.

The next section gives a summary description about today's experiment and your task.

#### YOUR TASK:

You have earned E\$ 40 for participating in today's experiment (excluding show up fee).

In today's experiment you will be given the possibility to donate any amount from E\$0 to E\$ 40 of your E\$ 40 to one charitable organization. That charity will receive the amount you chose to donate, and you will keep the rest.

The pool of available charities includes about 5000 non-profit organizations rated by Charity Navigator.

Charity Navigator is an independent American non-profit organization that evaluates charities in the United States. Charity Navigator provides free ratings of the Financial Health and Accountability & Transparency of charities, and its stated goal is "to advance a more efficient and responsive philanthropic marketplace in which givers and the charities they support work in tandem to overcome our nation's and the world's most persistent challenges".

A brief description of how Charity Navigator rates charities according to charities' financial health, accountability, and transparency has been handed to you (the other handout called "CHARITY NAVIGATOR'S RATING METHODOLOGY"). You may use it as a reference during the experiment.

<sup>&</sup>lt;sup>1</sup> Instructions for Baseline T1 (direct donation only) and Baseline T2 (Algorithm delegation only) use same wording and include only the relevant sections.

#### HOW TO MAKE YOUR DECISION?

If you choose to donate a positive amount, your task is to choose a recipient for your donation.

If you do not wish to donate in today's experiment, a "<u>Don't Donate</u>" button will be available and you will not be asked to make such decision.

The list will be shown on a user-friendly computer interface. For each charity, the database reports the following information:

- 1) What is the sector of activity of the charity (e.g. Health).
- 2) What is the sub-sector of activity or specific mission of the charity (e.g. for the Health sector, one example is "Patient and Family Support"). The full list of sectors and subsectors is available in the handout "CHARITY NAVIGATOR'S RATING METHODOLOGY".
- 3) What is the scope of work of the charity (e.g. whether the charity operates nationally, internationally, or in a specific US state).
- 4) A set of Charity Navigator's ratings and indices of each charity's financial health, accountability and transparency. As explained further, these ratings are not visible at the beginning of the experiment, but you can choose to reveal the ratings and indices of charities of your choice at a fixed cost of E\$2.

You have 2 alternative ways of making a donation:

1) Donate by directly selecting a charity.

2) Donate using algorithm.

As explained further, if you choose to directly select a charity, you will have to select one charity directly from the database. If you choose to donate using the algorithm, you will provide details of the type of cause you want to support, and an algorithm will find for you the charity that, within your criteria, scores highest according to Charity Navigator's ratings of financial health, accountability, and transparency.

Before you decide whether you want to directly select a charity, donate using algorithm, or not donate in today's experiment, you will be given time to familiarize with the database. The time you spend on the database is up to you.

We first describe how you can explore the database, if you wish to do that, and then explain how to you can make your decision between **direct donation** and **donation using algorithm** (or no donation).

#### HOW TO EXPLORE THE DATABASE?

If you wish to explore the database, or lookup for specific charities you have the following methods.

- 1) You can use the <u>search box</u> at the top of the interface to search for your charities by name. Similarly to a web search engine, when you type the database "shrinks" to only the charities that contain in their name what you typed. If you delete what you typed, you go back to the full database.
- 2) You can <u>scroll</u> the database using the scroll bar, and use the <u>tabs</u> at the bottom of the database.
- 3) You can sort the database by sector of activity of charities, subsector, scope of activity and location. To sort by these variables simply click on the variable's name. You can find the full list of sectors and subsectors in the other handout called "CHARITY NAVIGATOR'S RATING METHODOLOGY".

## HOW TO KNOW THE MEANING OF EACH VARIABLE AND WHAT EACH CHARITY DOES?

In the computer interface, you can always read the description and definition of every variable (including Charity Navigator's ratings or indices) by simply placing the mouse pointer on the variable's name (the first row of the database): a description and explanation of that variable will appear. Similarly, if you place the mouse pointer on the name of the charity, a description of its stated mission will appear (the first column of the database).

#### HOW TO REVEAL CHARITIES' RATINGS?

You can choose to reveal the Charity Navigator's ratings and indices of charities of your choice. The database contains Charity Navigator's Overall Ratings, Financial Health-specific ratings, Accountability & Transparency-Specific ratings, and more detailed indices. The ratings are based on a 0 to 4 stars scale (0 is the lowest rating, 4 is the highest), and capture the relative ranking of charities based on their financial health, accountability and transparency performances. In addition to these 3 general ratings, the database contains more specific indices of each charity's activities.

You can pay a fixed cost of E\$2 to reveal all the ratings and indices of (up to) 20 charities of your choice. On the right hand side of the interface you will find a button called "<u>reveal charities' ratings</u>". By clicking the button (and then confirm your decision), you will be able to reveal ratings of (up to) 20 charities. To reveal all the ratings and indices of a specific charity you can simply click on the name of that charity: a popup window will appear asking you to confirm your decision, and the ratings of that charity will be revealed to you. If you reveal ratings and indices for all 20 charities, but you want to reveal more charities, you can click again on the button "<u>reveal charities' ratings</u>": this will give you (up to) 20 more charities to reveal, at the same fixed cost of E\$2.

As you reveal charities' ratings through the database, you may want to have all the charities revealed in one place. To do so, you can click the button "<u>Collect Revealed</u> <u>Charities</u>". This will place all the revealed charities together at the top of the database.

We now describe the two methods you have to make a donation today.

#### 1) Direct donation

If you choose to donate directly, your decision consists in selecting a charity present in the database. To do so, simply click the line corresponding to that charity (it will become highlighted in blue). You can then click the button "<u>Donate to Selected</u> <u>Charity</u>". Note that until you click the button "<u>Donate to Selected Charity</u>" you decision is not finalized, meaning that you can select another charity by clicking on it. Once you have selected and confirmed a charity, you will move to a new screen and select how much you want to donate.

We now describe the second method you can use to make a donation today.

#### 2) Donate using Algorithm

If you choose to donate using the algorithm, you decision consists in selecting a cause you care about and its scope of activity. As explained further, you will not be able to select the specific recipient of your donation: instead, an algorithm will find for you the charity that, within the criteria you have indicated, has the highest Charity Navigator ratings in terms of Financial Health, Accountability and Transparency.

More precisely you will be able to select each of the following criteria for your charity:

- 1) <u>General Cause</u>: this is the general cause you are interested in supporting.
- 2) <u>Sub-sector cause</u>: each of the previous general causes has several subsectors of activities. Once you have chosen your general cause, you can refine your criteria and indicate one subsector.
- 3) <u>Scope of Work</u>: You will be able to indicate whether you want your donation to go to a charity that operates nationally, internationally, or in a specific US state.

The full list of list of sectors and subsectors you can choose from are on the first page of the handout "CHARITY NAVIGATOR'S RATING METHODOLOGY". Take a moment now to look at it.

To make a donation using the algorithm, you can click on the button "<u>Donate using algorithm</u>".

Once you confirm your decision, you will move to a decision screen in which you will be able to specify the details of what cause you want to support. The algorithm will then find for you the charity that, within your criteria, scores highest in terms of Charity Navigator's ratings of Financial Health, Accountability & Transparency. You will then choose how much you want to donate to the charity.

**Important note**: The interface is user friendly: for every decision that involves a cost for you or a final decision (e.g. do not donate, reveal ratings, donate directly, donate using algorithm etc.), a pop-up window will appear asking you to confirm your decision. If you clicked a button by mistake you can always undo your decision. Also note that you can drag all columns (as in Excel), to reveal text in the cells.

#### HOW DO I GET PAID AND HOW MY CHARITY WILL RECEIVE MY DONATION?

You will be paid one by one in cash and in private at the end of the experiment.

The ID number you have been randomly assigned today will be used as the name of the donor to make the donation you have selected. When all donations are made, all participants for today's session will receive an email (in BCC) announcing that the receipts of the donations are available. If you want to receive your receipt, simply email us your ID number for today's experiment and/or the charity you have chosen, and we will email you the receipt.

Note that no personal information will be shared in this email, nor your personal information, such as your email address, will be shared with the charity you have selected. Please raise your hand if you have any question.

Please take a moment now to mark on the first page of these instructions the number of participants, as you will need this information in the survey following the experiment.

The next pages in this set of instructions contain snapshots of the interface you will use today. We will now give you few moments to look at these pictures and their description: this will help you better to understand how the program interface works. After that, we will distribute a short comprehension quiz, and you will then be able to start the experiment. Figure 1: Main program interface (notice the 5 buttons: "Donate to selected charity"; "Donate using algorithm"; "Don't donate"; "Reveal charities' ratings"; Collect revealed charities")

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Name	Sector	Subsector			Overall Rati	Financial R	Account Tra	Working C	Program Ex	Fundraisin	Program Ex	Administrat.	. Fundraisin Program	R Click here if you want to let an algorithm to select a charity for you. You will be able to pick a sector, subsector, scope, and (if applicable) st
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	Human Se													Donate using Algorithm
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#### igure 2: Place the mouse on the charity's name and a description of the charity's mission will appear

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arity: w Founded	1 in 1910, the	Stevens-Swar	n Humane So	ciety (SSHS)	of Oneida Cou	inty provides a						
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each yea					e. Taking care	n is to protect						
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# igure 3: Place the mouse on the name of any variable and a description and explanation will appear

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igure 4: If you choose to pay E\$2 and reveal 20 charities: To reveal the ratings of a charity, click on the name of the charity (a pop up window will appear asking you to

# confirm and reminding you how many "reveals" you have left). Below is an example

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Figure 5: If you choose to "donate using algorithm" you will move to a new screen: You will be able to select a Sector, then Subsector, then Scope, and then, if applicable, a US state (if regional Charity). Below is an example

Please select a sector, subsector, scope, and state (if applicable).
Select a sector 💌
Select a sector
Animals
Arts, Culture, Humanities 🔤
Community Development
Education
Environment Health
Human Services
Please select a sector, subsector, scope, and state (if applicable).
Environment
Select a subsector
Select a subsector
Botanical Gardens, Parks, and Nature Centers
Environmental Protection and Conservation
Proceed
Please select a sector, subsector, scope, and state (if applicable).
Environment
Botanical Gardens, Parks, and Nature Centers
Select a scope 💌
Select a scope
International
National
Regional

Ple	ease select a sector, subsector, scope, and state (if applical:	ole).	
Er	nvironment	-	
B	otanical Gardens, Parks, and Nature Centers	-	
Re	egional	-	
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#### INSTRUCTIONS: Direct donation Vs. Delegation to Club<sup>2</sup>

Your ID number:\_\_\_\_\_

Thank you for participating in today's experiment. You've earned a \$5 show-up bonus for participating. In reading and following the instructions below, you have the potential to earn more. In the experiment you will receive Experimental Dollars (E\$s), which will be converted into cash (US Dollars) at the end of the experiment.

## The conversion rate from Experimental Dollars (E\$) to cash (US Dollars) is the following: 2 Experimental Dollars (E\$s) are worth 1 US Dollar in cash.

In today's experiment you will be assigned a randomly generated ID number: this ID number will identify your choices in today's experiment. Your ID number is written at the top of this page.

Please note that other participants will not be told your name, and you will not be told their names.

The next section gives a summary description about today's experiment and your task.

<sup>&</sup>lt;sup>2</sup> Instructions for Baseline T1 (direct donation only) and Baseline T3 (Club delegation only) use same wording and include only the relevant sections.

#### YOUR TASK:

You have earned E\$ 40 for participating in today's experiment (excluding show up fee).

In today's experiment you will be given the possibility to donate any amount from E\$0 to E\$ 40 of your E\$ 40 to one charitable organization. That charity will receive the amount you chose to donate, and you will keep the rest.

The pool of available charities includes about 5000 non-profit organizations rated by Charity Navigator.

Charity Navigator is an independent American non-profit organization that evaluates charities in the United States. Charity Navigator provides free ratings of the Financial Health and Accountability & Transparency of charities, and its stated goal is "to advance a more efficient and responsive philanthropic marketplace in which givers and the charities they support work in tandem to overcome our nation's and the world's most persistent challenges".

A brief description of how Charity Navigator rates charities according to charities' financial health, accountability, and transparency has been handed to you (the other handout called "CHARITY NAVIGATOR'S RATING METHODOLOGY"). You may use it as a reference during the experiment.

#### HOW TO MAKE YOUR DECISION?

If you choose to donate a positive amount, your task is to choose a recipient for your donation.

If you do not wish to donate in today's experiment, a "<u>Don't Donate</u>" button will be available and you will not be asked to make such decision.

The list will be shown on a user-friendly computer interface. For each charity, the database reports the following information:

- 5) What is the sector of activity of the charity (e.g. Health).
- 6) What is the sub-sector of activity or specific mission of the charity (e.g. for the Health sector, one example is "Patient and Family Support"). The full list of sectors and subsectors is available in the handout "CHARITY NAVIGATOR'S RATING METHODOLOGY".
- 7) What is the scope of work of the charity (e.g. whether the charity operates nationally, internationally, or in a specific US state).
- 8) A set of Charity Navigator's ratings and indices of each charity's financial health, accountability and transparency. As explained further, these ratings are not visible at the beginning of the experiment, but you can choose to reveal the ratings and indices of charities of your choice at a fixed cost for you. The cost of revealing ratings depends on which donation method you choose.

#### You have 2 alternative methods for making a donation:

1) Donate by directly selecting a charity.

#### 2) <u>Donate via club</u>

As explained further in more details, if you choose to directly select a charity, you will have to select one charity directly from the database. If you choose this method, before making a direct donation you will be able to reveal charities' ratings at a fix cost of E\$2, if you want to. If you choose to donate via club, you will be able to reveal charities' ratings at a reduced cost (E\$1), if you want to, and you will see all charities revealed by other club members, if other members have revealed charities' ratings. Differently from the direct donation method, you will not be able to directly select a charity for your donation, but you will be able to cast a vote (at a cost of E\$1) for one of the charities revealed by all club members. You can choose not to cast a vote, if you want to. Donations from club members will go to charities that received the highest number of votes, up to 3 charities in total.

Before you decide whether you want to directly select a charity, donate via club, or not donate in today's experiment, you will be given time to familiarize with the database. The time you spend on the database is up to you.

We first describe how you can explore the database, if you wish to do that, and then explain how to you can make your decision between **direct donation** and **donation via club**(or **no donation**).

#### HOW TO EXPLORE THE DATABASE?

If you wish to explore the database, or lookup for specific charities you have the following methods.

- 4) You can use the <u>search box</u> at the top of the interface to search for your charities by name. Similarly to a web search engine, when you type the database "shrinks" to only the charities that contain in their name whatever you have typed. If you delete what you typed, you go back to the full database.
- 5) You can <u>scroll</u> the database using the scroll bar, and use the <u>tabs</u> at the bottom of the database.
- 6) You can sort the database by sector of activity of charities, subsector, scope of activity and location. To sort by these variables simply click on the variable's name. You can find the full list of sectors and subsectors in the other handout called "CHARITY NAVIGATOR'S RATING METHODOLOGY".

## HOW TO KNOW THE MEANING OF EACH VARIABLE AND WHAT EACH CHARITY DOES?

In the computer interface, you can always read the description and definition of every variable (including Charity Navigator's ratings or indices) by simply placing the mouse pointer on the variable's name (the first row of the database): a description and explanation of that variable will appear. Similarly, if you place the mouse pointer on the name of the charity, a description of its stated mission will appear (the first column of the database).

#### HOW TO REVEAL CHARITIES' RATINGS (USING DIRECT DONATION)?

You can choose to reveal the Charity Navigator's ratings and indices of charities of your choice. The database contains Charity Navigator's Overall Ratings, Financial Health-specific ratings, Accountability & Transparency-Specific ratings, and more detailed indices. The ratings are based on a 0 to 4 stars scale (0 is the lowest rating, 4 is the highest), and capture the relative ranking of charities based on their financial health, accountability and transparency performances. In addition to these 3 general ratings, the database contains more specific indices of each charity's activities.

If you want to make a direct donation to a charity and you want to reveal charities' ratings, you can pay a fixed cost of E\$2 to reveal all the ratings and indices of (up to) 20 charities of your choice. On the right hand side of the interface you will find a button called "<u>reveal charities' ratings</u>". By clicking the button (and then confirm your decision), you will be able to reveal ratings of (up to) 20 charities. To reveal all the ratings and indices of a charity you can simply click on the name of that charity: a popup window will appear asking you to confirm your decision, and the ratings of that charity will be revealed to you. If you reveal ratings and indices for all 20 charities, but you want to reveal more charities, you can click again on the button "<u>reveal charities' ratings</u>": this will give you (up to) 20 more charities to reveal, at the same fixed cost of E\$2.

As you reveal charities' ratings through the database, you may want to have all the charities revealed in one place. To do so, you can click the button "<u>Collect Revealed</u> <u>Charities</u>". This will place all the revealed charities together at the top of the database.

Please note that if you choose to reveal ratings on the direct donation interface, and then you decide to join a club, you will still be charged for the E\$2. We next describe how to reveal ratings when you donate via club.

#### HOW TO REVEAL CHARITIES' RATINGS (ONCE YOU JOINED A CLUB)?

If you choose to donate via club you will first have to click the button "Donate via club". You will then move to a new screen that has the same appearances of the main interface. Once you reach this screen you will still be able, if you want to, to reveal charities' ratings. The difference with the direct donation is that in this new interface the fixed cost to reveal all ratings and indices of (up to) 20 charities is E\$1, instead of E\$2. As for the case of a direct donation, if you reveal ratings and indices for all 20 charities, but you want to reveal more charities, you can click again on the button "<u>reveal charities' ratings</u>": this will give you (up to) 20 more charities to reveal, at the same fixed cost of E\$1. The button "<u>Collect Revealed Charities</u>" will be available also in this interface.

We now describe the two methods you have to make a donation today.

#### 1) Direct donation

If you choose to donate directly, your decision consists in selecting a charity present in the database. To do so, simply click the line corresponding to that charity (it will become highlighted in blue). You can then click the button "<u>Donate to Selected</u> <u>Charity</u>". Note that until you click the button "<u>Donate to Selected Charity</u>" you decision is not finalized, meaning that you can select another charity by clicking on it. Once you have selected and confirmed a charity, you will move to a new screen and select how much you want to donate.

#### 2) Donate via club

If you choose to donate via club, you can click the button "donate via club" on the main interface. This will move you to a new interface, which looks like the initial interface. The difference is that here you will be able, if you want to, to reveal charities' ratings for (up to) 20 charities at a fixed cost for you of E\$1. The procedure is the same as described earlier. Once you have made your decisions about revealing (or not) the charities' ratings, you can click the button "Continue to next Stage". You will then move to a wait screen. The wait screen has a button called "Proceed": once all participants have made their decisions, this button will become clickable.

Once you click "Proceed", you will move to a new screen in which all club members will see all the charities' ratings revealed by all members. Note that you will not be revealed the name or number of other club members, nor who revealed which charity. At this point you will decide whether to cast a vote or not for one of these charities. Casting a vote has a cost for you of E\$1. You can vote by clicking on the name of a charity: a popup window will appear to ask you confirm your decision. If you don't want to vote, you can click the button "Proceed without voting" at the bottom of the page. Once you have made your decision, you will move to a second wait screen. As for the first wait screen, a button "Proceed" will become clickable as soon as all participants have made their decisions.

Donations from the club will be made according to the following rule: the charities that received the highest number of votes will receive the money, up to three charities at maximum. This means that if you choose to donate via club, you will not be able to directly select a charity for your donation, but you can cast a vote for a charity if you want to increase the probability that the charity receives donations from the club.

Here is an example: suppose 10 participants join a club, and 8 participants vote. Suppose 4 vote for charity X, 2 for charity Y, and 2 for charity Z. Then charity X will receive 4/8th of the total donations, charity Y will receive 2/8th of the total donations, and charity Z will receive 2/8.

Here is another example: suppose 10 participants join a club, and 2 participants vote, one for charity X and one for charity Y. In this case each charity will receive 1/2 of total donations.

Here is another example: suppose 10 participants join a club, and only 1 participant votes for charity X. Then charity X will receive all total donations.

Here are two final examples: suppose 10 participants join a club, and no participant casts a vote. Only one charity will be randomly selected among the pool of charities and will receive all donations. If no one voted, and no one revealed any charity, then

one charity will be randomly selected from the entire pool of charities (the initial pool of 5000).

Once all participants make their voting decision, you will move to a screen that will show which charity/charities will receive donations. You will then choose how much to donate.

**Important note**: The interface is user friendly: for every decision that involves a cost for you or a final decision (e.g. do not donate, reveal ratings, donate directly, donate via club etc.), a pop-up window will appear asking you to confirm your decision. If you clicked a button by mistake you can always undo your decision. Also note that you can drag all columns (as in Excel), to reveal text in the cells.

#### HOW DO I GET PAID AND HOW MY CHARITY WILL RECEIVE MY DONATION?

You will be paid one by one in cash and in private at the end of the experiment.

The ID number you have been randomly assigned today will be used as the name of the donor to make the donation you have selected. When all donations are made, all participants for today's session will receive an email (in BCC) announcing that the receipts of the donations are available. If you want to receive your receipt, simply email us your ID number for today's experiment and/or the charity and amount you have chosen, and we will email you the receipt.

Note that no personal information will be shared in this email, nor your personal information, such as your email address, will be shared with the charity you have selected. Please raise your hand if you have any question.

Please take a moment now to mark on the first page of these instructions the number of participants, as you will need this information in the survey following the experiment.

The next pages in this set of instructions contain snapshots of the interface you will use today. We will now give you few moments to look at these pictures and their description: this will help you better to understand how the program interface works. After that, we will distribute a short comprehension quiz, and you will then be able to start the experiment.

#### Screenshots

# Figure 1: Main program interface (notice the 5 buttons: "Donate to selected charity"; "Donate through Club"; "Don't donate"; "Reveal charities' ratings"; Collect revealed charities")

:h:											Donate to Se	elected Charity	
Name Sector Subsector	Scone	Location	Overall Rati	Financial R	Account Tra	Working C	Program Ex	Fundraisin	Program Ex	Administrat	Fundraisin	Program R	Click here if you want to make a donation through a club. Joining the club will give you the option, if you want to, to reveal charities' ratings of
rado Publi Arts, Cultur Public Bro I			oronan reason	T Indirordi T C	noooant ma.	. Honory C.	. Trogram ex.	T difful di di di di	. Trogram Ex.	, laninou at		, riogramite	to) 20 charities at a fixed cost of E\$1. Once done you will see the revealed ratings of all members, if any. Note that by donating through the of you will not be able to make a direct donation to a charity. However you will be able to cast a vote for a charity of your choice at a cost of E\$1
Taylor Dan Arts, Cultur Performing I	Regional	NY											3 charities that have received the highest number of votes will receive the donations from the members of the dub
Citizens Fo International Foreign Ch													
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aty of St. Vi Human Se Social Serv I		MI											
E-TV Arts, Cultur Public Bro													
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servation L Environment Environme I		MA											
Philadelphi Animals Zoos and A I		PA											Donate through Club
of Florida Human Se Youth Deve I		FL											bonate an ough clad
Share Cali Communit Fundraising													If you do not wish to donate to any charity, dick here to exit the database without making a donation.
e Institute Human Se Social Serv I keeper Environment Environme													
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al Human Animals Animal Rig I													Don't Donate
pring Inter Religion Religious I In Center Arts, Cultur Performing I													Don t Donate
je Builders Religion Religious I	nternational	OR											You can reveal the ratings of 20 charities of your choice by clicking the button below. Revealing the ratings of 20 charities costs E\$2.00. To re
Challeng Health Treatment I													the ratings of a charity simply click on the name of the charity.
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ta Girls' Sc Education Private Ele		GA											
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ainable Co Environment Environme I													
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ence Univ Education Private Lib I													
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nia Festival Arts, Cultur Performing I													
it Country Education Private Ele I	Regional	MI											
phis Botan Environment Botanical I													Reveal Charities' Ratings
esh Richar Religion Religious I													
er for Arms Human an Advocacy a I inder Inter International Developm I							-		-		-		If you want to have all the charities with revealed ratings in one place you click the button below; the program will will place these charities at
bersUSA Human an Advocacy a I			-								+		top of the first tab. You can dick this button every time you want to see all the charities with revealed ratings in one place.
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2 3 4 5 6 7 8 9	10 11	12 13	14 15	16 17									Collect Revealed Charities

#### igure 2: Place the mouse on the charity's name and a description of the charity's mission will appear

Name												
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izona-Sonora	Arts, Cultur	Museums		AZ								
pina Bifida As	Health	Diseases,		VA								
orldServe Min	Religion	Religious		TX								
ational Jewis	Religion	Religious		NY								
ne New World	. Communit	Fundraising		NY								
dependent M evens-Swan	Arts, Cultur Animals	Public Bro Animal Rig	National Regional	CA NY								
		-	-									
lobalGi safe ba	d in 1910, the	Stevens-Swa	n Humane So	ciety (SSHS) (	of Oneida Cou	inty provides a	1					
oppod	ven to all dom											
otional	ss, abused, or ar that need to											
	s 365 days a ye											
ICA of the hea	Ith and safety (	of both the ani	mals and loca	al communitie	s of Oneida C	County New						
ity Year York W	e make sure ti	hat the animal	s are as comf	fortable as no	ssible and th	at they receive						
the med	dical attention f	they need. We	also serve as	a source for	information fo	or all kinds of						<u> </u>
nerical rban Ventures	related proble	ms, questions	and help.									<u> </u>
				MIN								
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hipps Conser liance for Just	Environment Human an	Advocacy a	Regional National	DC								
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sian Access	Religion	Religious		CA								
ETC	Arts, Cultur	Public Bro	Regional	MO								
ymouth Housi	. Communit	Housing a		WA								
orld Neighbors	International	Developm		OK								
id-Ohio Foodb	. Human Se	Food Bank	Regional	ОН								
ayton Society	Arts, Cultur	Museums	Regional	OH								
enice Family	Health	Treatment	Regional	CA								
nerica-Israel		Foreign Ch		NY								
slin Diabetes	Health	Diseases,	National	MA								
ancer Survivor	. Health	Diseases,		TX								
od For The P	International Health	Humanitari Patient and		FL								
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ew Jersey Sy	Arts, Cultur	Performing	Regional	NJ								
ne Heritage F	Research	Social and	National	DC								
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ildlife Conser	Animals	Wildlife Co		CA								
ospice Educat.	Human Se	Social Serv		ME								
mball Union	Education	Private Ele		NH VA								
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onterey Bay A	Animals	Zoos and A	Regional	CA								
liance for Sch	Education	Other Educ		DC								
ena/Francis	Human Se	Homeless		NE								
ayton History	Arts, Cultur	Libraries,		он								
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umane Societ	Animals	Animal Rig		NY								
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ew York Com	Communit	Communit		NY								
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anifornia Polic enrickton Cent	Human Se	Social Serv	Regional Regional	MI								
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1 2 3	4 5 6	7 8 9	10 11	12 13	14 15	16 17						

# igure 3: Place the mouse on the name of any variable and a description and explanation will appear

arch:														
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nion Res	cue	Human Se	Homeless	Regional	AR		The scale is co							t
lytechnic	c Inst	Education	Universitie	Regional	NY		different metric							T
ace Unive	ersity	Education	Universitie	Regional	NY		and efficiency,							T
olice Athle	etic L	Human Se	Youth Deve	Regional	NJ		and transparer		rom					T
ng Islan	d Ca	Human Se	Food Bank	Regional	NY		1(lowest) to 4 (	nignest).						T
kansas S	Sherif	Human Se	Children's	Regional	AR									Τ
nited Way	y of C	Communit	Fundraising	Regional	NM									Τ
nited Way	y of S	Communit	Fundraising	Regional	VA									Τ
erServel	USA	Religion	Religious	International	PA									
iends Wi	ithout	International	Foreign Ch	International	NY									
e Food E	Bank	Human Se	Food Bank	Regional	LA									
e Museu	um of	Arts, Cultur	Museums	Regional	NY									
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ational W	/ome	Health	Patient and	National	DC									
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nicago Zo	oolog	Animals	Zoos and A	Regional	IL									Ι
ational C	omm	International	Internation	International	NY									Τ
ctory Mini	istrie	Religion	Religious	Regional	AK									
ne Mr. Hol	lland	Education	Other Educ	National	CA									Τ
hn Wayn	ie Ca	Health	Medical Re	Regional	CA									Τ
CF Africa	an Ch	International	Developm	International	AR									Τ
eater Ma	nkat	Communit	Fundraising	Regional	MN									T
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ovenant H	Hous	Human Se	Youth Deve	Regional	CA									T
ew York V	Nom	Human an	Advocacy a	Regional	NY									T
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igure 4: If you choose to reveal charities' ratings (either on main screen, or once you join a club): To reveal the ratings of a charity, click on the name of the charity (a pop up window will appear asking you to confirm and reminding you how many "reveals" you have left). Below is an example

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on Ballet	Arts, Cultur	Performing	Regional	MA										
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a Bifida As	Health	Diseases,	National	VA										
dServe Min	. Religion	Religious	International	TX										
nal Jewis	Religion	Religious	International	NY										
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pendent M	Arts, Cultur	Public Bro	National	CA										
ens-Swan	Animals	Animal Rig		NY										
ty: water	International		International											
alGiving	International		International											
ned Parent.		Treatment	Regional	PA										
nal Breast.		Diseases,		DC										
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rican Instit		Social and	National	MA										
ican Lung .		Diseases,	National	IL .										
n Ventures.		Housing a	-	MN										
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Figure 5: If you choose to "donate through club" you will move to a new screen: Notice that the buttons "reveal charities' ratings" and collect revealed charities are available (if you choose to reveal ratings, the fixed cost once you join the club is E\$1). Once you are done with your decision about ratings, you can click the button "continue to next stage"

arch:															
Name		Subsector			Overall Rat	Financial	Account Tr	Working C	Program E	Fundraisin	Program E.	Administra Fundrais	in Program	n R	Once you have decided whether you want to reveal charities' ratings, and if so, once you are done with revealing charities' ratings, dick the bu proceed. You will move to a new screen in which revealed charities' ratings of all members will be visible to you. As a reminder, you will not be to
olorado Publi	Arts, Cultur.	Public Bro	Regional	CO									_	-	participant revealed which charities' ratings, if any, and other participants will not be told which charities' ratings you have revealed, if any.
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Figure 6: this is the voting screen. All revealed charities, if any, will be shown in a list. If you do no want to vote, you can click the button "Continue without voting" at the bottom of the page. If instead you want to vote for a charity, just click on the charity' name and a popup window will appear to ask you if you want to confirm your decision (as depicted below).

on a charity's name	to vote for it or click "	continue without voting	" at the bottom.											
Name	Sector	Subsector	Scope	Location	Overall Rating	Financial Rating	Account Transparen	Working Capital Ratio	Program Expenses	Fundraising Expens	Program Expenses	Administrative Expe	Fundraising Efficiency	Program Revenue
Living Programs	Human Services	Children's and Fami	Regional	IL	3	4	3	0.58	17.9	11.9	82.6	5.3	0.12	7.2
: Fibrosis Foundation	Health	Diseases, Disorder	National	MD	3	3	4	1.38	-0.7	11.4	81.6	6.9	0.13	0.7
is Foundation - Pac	Health	Diseases, Disorder	Regional	CA	3	3	4	0.79	6.8	17.0	69.9	12.9	0.2	1.3
nal Women's Healt	Health	Patient and Family S	National	DC	4	4	4	0.5	13.2	3.8	87.4	8.6	0.04	2.5
keeper	Environment	Environmental Prote	Regional	NY	3	3	4	0.36	4.7	9.7	85.7	4.5	0.13	4.5
hiladelphia Zoo	Animals	Zoos and Aquariums	Regional	PA	3	3	4	1.97	5.1	3.8	81.8	14.3	0.05	-0.1
										-				-

Confirm	×
?	Are you sure you want to vote for this charity? Voting costs E\$1.00 and you can only vote once.
	Yes

ntinue without voting

#### CHARITY NAVIGATOR'S RATING METHODOLOGY (SUMMARY – If you want to learn more visit after the experiment www.charitynavigator.org)<sup>3</sup>

#### 1. What kind of charities does Charity Navigator (CN) evaluate?

Charity Navigator is a national service. It seeks to help as many givers as possible, regardless of where they live or what kind of charity they wish to support. Charity Navigator celebrates and evaluate charities of all types, in all regions of the country, and whose work impacts all corners of the globe.

**Tax Status:** CN only evaluates organizations granted tax-exempt status under section **501(c) (3)** of the Internal Revenue Code and that **file a Form 990**. 501(c) (3) organizations are considered public charities and all donations to them are tax-exempt.

#### 2. How does CN classify charities?

- 4) <u>General Categories</u> (called Sector in this experiment):
  - Animals; Arts, Culture, Humanities; Education; Environment; Health; Human Services; International; Public Benefit; Religion.
- 5) <u>Causes within each Category</u> (called Subsector in this experiment):
  - Animals: Animal rights, Welfare, and Services; Wildlife Conservation; Zoos and Aquariums.
  - Arts, Culture, Humanities: *Libraries, Historical Societies and Landmark Preservation; Museums; Performing Arts; Public Broadcasting and Media.*
  - Education: Universities, Graduate Schools, and Technological Institutes; Private Elementary and Secondary Schools; Private Liberal Art Colleges; Other Education Programs and Services.
  - Environment: Environment Protection and Conservation; Botanical Gardens, Parks, and Natural Centers.
  - Health: Diseases, Disorders, and Disciplines; Patient and Family Support; Treatment and Prevention Services; Medical Research.
  - Human Services: Children's and Family Services; Youth Development, Shelter, and Crisis Services; Food Banks, Food Pantries, and Food Distribution; Multipurpose Human Service Organizations; Homeless Services; Social Services.
  - International: Development and Relief Services; International Peace, Security, and Affairs; Humanitarian Relief Supplies; Foreign Charity Support Organization.
  - Public Benefit: Advocacy and Civil Rights; Fundraising Organizations; Research and Public Policy Institutions; Community Foundations; Community and Housing Development.
  - Religion: Religious Activities; Religious Media and Broadcasting.
- 6) <u>Scope of Work</u>: Whether a charity operates nationally, internationally, or in a specific US state.

<sup>&</sup>lt;sup>3</sup> This handout was provided to participants in all treatments.

#### 3. How are charities rated?

CN rates charities by evaluating two broad areas of performance; their Financial Health and their Accountability & Transparency. CN ratings show givers how efficiently CN believes a charity will use their support today, how well it has sustained its programs and services over time and their level of commitment to being accountable and transparent. In the not-too-distant future, CN plans to also rate charities' reporting of their results. CN provides these ratings so that givers can make intelligent giving decisions, and so that the philanthropic community can more effectively monitor itself.

#### 4. How is Financial Health evaluated?

CN bases its evaluations on the financial information each charity provides in its informational tax returns, or IRS Forms 990. CN uses that information to analyze a charity's financial performance in seven key areas that assess its financial efficiency and financial capacity. After analyzing those performance metrics, CN compares the charity's performance with the performances of similar charities. CN then assigns the charity a converted score ranging from zero to ten in all performance metrics, as well as a rating for its overall financial health.

The Financial Health of a charity can be described as follows:

1) Charity's ability to manage its finances day by day (e.g. spending less money to raise more; fundraising efforts stay in line with the scope of the programs and services a charity provides; keeping administrative costs within reasonable limits; devoting the majority of their spending to the programs and services they exist to provide).

2) A charity's financial capacity to determine how well it has sustained its programs and services over time, and whether it can continue to do so, even if it loses support or faces broad economic downturns. By doing so, CN shows givers how well that charity is positioned to pursue long-term, systemic change. Charities that show consistent growth and maintain financial stability are more likely to continue to provide services for years to come. They have the financial flexibility to plan strategically and pursue long-term objectives, rather than facing flurries of fundraising to meet payrolls and other short-term financial obligations. These charities can more ambitiously address our nation's challenges, envisioning and working toward long-term solutions.

#### 5. How is Accountability & Transparency evaluated?

CN defines accountability and transparency in assessing charities as follows:

- *Accountability* is an obligation or willingness by a charity to explain its actions to its stakeholders.
- *Transparency* is an obligation or willingness by a charity to publish and make available critical data about the organization.

CN believes that charities that are accountable and transparent are more likely to act with integrity and learn from their mistakes because they want donors to know that they're trustworthy. Generally speaking, charities that follow best practices in governance, donor relations and related areas are less likely to engage in unethical or irresponsible activities. Therefore, the risk that charities would misuse donations should be lower than for charities that don't adopt such practices. When examining accountability and transparency, Charity Navigator seeks to answer two basic questions:

- Does the charity follow good governance and ethical best practices?
- Does the charity make it easy for donors to find critical information about the organization?

Some of the factors considered for good governance are the following: Presence of an independent governing board; Absence of material diversion of assets (e.g. absence of unauthorized conversion or use of assets other than for the organization's authorized purposes; Audited financials prepared by independent accountant; Presence of a conflict of interest policy; Ban of loan(s) to or from related parties; Official documents board meeting minutes; Presence of a whist blower policy; Presence of a record retention and destruction policy; Disclosure of CEO and board members' compensations.

### Final post-experiment survey<sup>4</sup>

-For the following statement, please indicate whether you agree or not: "When I make a donation I generally don't think much about how efficient and accountable the recipient is"

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor	Agree	Strongly Agree
_		Disagree		_

-For the following statement, please indicate whether you agree or not: "If no one asked me to, I would never donate to charity"

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor	Agree	Strongly Agree
		Disagree		

-For the following statement, please indicate whether you agree or not: "You can precisely measure the quality of a for-profit investment, but you it's hard to measure the quality of a non-profit investment"

1	2	3	4	5
Strongly	Disagree	Neither	Agree	Strongly
Disagree		Agree nor		Agree
		Disagree		

-For the following statement, please indicate whether you agree or not: "Charities should be evaluated based on their impact, and not on how parsimonious they are with fundraising, administrative, and operating expenses."

1	2	3	4	5
Strongly	Disagree	Neither	Agree	Strongly
Disagree		Agree nor		Agree
		Disagree		

-For the following statement, please indicate whether you agree or not: "I don't care if the CEO of a non-profit flies in First Class, as far as the non-profit delivers results."

1	2	3	4	5
Strongly	Disagree	Neither	Agree	Strongly

<sup>&</sup>lt;sup>4</sup> This survey was administered to all participants in all treatments.

Disagree	Agree nor	Agree
	Disagree	

-For the following statement, please indicate whether you agree or not: "I am more likely to make a donation when a charity solicits me by appealing to my good heart rather than by presenting me with hard evidence of its impact"

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

-For the following statement, please indicate whether you agree or not: "The strongest motivation for people to give to charities is to feel good, not to do some good."

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

-How much effort do you think people exert on finding out how effective charities are before making a donation?

1	2	3	4	5	6	7
No effort						A lot of
						effort

How much effort do you think people exert on finding out how effective charities are after they have made a donation?

1	2	3	4	5	6	7
No effort						A lot of
						effort