Appendix

The Differential Impact of Social Norms Cues on Charitable Contributions

Erin L. Krupka[a,1]
&
Rachel T. A. Croson[b]

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[a] University of Michigan, School of Information, 105 S. State Street, Ann Arbor MI, 48109; corresponding author

[b] The University of Texas at Arlington, College of Business, 701 S. West Street, Box 19377, Arlington, Texas 76019

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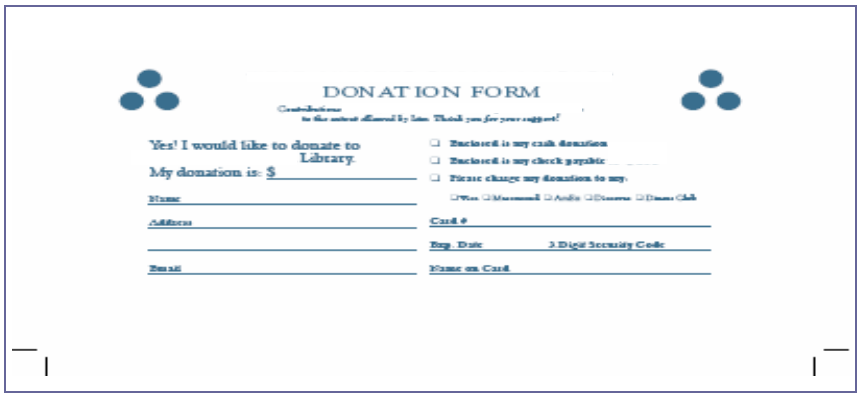
[1] Thanks to Ernst Fehr, Simon Gächter, Herbert Gintis, Jeffrey Carpenter and Bettina Rockenbach and Bob Cialdini for comments. Any errors remain our own.

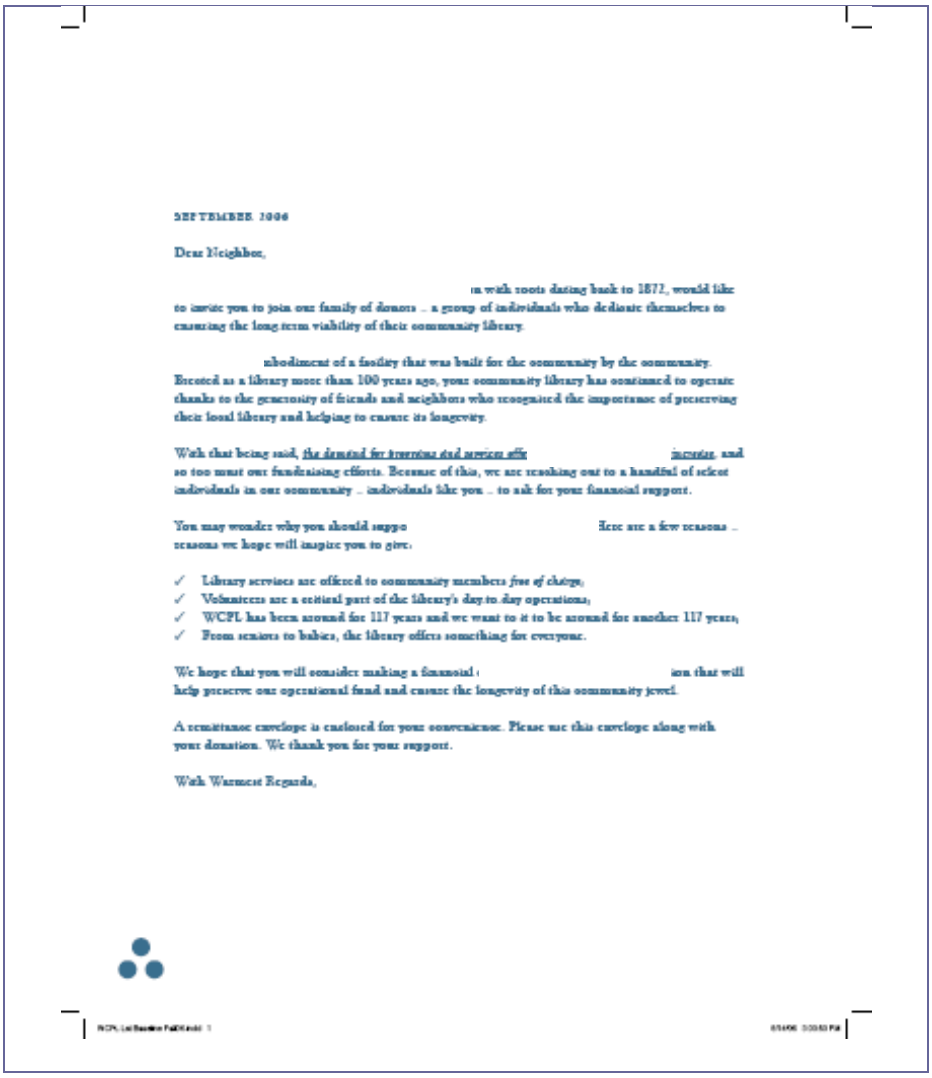
1. Experimental Materials

In our experiment, 5,437 potential donors received a solicitation packet by mail. We developed materials for our solicitation packet based on the solicitation packet used by the library in the previous year. Though materials were based on previous fundraising campaigns, we altered them to include the cues tested in the experiment. The packet a potential donor received consisted of an envelope, cover letter and a combination response card/return envelope. 1,078 of these packets included the baseline logo depicted in S1-S3. 2,179 of these packets included the eyespots logo depicted in S4-S6. 2,180 of these packets included the neutral logo and the reciprocity message depicted in S7-S9. For each treatment we show the envelope exterior, the cover letter and the response card/return envelope.

S1. Baseline Solicitation Envelope Exterior. Potential donors received these materials in the baseline condition. The external envelope in which the materials arrived included the baseline logo in the bottom left (return address and other identifying information has been removed).



S2. Baseline Solicitation Remittance Form. Potential donors received these materials in the baseline condition. The remittance form allowed donors to indicate their contact information and donation information and included the baseline logo in top right and left corners (return address and other identifying information has been removed).



SEPTEMBER 2006

Dear Neighbor,

in with roots dating back to 1872, would like to invite you to join our family of donors .. a group of individuals who dedicate themselves to ensuring the long term viability of their community library.

abolishment of a facility that was built for the community by the community. Erected as a library more than 100 years ago, your community library has continued to operate thanks to the generosity of friends and neighbors who recognized the importance of preserving their local library and helping to ensure its longevity.

With that being said, *the demand for resources and services offe* increases, and so too must our fundraising efforts. Because of this, we are reaching out to a handful of select individuals in our community .. individuals like you .. to ask for your financial support.

You may wonder why you should suppo Here are a few reasons .. reasons we hope will inspire you to give.

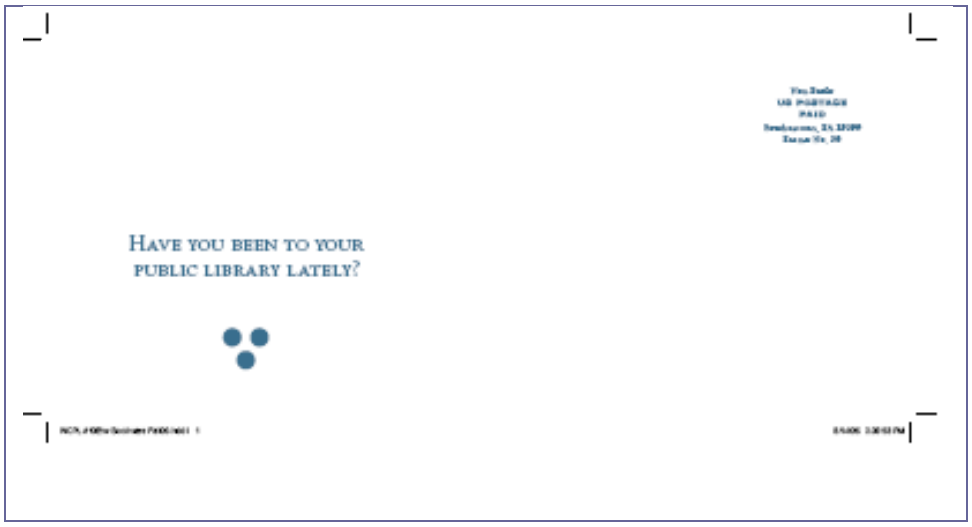
- ✓ Library services are offered to community members *free of charge*;
- ✓ Volunteers are a critical part of the library's day to day operations;
- ✓ WCPL has been around for 117 years and we want to it to be around for another 117 years;
- ✓ From seniors to babies, the library offers something for everyone.

We hope that you will consider making a financial ion that will help preserve our operational fund and ensure the longevity of this community jewel.

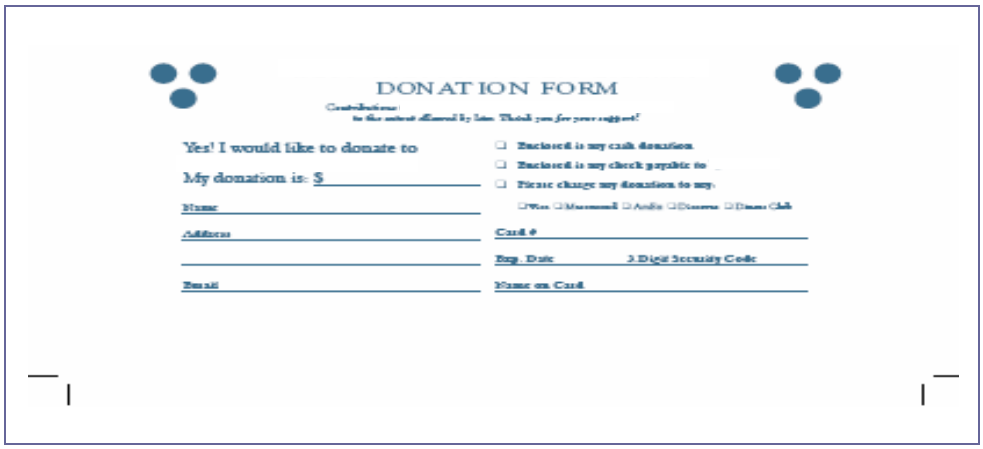
A remittance envelope is enclosed for your convenience. Please use this envelope along with your donation. We thank you for your support.

With Warmest Regards,

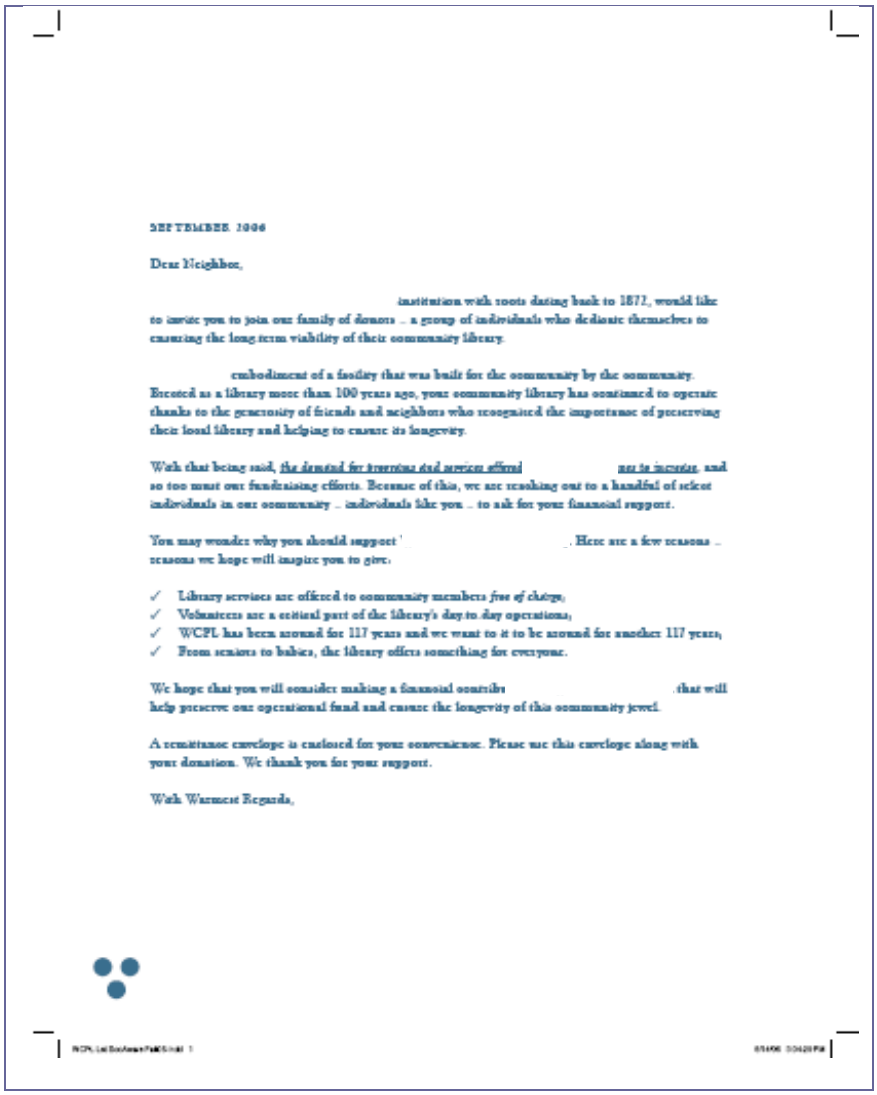
S3. Baseline Solicitation Letter. Potential donors received these materials in the baseline condition. The solicitation letter was based on previous years' solicitations, and included the baseline logo in the bottom left corner (return address and other identifying information has been removed).



S4. Eyespots Solicitation Envelope Exterior Potential donors received these materials in the eyespots condition. The external envelope in which the materials arrived included the eyespots logo in the bottom left along with the baseline message (return address and other identifying information has been removed).



S5. Eyespots Solicitation Remittance Form. Potential donors received these materials in the eyespots condition. The remittance form allowed donors to indicate their contact information and donation information and included the eyespots logo in top right and left corners (return address and other identifying information has been removed).



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With that being said, *the demand for resources and services offered* *may be increasing*, and so too must our fundraising efforts. Because of this, we are reaching out to a handful of select individuals in our community … individuals like you … to ask for your financial support.

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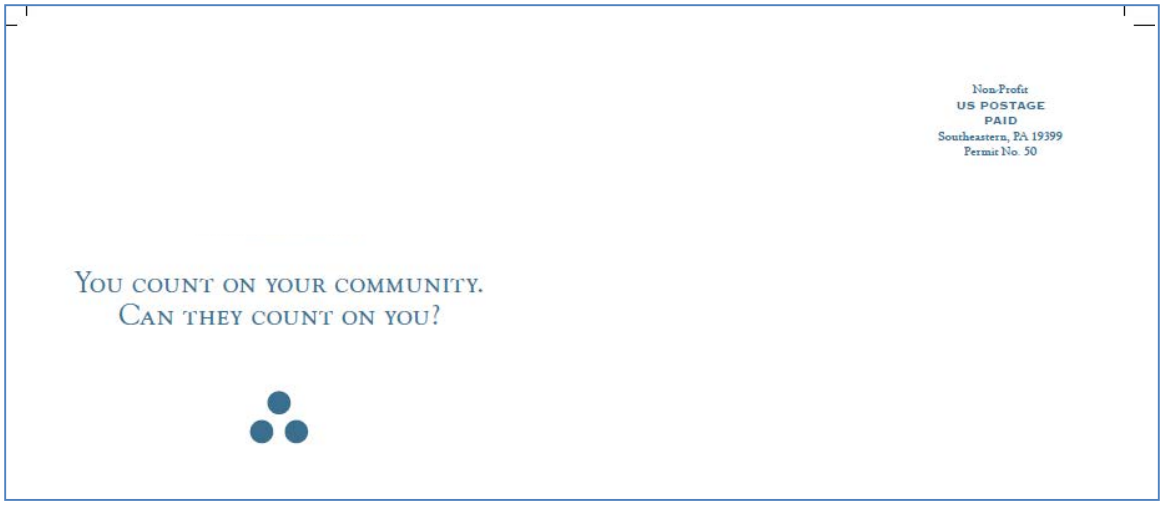
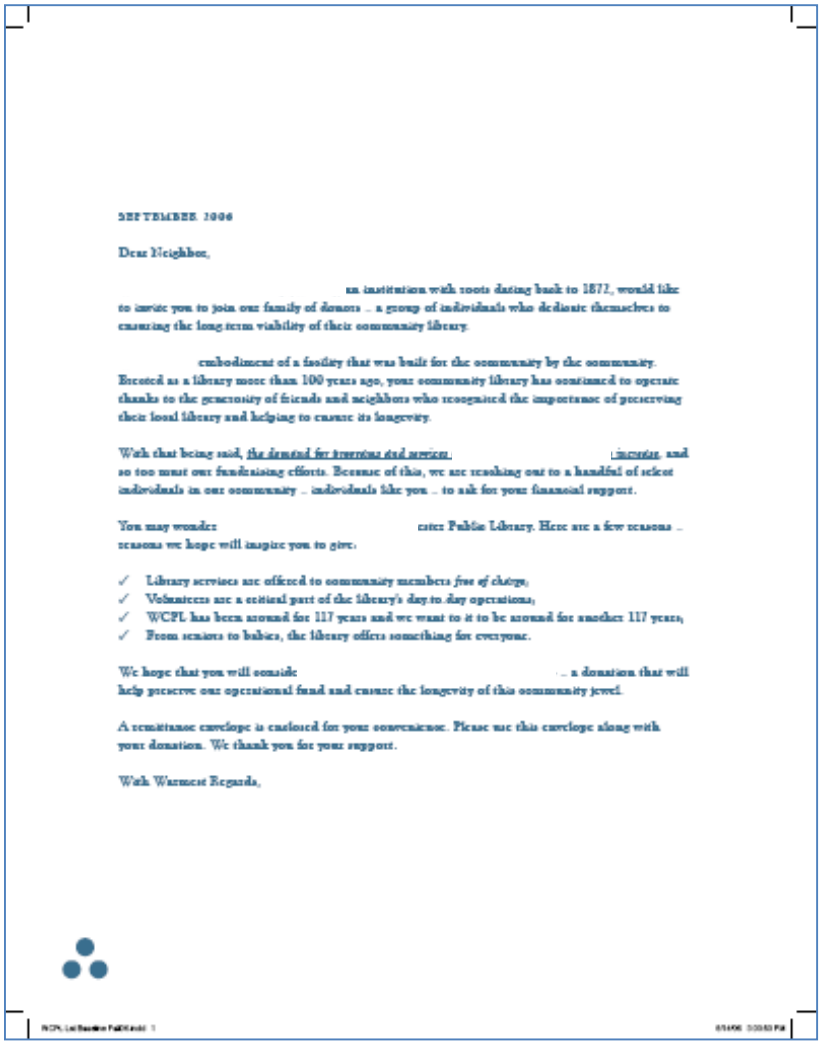
S6. Eyespots Solicitation Letter. Potential donors received these materials in the eyespots condition. The solicitation letter was based on previous years' solicitations, and included the eyespots logo in the bottom left corner (return address and other identifying information has been removed).



S7. Reciprocity Solicitation Envelope Exterior. Potential donors received these materials in the Reciprocity Message condition. The external envelope in which the materials arrived included the neutral spots logo in the bottom left and the reciprocity message (return address and other identifying information has been removed).

S8. Reciprocity Solicitation Remittance Form. Potential donors received these materials in the Reciprocity message condition. The remittance form allowed donors to indicate their contact information and donation information and included the neutral logo in top right and left corners (return address and other identifying information has been removed).



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S9. Reciprocity Solicitation Letter. Potential donors received these materials in the Reciprocity message condition. The solicitation letter was based on previous years' solicitations, and included the neutral logo in the bottom left corner (return address and other identifying information has been removed).

2. Supporting Analyses

2.1 Testing for random assignment to treatment: Baseline vs Eyespots treatment

Panel A

Independent Variable:	Age	Current # Books Checked Out	Lifetime # Books Checked Out	Lifetime # Books Checked Out in Household	Multiple Library Cards in Household	Previous # Donations
Eyespot Treatment	-0.000	-0.002	-0.000	0.000	-0.005	0.028
Stand. Error	[0.000]	[0.002]	[0.000]	[0.000]	[0.026]	[0.017]
T-statistic	0.27	1.09	0.29	0.00	0.22	1.68
p-value	(0.79)	(0.27)	(0.77)	(0.92)	(0.82)	(0.09)
Model	OLS	OLS	OLS	OLS	OLS	OLS
Observations	3065*	3,257	3,257	3,257	3,257	3,257
R-squared	0.001	0.001	0.000	0.000	0.001	0.000

Note: 135 observations were dropped in the age regression, 24 were couples (where age of the respondent cannot be determined) and the remainder were individuals whose age was unknown.

Panel B

Independent Variable:	Dummy for zip code _380	Dummy for zip code _382	Dummy for zip code _other
Eyespot Treatment	-0.001	-0.001	0.004
Stand. Error	[0.047]	[0.046]	[0.071]
Z-statistic	0.01	0.03	0.07
p-value	(0.99)	(0.97)	(0.94)
Model	Probit	Probit	Probit
Observations	3,257	3,257	3,257
Pseudo R-squared	0.000	0.000	0.000

S10. Testing for Random Assignment. Panel A uses t - tests to demonstrate no significant relationships between the treatment to which an individual is assigned (baseline versus eyespots) and a variety of demographic or behavioral measures. Subjects were only slightly more likely to made a previous donation in the eyespots treatment; however, this is only a significant difference at the $p<0.10$ level. Panel B uses z - tests to demonstrate no significant relationships between the treatment to which an individual is assigned and where s/he lives. We conclude that the treatment assignment was random.

2.2 Testing for random assignment to treatment: Baseline vs Reciprocity treatment

Panel C

Independent Variable:	Age	Current # Books Checked Out	Lifetime # Books Checked Out	Lifetime # Books Checked Out in Household	Multiple Library Cards	Previous # Donations
Reciprocity Message	-0.001	-0.002	0.000	0.000	0.012	0.030
Stand. Error	[0.001]	[0.002]	[0.000]	[0.000]	[0.025]	[0.017]
T-statistic	0.8	1.21	1.46	0.69	0.03	1.81
p-value	(0.42)	(0.22)	(0.15)	(0.49)	(0.63)	(0.07)
Model	OLS	OLS	OLS	OLS	OLS	OLS
Observations	2,988	3,258	3,258	3,258	3,258	3,258
R-squared	0.001	0.001	0.002	0.001	0.000	0.000

Note: 270 observations were dropped in the age regression, 56 were couples (where age of the respondent cannot be determined) and the remainder were individuals whose age was unknown.

Panel D

Independent Variable:	Dummy for zip code _380	Dummy for zip code _382	Dummy for zip code _other
Reciprocity Message	0.001	0.005	-0.021
Stand. Error	[0.046]	[0.050]	[0.091]
Z-statistic	0.01	0.11	0.23
p-value	(0.990)	(0.916)	(0.819)
Model	Probit	Probit	Probit
Observations	3,258	3,258	3,258
Pseudo R-squared	0.000	0.000	0.000

S11. Testing for Random Assignment, con't. Panel C uses t - tests to demonstrate no significant relationships between the treatment to which an individual is assigned (baseline versus reciprocity) and a variety of demographic or behavioral measures. Panel D uses z - tests to demonstrate no significant relationships between the treatment to which an individual is assigned and where s/he lives (baseline and reciprocity). As above, we find no significant differences on any dimension.

2.3 Distribution of contributions Pooled across treatments

$ donated	Frequency	Percent	Cummulative
$0	5,621	96.45	96.45
$2	1	0.02	96.47
$5	4	0.07	96.53
$6	1	0.02	96.55
$10	21	0.36	96.91
$15	5	0.09	97
$20	25	0.43	97.43
$25	67	1.15	98.58
$30	8	0.14	98.71
$35	4	0.07	98.78
$50	37	0.63	99.42
$75	1	0.02	99.43
$100	30	0.51	99.95
$125	2	0.03	99.98
$200	1	0.02	100
Total	5,828	100	

S12. This table reports the distribution of contributions pooled over all treatments. We see that the majority of contributions are $0.

2.4 Double hurdle model for the full sample

STEP ONE: Participation Decision		Model: Probit Step 1 in Cragg's hurdle model
	'Eye spots' indicator	0.126 [0.079]
	'Reciprocity mssg.' Indicator	0.283 [0.121]*
	Last $ donated	0.011 [0.001]**
	Total # times donated	0.469 [0.024]**
	Current # books borrowed	0.009 [0.002]**
	Constant	-2.504 [0.073]**
STEP TWO: Donation Amount Decision		Model: truncreg From Cragg's two-step model
	'Eye spots' indicator	39.914 [10.280]**
	'Reciprocity mssg.' indicator	34.914 [6.058]**
	Last $ donated	0.150 [0.065]**
	Total # times donated	11.631 [7.496]
	Total hh # books borrowed	1.265 [0.434]
	Constant	-54.837 [24.754]
	Sigma	42.665 [10.961]**
	N *Log-Likelihood*	5,433 -1010.637

S13. Here we run the double hurdle model for the full sample and include dummies for both treatments.

2.5 Using Standard Type I Tobit: Testing for the Effect of Eyespots Cue on the Probability of Donating and on the Amount Donated

DV: $ Donated	Standard Tobit Type I
'Eyespots' indicator	13.455
	[6.041]*
Last $ donated	0.311
	[0.152]*
Total # times donated	36.879
	[2.684]**
Curr. # books borrowed	1.327
	[0.199]**
Constant	-175.856
	[7.907]**
sigma	70.590
	[2.708]**
N	3,257

Note: * $p<0.05$; ** $p<0.01$; Standard errors are clustered on zip code.

S14. This table reports the results from running a Type I Tobit model on the baseline and eye spots treatments. We calculate the LM-statistic for testing the Tobit specification against the alternative of a model that is non-linear in the regressors and contains an error term that can be heteroskedastic and non-normally distributed. We reject the null hypothesis that the Tobit is a suitable specification. The critical value for 5% is 6.50 and is less than the computed LM value of 64.80. A rejection of the null suggests that the Tobit specification is unsuitable.

2.6 Using Standard Type I Tobit: Testing for the Effect of Reciprocity Message Cue on the Probability of Donating and on the Amount Donated

DV: $ Donated	Standard Tobit Type I
'Reciprocity mssg.' indicator	17.791
	[6.590]**
Last $ donated	0.785
	[0.032]**
Total # times donated	27.551
	[3.381]**
Curr. # books borrowed	0.503
	[0.414]
Constant	-154.629
	[9.119]**
sigma	61.757
	[5.620]**
N	3,258

Note: * $p<0.05$; ** $p<0.01$; Standard errors are clustered on zip code.

S15. This table reports the results from running a Type I Tobit model on the baseline and reciprocity message treatments. We calculate the LM-statistic for testing the Tobit specification against the alternative of a model that is non-linear in the regressors and contains an error term that can be heteroskedastic and non-normally distributed. We reject the null hypothesis that the Tobit is a suitable specification. The critical value for 5% is 7.18 and is less than the computed LM value of 17.38. A rejection of the null suggests that the Tobit specification is unsuitable.