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**The Personal Philanthropy Project**  
*Annotated Bibliography*

MICHÈLE BENOIT

## **The Personal Philanthropy Project: Annotated Bibliography**

Michèle Benoit

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Aaker, J. L., & Akutsu, S. (2009). Why do people give? The role of identity in giving. *Journal of Consumer Psychology, 19*(3), 267-270.

This research investigates why people give to others as a function of their identity and by how they view themselves in the process. The three factors identified that provide information on whether people give, how much they give, and why people give are: implications for action readiness; procedural readiness; and consumer behaviour. It is concluded that there should be three elements of identity included when conducting research on behaviour: identity as malleable; identity and action-readiness; and identity and procedural-readiness. (United States of America)

Aderman, D. (1972). Elation, depression, and helping behavior. *Journal of Personality and Social Psychology, 24*(1), 91-101.

In relation to helping behaviour, this research examines prior mood state and subsequent helpfulness and finds that people in a good mood are generally more willing to be helpful than people in a bad mood. It also shows that while there is little doubt that empathy towards a person in need varies as a function of feedback from that person, it remains to be determined whether lack of contact with the "help recipient" will cause a person to be more or less helpful. (United States of America)

Aknin, L. B., Mayraz, G., & Helliwell, J. F. (2014). The Emotional Consequences of Donation Opportunities. *NBER Working Paper Series, w20696*.

This research explores the changes in affect reported by individuals who donate in response to a charitable request and those who do not donate in response to the same request. It shows that a single request can have a net positive influence on the well-being of an entire sample. Those who donate a substantial portion of their earnings experience large hedonic effects such as: happiness; pride; positive affect; and a drop in negative affect, while those who donate little to nothing experience hedonic costs. There is, however, a small and non-significant increase in life satisfaction among the high donors. (Australia)

Alpizar, F., Carlsson, F., & Johansson-Stenman, O. (2008). Anonymity, reciprocity, and conformity: Evidence from voluntary contributions to a national park in Costa Rica. *Journal of Public Economics*, 92(5), 1047-1060.

This study explores giving patterns of donors in various social settings and shows that contributions made in public in front of the solicitor are 25% higher than contributions made in private (and, therefore, anonymity decreases contributions by 25%). A relatively high reference level of giving increases contributions by about 4% compared with not providing any reference contribution information at all. And providing a relatively low reference level decreases contributions by 23% compared to a baseline of no reference level. (Costa Rica)

Andreoni, J. (1989a). Giving with impure altruism: Applications to charity and Ricardian equivalence. *Journal of Political Economy*, 97(6). doi:papers2://publication/uuid/4883E873-3389-47FA-AE06-BDBD5D688D8C

Models for giving have often been based on altruism and assume people get a "warm glow" effect from giving. This research examines a model for giving in which altruism is not "pure" and shows that people derive some utility from the act of giving. Furthermore, "warm glow" makes government contributions, including subsidies, an imperfect substitute for gifts made directly. This supports the notion that subsidies, as indicated by econometrics, will increase net giving. (United States of America)

Andreoni, J. (1989b). Giving with Impure Altruism: Applications to Charity and Ricardian Equivalence. *Journal of Political Economy*, 97(6), 1447-1458.

This research considers whether a progressive taxation program can increase charitable giving by considering its relationship to the stated theory that increasing the level of government subsidies will decrease the amount of charitable donations. Using the assumptions that people give for two reasons: people demand more charity (the public good) and people benefit from giving (they get a warm glow) which is pure altruism. It is shown that people are unwilling to swap dollar-for-dollar one type of gift (i.e. lower government taxes) for charitable giving. Therefore, subsidies will increase public giving because the warm glow effect makes private gifts "imperfect substitutes" for gifts from other sources and people will maintain "impure altruism" and will be charitable toward families and society. (United States of America)

**Andreoni, J. (1995). Warm-Glow Versus Cold-Prickle: The Effects of Positive and Negative Framing on Cooperation in Experiments. *The Quarterly Journal of Economics*, 110(1), 1-21.**

This experiment compares the effects of positive and negative framing on cooperation in considering the utility of helping. While the incentives for both conditions are identical, framing the choices as a positive externality substantially increases cooperation over framing the decision as a negative externality showing that people are more willing to help when the problem is posed as a positive rather than a negative. This could suggest that there must be some asymmetry in the way people feel personally about doing good for others versus not doing bad and therefore the warm glow effect must be stronger than the cold prickle effect. (United States of America)

**Andreoni, J. (2007). Giving gifts to groups: How altruism depends on the number of recipients. *Journal of Public Economics*, 91, 1731-1749.**

This study explores the question "how congestible is altruism?" That is, when a single gift goes to a group of recipients, how does giving depend on the size of the group? It is found that, for most people, altruism is congestible where giving declines as the number of group recipients grows. When donations can buy private goods for a group of people, an individual donor's total giving tends to increase slightly with the number of recipients. While these results are true interpretations for an experimental setting, it is necessary for additional field studies to observe real-world implications of more consumers to "the giver" in drawing real-world conclusions. (United States of America)

**Andreoni, J., & Petrie, R. (2004). Public goods experiments without confidentiality: a glimpse into fund-raising. *Journal of Public Economics*, 88(7), 1605-1623.**

This experiment shows that revealing a giver's identity and the amount donated will increase another potential donor's likelihood of giving by 59%. This is tested against revealing only donor identity or donation amount with each having a modest and undiscernable effect respectively. Therefore, knowing a donor's identity and knowing their donation amount can significantly increase charitable giving. (United States of America)

**Andreoni, J., & Rao, J. M. (2010). The Power of Asking: How Communication Affects Selfishness, Empathy, and Altruism. *National Bureau of Economic Research Working Paper Series, No. 16373*. doi:10.3386/w16373**

This research examines the effect of communication between givers and receivers to better understand the pure incentives of altruism. It is concluded that communication dramatically influences altruistic behaviour and appears to largely work by heightening empathy. Both the existence and structure of this communication significantly influences the givers' expressed altruism where the words themselves do not appear to affect the givers' behaviour, but where the request itself matters tremendously. Interestingly, it is found that feeling sympathy in the face of inequality will typically result in selfishness unless the response is mediated by social cues and incentives. (United States of America)

**Andreoni, J., Rao, J. M., & Trachtman, H. (2011). Avoiding The Ask: A Field Experiment on Altruism, Empathy, and Charitable Giving. *National Bureau of Economic Research Working Paper Series, No. 17648*. doi:10.3386/w17648**

This field experiment explores altruism, empathy and charitable giving, ultimately looking at what triggers giving. It reveals that the simple act of looking at someone and saying, "please give today" will result in over 30% of people approached to avoid the ask, but does increase the average donation per giver by 75%. While asking seems to be both aversive and effective, this study does suggest that there may be some benefit in targeting empathetic reflexes to give. (United States of America)

**Anik, L., Aknin, L. B., Norton, M. I., & Dunn, E. W. (2009). Feeling Good about Giving: The Benefits (and Costs) of Self-Interested Charitable Behavior. 23-23.**

This research explores whether organizations that seek to increase charitable giving by advertising the benefits of giving would increase donations. It is found that while offering donors monetary or material incentives for giving may undermine generosity in the long term, it is suggested that advertising the emotional benefits of prosocial behaviour might in fact encourage individuals to give more. It is also suggested that more study is needed to better understand the possible costs and benefits of self-interested giving. (United States of America)

Aune, R. K., & Basil, M. D. (1994). A Relational Obligations Approach to the Foot-In-The-Mouth Effect. *Journal of Applied Social Psychology, 24*(6), 546-556.

This research tests whether people give because they want to behave consistently with how they say they feel or because of a perceived relationship with the requester - or both. It is shown that a majority of people are more likely to comply with a request for charitable donations if the solicitor asks how the potential donor is feeling and acknowledges the response. It is possible that compliance is attributed to an increased perception of the relationship between requestor and donor with almost half complying when they perceived relational obligations. One quarter of those complied when they were asked about their feeling state and most refused to comply when asked outright to contribute. (United States of America)

Barclay, P. (2004). Trustworthiness and competitive altruism can also solve the “tragedy of the commons”. *Evolution and Human Behavior, 25*(4), 209-220.

This experiment shows how people are more willing to contribute to a public good when they can benefit from having a reputation for being altruistic. Also, there is an existence of competitive altruism in humans where people may be most altruistic when they can benefit from being the most altruistic in a group. It was also found that people are most likely to trust individuals who have been altruistic. (Canada)

Barraza, J. A., McCullough, M. E., Ahmadi, S., & Zak, P. J. (2011). Oxytocin infusion increases charitable donations regardless of monetary resources. *Hormones and Behavior, 60*(2), 148-151.

This study examines whether the prosocial effect of oxytocin can be extended from an individual to a generalized other person who is in need. It shows that while manipulating oxytocin in individuals did not significantly increase the decision to donate, it did increase how much people donate by 48%. There was no effect found from earned income on the decision to donate, donation size, or choice of charity. (United States of America)

Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology & marketing, 23*(12), 1035-1054.

This study shows how guilt appeals operate largely by generating a sense of responsibility to act. Empathy can be used to enhance guilt appeals and may serve as

an effective tool for creating guilt without engendering reactance. Also, the presence of others will activate the norm of prosocial behaviour which will increase an individual's sense of responsibility to behave prosocially. (United States of America)

**Bateson, M., Nettle, D., Roberts, G. (2006). Cues of being watched enhance cooperation in a real-world setting. *Biology Letters*, 2(3), 412-414.**

This experiment looks at the effect of being watched when being trusted with honour payments and shows that "watched" behaviour dramatically increases contributions to a public good in a real-world setting where participants are using their own money. It also demonstrates that people are strongly attuned to cues that generally indicate reputational consequences of behaviour which can be extremely powerful in motivating cooperative behaviour. (Australia)

**Batson, C. D., Early, S., & Salvarani, G. (1997). Perspective Taking: Imagining How Another Feels Versus Imaging How You Would Feel. *Personality and Social Psychology Bulletin*, 23(7), 751-758.**

This research examines two distinct forms of perspective-taking with different emotional consequences as a measure of distress felt for another person in need. It is found that imagining how a person in need feels evokes relatively pure empathetic emotion which has been seen to evoke altruistic motivation. Imagining how you would feel in that same person's situation, however, evokes a more complex mix of empathy and personal distress which has been found to evoke egoistic motivation. (United States of America)

**Batson, C. D., & Shaw, L. L. (1991). Evidence for Altruism: Toward a Pluralism of Prosocial Motives. *Psychological Inquiry*, 2(2), 107-122.**

This research investigates the logical and psychological distinctions between egoism and altruism. Psychologists have long assumed that motivation for all actions intended to benefit others is egoistic, i.e. people benefit others because in doing so they benefit themselves. However, the empathy-altruism hypothesis claims that empathetic emotion evokes truly altruistic motivation with the ultimate goal of benefiting the person for whom empathy is felt. It is found that in order to understand and explain human nature and the emotion-motivation link, both altruism and egoism must exist for prosocial motivation. (United States of America)

**Bekkers, R., & Schuyt, T. (2008). And Who Is Your Neighbor? Explaining Denominational Differences in Charitable Giving and Volunteering in the Netherlands. *Review of Religious Research*, 50(1), 74-96.**

This research investigates the differences between charitable giving to faith-based and secular organizations with the hypothesis that contributions to religious organizations are based on involvement within the religious community while those to non-religious organizations are more likely to be rooted in prosocial values such as altruism, equality, and responsibility to the common good. Although it is challenging to "explain away" denominational differences completely, results do show that contributions of time and money to church are less strongly value-based than contributions made to other fundraising nonprofit organizations. It is also suggested that the massive trend of secularization may reduce the future size of philanthropy with secularization ultimately changing the motives for philanthropy in a values-based direction. (Netherlands)

**Bekkers, R., & Wiepking, P. (2006). To Give or Not to Give, That Is the Question: How Methodology Is Destiny in Dutch Giving Data. *Nonprofit and Voluntary Sector Quarterly*, 35(3), 533-540.**

This study examines the impact of survey methods by comparing predictors of philanthropy. It shows that short surveys tend to overestimate predictor variables on the likelihood of giving but underestimate the effects on the amount donated. The characteristics involved with the likelihood to donate and the amount donated are: income; age; education; marital status; and religious involvement. Lengthier surveys reveal a higher incidence of giving by 20% and amounts donated by 60%. Home ownership and wealth are factors in promoting giving levels but not in the likelihood of giving at all. (Netherlands)

**Bekkers, R., & Wiepking, P. (2007). *Generosity and Philanthropy: A Literature Review*.**

This overview of academic literature on philanthropy considers who gives how much and why people give. The three key determinants highlighted for those who donate are: religion, education, and income. There are eight key mechanisms identified as determinants of philanthropy: awareness of need; solicitation; costs and benefits; altruism; reputation; psychological benefits; values; and efficacy. (Netherlands)

Bernheim, B. D. (1994). A Theory of Conformity. *Journal of Political Economy*, 102(5), 841-877.

This research analyzes the model of social interaction in which individuals care about status as well as "intrinsic" utility derived directly from consumption. It is found that status is assumed to depend on public perceptions about an individual's predispositions rather than on the individual's actions. But since predispositions are unobservable, actions signal the predispositions and therefore affect status. When status is sufficiently important relative to intrinsic utility, many individuals conform to a single, homogeneous standard of behaviour despite heterogeneous underlying preferences. (United States of America)

Breeze, B. (2006). *Robin hood in reverse: Exploring the relationship between income and charitable giving.*

By investigating the relationship between income and charitable giving, it is reaffirmed that the "u-shaped curve" showing that the poorest and the richest give the most as a percentage of income. The analysis demonstrates that individuals on lower incomes consistently give a higher percentage of their income to charity than those on higher incomes. This relationship holds constant across a wide range of demographic characteristics of donors, personal explanations of giving behaviour, and different charitable sub-sectors. (United Kingdom)

Brockner, J., Guzzi, B., Kane, J., Levine, E., & Shaplen, K. (1984). Organizational Fundraising: Further Evidence on the Effect of Legitimizing Small Donations. *Journal of Consumer Research*, 11(1), 611-614.

This research explores and confirms that asking for smaller donations with "even a X amount will help" increases the volume of donations because a paltry (low) amount was legitimized. Organizational fundraising efforts may be enhanced when the requester legitimates, but does not specifically ask for small donations. The smaller donation ask yielded significantly greater frequencies of compliance than that obtained for the control condition. The bottom line is that up to more than 20 times as much money was raised using this method. (United States of America)

**Brown, E. (1997). Altruism Toward Groups: The Charitable Provision of Private Goods. *Nonprofit and Voluntary Sector Quarterly*, 26(2), 175-184.**

This study examines whether widespread giving is affected by an increase in government largess and predicts that people will continue to give even as the economy grows. It is largely shown that when governments have superior information about target populations, there will not be a dollar-for-dollar crowding-out of private charitable giving as a result of government spending. (United States of America)

**Brown, E. (2005). Married couples' charitable giving : who and why. *New Directions for Philanthropic Fundraising*, 50(Winter), 69-80.**

While it is widely known that single men and women differ in their charitable behaviour, this literature review and study examines the charitable behaviours of married men and women. It is revealed that 89% of couples report that both partners in the marriage participate in decisions around donations and in that same group, both husband and wife are usually interested in this charitable activity. The study also highlights that as women continue to make strides in the labour market relative to men, their voice and influence in the family as it relates to charitable spending is predicted to grow. (United States of America)

**Brown, E., & Ferris, J. M. (2007). Social capital and philanthropy : an analysis of the impact of social capital on individual giving and volunteering. *Nonprofit and Voluntary Sector Quarterly*, 36(1), 85-99.**

By investigating the impact that social capital can have on giving and volunteering, two principal factors emerge that confirms the importance of social capital in explaining the generosity of individuals: networks showing embeddedness in community and norms suggesting social and interracial trust indices. It is found that individuals with greater network-based social capital give more to religious and secular causes while individuals with greater norms-based social capital give more to secular causes and volunteer more. (United States of America)

**Bryan, J. H., & Test, M. A. (1967). Models and helping: naturalistic studies in aiding behavior. *Journal of Personality and Social Psychology*, 6(4), 400-407.**

By examining the effect of one's helping behaviour on another's, this research shows that helping behaviours can be significantly increased through the observation of others' helpfulness where observation of altruistic activity will increase such behaviour among observers. Furthermore, interaction between the donor and solicitor can play a factor where interpersonal attraction may affect donations even when the solicitors are not the eventual recipients of such contributions. (United States of America)

**Burd, M. (2009). Tepper School of Business at Carnegie Mellon; Donor Giving Increases With Incentives That Appeal to Sense of Social Status. *Science Letter*, p. 4252.**

This research shows that big spending in donor giving is triggered by benefits that convey social status and offer visibility through opportunities to connect with other affluent and influential people. It is seen that appealing to a donor's sense of status is essential for effective fundraising and a charity's status of importance in the community is a central influence of donor contributions. (United States of America)

**Cameron, C. D., & Payne, B. K. (2011). Escaping Affect: How Motivated Emotion Regulation Creates Insensitivity to Mass Suffering. *Journal of Personality and Social Psychology*, 100(1), 1-15.**

This research provides evidence that motivated emotion drives insensitivity to mass suffering, where individuals regulate their emotions towards groups proactively by preventing themselves from ever experiencing as much emotion toward these groups as they do towards individuals. It is found that as the number of people in need of help increases, the degree of compassion people feel for them, therefore, tends to decrease, often called collapse of compassion. (United States of America)

**Carlson, M., Charlin, V., & Miller, N. (1988). Positive Mood and Helping Behavior: A Test of Six Hypotheses. *Journal of Personality and Social Psychology*, 55(2), 211-229.**

This research examines how positive mood states can lead to increased helpfulness. Findings reveal five factors that are associated with a higher degree of relative helpfulness which can correlate to individuals responding prosocially: focus of attention (personally experiencing a positive event as opposed to experiencing another person's

positive experience will increase positive helpfulness); separate processes (higher levels of guilt among those who experience a positive event will decrease relative helpfulness); social outlook (a positive mood fosters positive perceptions of the social community which in turn increases helpfulness); mood maintenance (positive affect on helpfulness is stronger when the helping task is pleasant to perform and when an intermediate mood-elevating experience is induced vs. a high or low level). (United States of America)

**Castillo, M., Petrie, R., & Wardell, C. (2014). Fundraising through Online Social Networks: A Field Experiment on Peer-to-Peer Solicitation. *Journal of Public Economics*, 114, 29-35.**

This study reveals that individuals asking for donations from their online network will generate new donations. Two reasons people donate is (a) because they are asked and (b) because they are asked by someone they care about. It could then be said, that charitable organizations could benefit from peer-to-peer fundraising if they were able to persuade donors to do so for them. (United States of America)

**Chance, Z. (2011). *Live Long and Prosper: Ironic Effects of Behavior on Perceptions of Personal Resources*. (3496856 D.B.A.), Harvard University, Ann Arbor.**

Part of this research investigates the relationship between charitable giving and subjective wealth where giving increases an individual's perceived affluence rather than the reverse. It also shows that a person's conspicuous consumption decreases after the act of providing a charitable donation relative to an equivalent amount of money. Furthermore, charitable giving increases feelings of personal power which ultimately increases self-perceived wealth. (United States of America)

**Chen, G. (2009). Does Meeting Standards Affect Charitable Giving? An Empirical Study of New York Metropolitan Area Charities. *Nonprofit Management and Leadership*, 19(3), 349-365.**

This research finds that donors use watchdog ratings in making their donation decisions. It is shown that participating in a standards program by meeting all required standards could lead to an increase in public support of 30%. (United States of America)

Cialdini, R. B., & Schroeder, D. A. (1976). Increasing compliance by legitimizing paltry contributions: When even a penny helps. *Journal of Personality and Social Psychology*, 34(4), 599-604.

This research shows that legitimizing donation amount requests to potential donors achieves high rates of compliance where "even a penny will help" significantly increases the frequency of donations without decreasing the size of the donation. Social legitimization of small request amounts via modelling information had effects upon donation behaviour that were similar to those obtained when solicitors used the sentence, "even a penny will help." (United States of America)

Clark, J. (2002). Recognizing Large Donations to Public Goods: An Experimental Test. *Managerial and Decision Economics*, 23(1), 33-44.

This research explores the motivations behind charitable giving from large donors. It is shown that generous donors are spurred on less by social recognition by past donors than by an internal satisfaction of matching past donations. (New Zealand)

Clotfelter, C. T. (2003). Alumni giving to elite private colleges and universities. *Economics of Education Review*, 22(2), 109-120.

This experiment examines patterns of alumni giving and shows that personal experiences link donors to the college organization to which they donate. Donations are highly correlated to their expressed satisfaction with their college experience and other measures of satisfaction related to the institution. Also, the level of alumni donations was strongly associated with income and whether or not the person graduated from the institution he or she first attended. (United States of America)

Conitzer, V., & Sandholm, T. (2011). Expressive markets for donating to charities. *Artificial Intelligence*, 175(7), 1251-1271.

In their current form, matching offers allow for only limited negotiation. In this research, a bidding language is introduced for expressing very general types of matching offers over multiple charities and shows that there can be benefits to linking the charities from a mechanism standpoint. This methodology was used to collect money for victims of the 2014 Indian Ocean Tsunami. (United States of America)

Côté, Stéphane.,H. Julian.,& W. Robb. (2015). High economic inequality leads higher-income individuals to be less generous. *Proceedings of the National Academy of Sciences*, 112(52), 15838.

This research looks at whether social class has an impact on generosity and finds that the tendency for higher-income individuals to be less generous pertains only when inequality is high. This challenges the view that higher-income individuals are necessarily more selfish, suggesting a previously undocumented way in which inequitable resource distributions undermine collective welfare. In that, higher-income individuals are only less generous than their lower-income counterparts under conditions of high actual and perceived macro-level inequality. (United States of America)

Croson, R., & Shang, J. (2008). The impact of downward social information on contribution decisions. *Experimental Economics*, 11(3), 221-233.

This investigation shows that there is an effect of providing "upward" or "downward" social information about another person's contribution to renewing donors. It shows that donations will change in the direction of the social information, either increasing or decreasing current donation amounts from previous years depending on the information provided. The impact of downward social information is 2X higher than the upward shift. (United States of America)

Cunningham, M. R., Shaffer, D. R., Barbee, A. P., Wolff, P. L., & Kelley, D. J. (1990). Separate processes in the relation of elation and depression to helping: Social versus personal concerns. *Journal of Experimental Social Psychology*, 26(1), 13-33.

This experiment shows that positive and negative moods, which usually involve the specific feelings of elation and depression, have been found to increase the likelihood that an individual will behave in a helpful way. Those individuals who were exposed to both elation and depression mood induction engaged more in helping than those that perceived no (neutral) mood intervention. As expected, those who were positively affected were significantly more likely to volunteer. (United States of America)

Cunningham, M. R., Steinberg, J., & Grev, R. (1980). Wanting to and having to help: Separate motivations for positive mood and guilt-induced helping. *Journal of Personality and Social Psychology*, 38(2), 181-192.

Two field experiments explore the motivations involved in positive and guilt-induced helping behaviour. It is determined that both positive mood and guilt (or negative) mood states produce comparable increases in donations and can be linked to different motivations for giving. The positive mood manipulation produced a significant increase in helping only from the positive request to "help keep the children smiling." The guilt manipulation, by contrast, produced a significant increase in helping only from the negative request to give because "you owe it to the children." The joint occurrence of the positive mood and guilt manipulations produced no increase in helping from either statement. (United States of America)

DellaVigna, S., List, J. A., & Malmendier, U. (2009). Testing for Altruism and Social Pressure in Charitable Giving. *National Bureau of Economic Research Working Paper Series, No. 15629*. doi:10.3386/w15629

This experiment shows that the two main motivations for giving are warm glow altruism (where people enjoy giving) and social pressure (where naturally, people would rather not give). A field experiment using a door-to-door fundraising drive shows that if altruism is the main driver, alerting people of solicitation for donations using a flyer increases both presence at home and giving. If social pressure is the main driver for giving, the flyer lowers people's presence at home as well as giving. (United States of America)

DellaVigna, S., List, J. A., & Malmendier, U. (2012). Testing for altruism and social pressure in charitable giving. *The Quarterly Journal of Economics*, 127(1), 1-56.

This research seeks to better understand the motivations for charitable giving and the welfare implications for the giver through door-to-door fundraising. It is found that both altruism and social pressure both affect the success of door-to-door solicitations with approximately half of donors preferring to not be contacted this way. Furthermore, unsolicited campaigns may lead to utility loss and may be welfare-decreasing for the giver. Although this may be an argument for a "do-not-solicit" or "do-not-call" list for charities, a simple alternative could be to provide an opportunity for households to sort or opt out. It is suggested that these results are likely to extend other high-pressure

solicitation approaches such as phone-a-thons, charity banquets, auctions, lotteries, etc. but likely have less explanatory power with lower-pressure approaches such as mail solicitations. (United States of America)

**Desmet, P., & Feinberg, F. M. (2003). Ask and ye shall receive: The effect of the appeals scale on consumers' donation behavior. *Journal of Economic Psychology*, 24(3), 349-376.**

This research investigates and shows that the framing of donation decisions is in fact influenced by external communications such as an appeals scale which presents a set of suggested amounts. It is suggested that fundraisers should think of appeal scales as an active tool in optimizing donations and not simply as a way to facilitate donations. (France)

**Dickert, S., Sagara, N., & Slovic, P. (2011). Affective motivations to help others: A two-stage model of donation decisions. *Journal of Behavioral Decision Making*, 24(4), 361-376.**

This research shows that priming people to focus on their feelings results in greater empathy and higher donations and that people's emotional reactions to others in distress can lead to decisions to provide financial aid. It also reveals that information processing plays an important role in charitable giving and that decisions made around giving levels is partially mediated by information processing that has an impact on feelings. That is, self-focused feelings about mood management and how donating makes the participant feel is important in the decision to donate while, empathetic feelings are important when it comes to determining the donation amount. (United States of America)

**Dolan, J. F. (2013). *Philanthropic Motivation in the 21st Century*. (3669449 Ed.D.), Drexel University, Ann Arbor.**

This qualitative research investigates the views of major gift donors towards the solicitation process by nonprofits as it relates to judging the organization's business and operational efficiencies; factors affecting donation decisions; and donor expectations around follow-up. It is determined that fundraisers would benefit from cultivating the donor and by doing their homework to know who they are and what they are all about. This will help prevent an attempt to actualize a monetary gift long before the donor is ready. In addition, fundraisers should learn who the donor trusts

and what is in their social caring vision. All these things will help the fundraiser better understand how much of a gift to ask for and prevent the nonprofit from asking too little. (United States of America)

**Dolinski, D., Grzyb, T., Olejnik, J., Prusakowski, S., & Urban, K. (2005). Let's Dialogue About Penny: Effectiveness of Dialogue Involvement and Legitimizing Paltry Contribution Techniques. *Journal of Applied Social Psychology*, 35(6), 1150-1170.**

This experiment demonstrates how involving a potential donor in dialogue prior to being asked for a donation strengthens success in the ask. Greater compliance is achieved with a dialogue vs. a monologue and should be concluded with "even a penny will help". Dialogue related to the requested issue may or may not result in an increase in compliance and practical implications are offered. (Poland)

**Drollinger, T. L. (1997). *A multidisciplinary model of monetary donations to charitable organizations*. (9821734 Ph.D.), Purdue University, Ann Arbor.**

This research examines the factors that influence a person to donate to a charitable organization using a multi-disciplinary approach: economic (permanent income hypothesis); sociological (symbolic interactionism); and psychological (self extension) theories. The results show that factors indicating the likelihood to donate are: income and education; affiliations with religious organizations; having prosocial experiences as a youth; and volunteerism. The likelihood to be a volunteer is based on: education; affiliations with religious organizations; having prosocial experiences as a youth; and having favourable attitudes towards charitable organizations. Age was not significantly related to the likelihood to donate; to volunteer; or to holding positive attitudes towards charities. (United States of America)

**Einolf, C. J. (2006). *The roots of altruism: A gender and life course perspective*. (3235030 Ph.D.), University of Virginia, Ann Arbor.**

This research investigates, among other things, how altruistic behaviours vary by gender and through the life course. It is determined that while men and women engage in roughly equal amounts of altruistic activity, men's higher income enables them to give more money whereas women' slower work hours enable them to volunteer more. Women score higher on motivation to do altruistic work whereas men score higher on

their ability to do altruistic work. Trust and membership in social networks encourage the identification of self with others. These feelings of trust encourages one to see others as good and similar to themselves and deserving of help which is likely to reciprocate if one breaks down the "self/other" distinction on their behalf. (United States of America)

**Einolf, C. J. (2011). Gender differences in the correlates of volunteering and charitable giving. *Nonprofit and Voluntary Sector Quarterly*, 40(6), 1092-1112.**

This study investigates whether men's advantages in resources and social capital cancel out women's advantage in motivations. Findings show that, overall, while men possess only a slight advantage in resources and social capital, women possess a large advantage in prosocial motivation. Women score significantly higher on measures of agreeableness, religiosity, moral obligation, and prosocial identity and are more motivated to help others. It is concluded that while men's advantage in resources and social capital do cancel out women's advantage in motivation in the case of volunteering and secular giving, it fails to explain the lack of difference in religious giving. (United States of America)

**Farmer, S. M., & Fedor, D. B. (2001). Changing the focus on volunteering: an investigation of volunteers' multiple contributions to a charitable organization. *Journal of Management*, 27(2), 191-211.**

This survey demonstrates that the greater the social interaction between executive-level volunteers, the greater their contributions. The analyses support a strong relationship between social interaction, role investments, and volunteer motives suggesting an important implication for the management of volunteers by organizations. (United States of America)

**Fong, C. M. (2007). Evidence from an Experiment on Charity to Welfare Recipients: Reciprocity, Altruism and the Empathic Responsiveness Hypothesis. *The Economic Journal*, 117(522), 1008-1024.**

This experiment provides strong evidence to support that conditional altruism exists due to attitudinal beliefs about the recipient. Also, that perceptions about the "worthiness" of the recipient has an effect on unconditional altruism and might be a misinterpretation of prosocial behaviour. It is also suggested that there may be a

single prosocial trait that combines a desire to help and a desire to reciprocate called empathetic responsiveness. (United States of America)

**Forbes, K. F., & Zampelli, E. M. (2011). A assessment of alternative structural models of philanthropic behavior. *Nonprofit and Voluntary Sector Quarterly*, 40(6), 1148-1167.**

This research investigates the relationship between structural models for charitable behaviour and the major determinants of philanthropic contributions. By looking at models that are frequently used in charitable behaviour analysis (Tobit, Heckit, and Cragg ), the generalized 2-stage approaches are far superior to the standard Tobit model both for monetary donations and for volunteering where the decision to donate is separated from how much to donate. (United States of America)

**Ford, J. B., & Merchant, A. (2011). How personal nostalgia influences giving to charity. *Journal of Business Research*, 64(6), 610-616.**

This research examines the relationship between personal nostalgia and charitable giving. It is demonstrated that various donor factors such as discontinuity, recovery from grief, and loneliness as well as past experiences with a charitable organization all influence the personal nostalgia that a donor experiences as it relates to giving. Key findings associated with nonprofit organizations suggest: charitable organizations should consider evoking personal nostalgia in their fundraising appeals, especially for those that have the ability to associate themselves with special memories of the donor; nonprofit organizations could enhance their donation appeals by framing the message consistently with the donor's emotional state; and charitable organizations could seed nostalgia by building warm memories for their donors and potential donors around the charity, and hence set the stage for future opportunities for donor giving. (United States of America)

**Forest, D., Clark, M. S., Mills, J., & Isen, A. M. (1979). Helping as a function of feeling state and nature of the helping behavior. *Motivation and Emotion*, 3(2), 161-169.**

This research tests the notion that positive feelings will result in decreased help if the help is considered unpleasant. It shows that while positive feelings can increase a person's willingness to help, it can also enhance the perception of personal power and allows the person to feel free to refuse giving help. It is concluded that the effect of feelings on

helping behaviour depends on the nature of the help and that under some conditions positive feelings will decrease the act of helping. If the helping task is unpleasant, people will be less likely to help when they are feeling good. (United States of America)

**Freedman, J. L., & Fraser, S. C. (1966). Compliance without pressure: The foot-in-the-door technique. *Journal of Personality and Social Psychology*, 4(2), 195-202.**

This experiment demonstrates that obtaining compliance with a small request tends to increase subsequent compliance. Increased compliance can be due to some kind of commitment or involvement with the person making the request and is most often seen when first and subsequent requests are made by the same person. It is also shown that once a person takes action in connection with a cause, there is a greater tendency for the individual to become somewhat more concerned with that area cause. (United States of America)

**Genevsky, A., & Knutson, B. (2015). Neural Affective Mechanisms Predict Market-Level Microlending. *Psychological science*, 26(9), 1411.**

This study examines neural effective mechanisms in promoting microlending and giving at individual and market scales. Findings suggest that common anticipatory affective mechanisms may underlie choices related to both charitable giving and microlending which can raise hope that integrating neuroscience evidence across levels of analysis may ultimately improve theories of choice. (United States of America)

**Genevsky, A., Västfjäll, D., Slovic, P., Knutson, B., Linköpings, u., Institutionen för beteendevetenskap och, l., . . . Filosofiska, f. (2013). Neural underpinnings of the identifiable victim effect: affect shifts preferences for giving. *The Journal of neuroscience : the official journal of the Society for Neuroscience*, 33(43), 17188.**

This experiment investigates the identifiable victim effect by showing that identifiable information about a victim will shift preferences for giving. It reveals that showing photographs of orphans will elicit "positive arousal" which will increase giving. This supports the notion of people's tendency to preferentially give to identifiable victims of misfortune as opposed to anonymous ones. (United States of America)

Glazer, A., & Konrad, K. A. (1996). A Signaling Explanation for Charity. *The American Economic Review*, 86(4), 1019-1028.

This study examines how charitable donations which are observable can be a plausible motive for giving by signaling wealth or income. The signaling equilibrium of charitable donations has attractive properties in that individuals often prefer to socialize with others of the same or higher social status. The results show an observable motive to demonstrate wealth where increasing the spread between the poorest and the richest person in a community tends to increase private donations. (United States of America)

Gneezy, U., Bauer, R. M. M. J., & Smeets, P. M. A. (2015). Giving behavior of millionaires. *Proceedings of the National Academy of Sciences of the United States of America*, 112(34), 10641-10644.

This research examines the conditions influencing the generosity of wealthy people with a net worth of at least 1 million of liquid wealth (not in real estate) who are clients of a large Dutch bank. The results show that millionaires are more generous toward low-income individuals in a giving situation and suggests that they may be more generous if they expect no direct benefit. The results conclude that framing microfinance investments as a charity (in a giving environment) with the chance to get some money back can be more effective than framing microfinance as an investment product (in a strategic environment). When millionaire donors are in a "communal" interaction, they appear to be more generous than when strategic elements are added to the equation. (Netherlands)

Harbaugh, W. T. (1998). What do donations buy? A model of philanthropy based on prestige and warm-glow. *Journal of Public Economics*, 67, 269-284.

This research explores the relationship of prestige or status and feeling good as it relates to charitable giving. It is shown that charities publicize the donations they receive generally according to dollar categories rather than the exact amount and donors in turn tend to give the minimum amount necessary to get into a category. This suggests that donors have a taste for having their donations made public and this taste for prestige means that charities can increase donations by using categories both at the top and bottom end of the distribution for gifts. Employing this strategy can increase donations by approximately 15%. (United States of America)

Hoffman, E., McCabe, K., & Smith, V. L. (1996). Social Distance and Other-Regarding Behavior in Dictator Games. *The American Economic Review*, 86(3), 653-660.

This research explores the effect of a person's social distance relationship to those in need as it relates to charitable giving. It is shown that as social isolation increases, there is a shift toward lower monetary offers. Otherwise, people act as if they are other-regarding because they are better off with the resulting reputation or image. Only under conditions of social isolation are these reputational concerns of little force. (United States of America)

Holmes, J. G., Miller, D. T., & Lerner, M. J. (2002). Committing Altruism under the Cloak of Self-Interest: The Exchange Fiction. *Journal of Experimental Social Psychology*, 38(2), 144-151.

This research investigates the motivations for individual giving and finds that people are more likely to act upon compassionate impulses when disguised as an economic transaction providing an "excuse" for giving or self-interested justification. It is shown that people's willingness to help a charitable organization is greater when the act is presented as an economic transaction than when it is presented as an act of charity. Helping behaviour is, therefore, facilitated when the framing of the helping act permits people to see themselves as altruistic, but not unconditionally so. (Canada)

Houston, D. J. (2006). "Walking the walk" of public service motivation: Public employees and charitable gifts of time, blood, and money. *Journal of Public Administration Research and Theory*, 16(1), 67-86.

Evaluation of the 2002 General Social Survey shows that volunteers are more philanthropic than non-volunteers; nonprofit workers are more likely to volunteer than government employees; government employees are more likely to volunteer, donate blood and donate money than private sector employees; women are more likely to give in time than men; and higher socioeconomic status and income increases the likelihood to volunteer. (United States of America)

Howard, D. J. (1990). The Influence of Verbal Responses to Common Greetings on Compliance Behavior: The Foot-In-The-Mouth Effect. *Journal of Applied Social Psychology*, 20(14), 1185-1196.

This experiment shows how asking a potential donor how they feel, having them verbally respond, and acknowledging that response will facilitate compliance with

a charitable request. It is concluded that responses to questions associated with common greetings can influence compliance behaviour where public verbalization of a response is what matters to inducing such compliance. That is, when respondents publicly state that they feel a certain way, they are inclined to behave in accordance with those expectations as if "committed" to what they have reported about themselves. (United States of America)

**Isen, A. M., & Levin, P. F. (1972). Effect of feeling good on helping: Cookies and kindness. *Journal of Personality and Social Psychology*, 21(3), 384-388.**

Two experiments investigate the effects of a person's positive affective state on subsequent helpfulness towards others. It is shown that feeling good, induced naturally and in a way other than via a report of success, seems to lead to increased helping with specific activities rather than to general ones. The results also indicate that unsolicited helping occurs even when a good mood is induced in an impersonal manner. Overall, it is concluded that feeling good leads to helping. (United States of America)

**Jackson, N. C., & Mathews, R. M. (1995). Using public feedback to increase contributions to a multipurpose senior center. *Journal of applied behavior analysis*, 28(4), 449-455.**

This study, which assesses whether public feedback on donations made to one multipurpose senior centre might affect the probability of community members making donations, demonstrates that the number and value of donations increases after the intervention. This suggests that public feedback on a specific charity campaign may yield higher and more frequent donations. (United States of America)

**James, R. N., & Baker, C. (2012). Targeting wealthy donors: the dichotomous relationship of housing wealth with current and bequest giving. *International Journal of nonprofit and voluntary sector marketing*, 17(1), 25-32. doi:10.1002/nvsm.417**

This research explores the relationship of wealth and giving and finds that becoming a homeowner and becoming wealthier are positively associated with beginning to make charitable gifts. But as the share of total wealth held in homeownership rises, it is shown that both the likelihood and level of charitable giving falls. (United States of America)

Johnson, J. W., & Grimm, P. E. (2010). Communal and exchange relationship perceptions as separate constructs and their role in motivations to donate. *Journal of Consumer Psychology, 20*(3), 282-294.

This research conceptualizes communal and exchange relationship perceptions as distinct constructs and should be measured separately. It is found that both of these relationship perceptions influence consumer attitudes toward donating through a mix of intrinsic, extrinsic, and social motivations. It is also determined that using the assumption that organizations must categorize their consumers into either consumer or exchange relationships to avoid norm violations may be unfounded. (United States of America)

Karlan, D., & List, J. A. (2006). Does Price Matter in Charitable Giving? Evidence From a Large-Scale Natural Field Experiment. *National Bureau of Economic Research Working Paper Series, No. 12338*. doi:10.3386/w12338

In testing the effectiveness of matching donations, this research shows that match offers increase revenue per solicitation and response rate. Furthermore, using leadership gifts as a matching offer considerably increases both the revenue per solicitation and the probability that an individual donates. Larger match ratios relative to smaller match ratios have no additional impact which directly refutes the integrity of using larger match ratios and stands in sharp contrast to current fundraising practices. (United States of America)

Kataria, M., Regner, T., Handelshögskolan, University of, G., Department of, E., Göteborgs, u., . . . Law. (2015). Honestly, why are you donating money to charity? An experimental study about self-awareness in status-seeking behavior. *Theory and decision, 79*(3), 493-515.

This study investigates the relationship of personal awareness in relation to status and reveals that, overall, people have a lack of self-awareness about their status-seeking behaviour. It is revealed that the more individuals are rewarded for having a correct belief about their own behaviour, the more they believe their behaviour is more status-seeking compared to others. (Germany)

Kerr, N. L., Garst, J., Lewandowski, D. A., & Harris, S. E. (1997). That Still, Small Voice: Commitment to Cooperate as an Internalized Versus a Social Norm. *Personality and Social Psychology Bulletin*, 23(12), 1300-1311.

In considering the effect of an individual's personal response to cooperate versus following a social norm, this research shows that people cooperate more simply as a result of mindless compliance in the context of a social group compared to compliance due to an internalized or personal commitment norm. And yet, it is shown that the compliance commitment to this social group comes from an internalized personal norm. (United States of America)

Keyt, J. C., Yavas, U., & Riecken, G. (2002). Comparing Donor Segments to a Cause-Based Charity: The Case of the American Lung Association. *Journal of Nonprofit & Public Sector Marketing*, 10(2), 117-134.

This survey demonstrates that organization-specific perceptions are more effective than general motives in discriminating among charitable givers. It is concluded that, at least for the charitable organization in question, certain giving motives should be emphasized in promotional materials: any present and future benefits to friends and family; giving as a civic responsibility; making a difference; satisfaction from giving; and good feelings stemming from helping the needy. (United States of America)

Kingma, B. R. (1989). An Accurate Measurement of the Crowd-out Effect, Income Effect, and Price Effect for Charitable Contributions. *Journal of Political Economy*, 97(5), 1197-1207.

This research tests which conceptual model is most accurate for measuring various effects on charitable contributions. It is concluded that the "correct" model to use for charitable contributions is one in which agents act as if they receive utility from their contributions and the overall level of charity. It is concluded that the impure altruist model used implies a less than dollar-for-dollar crowd-out for charitable contributions. (United States of America)

Kirchner, G., Jacobs, J., & Thornton, B. (1991). Influence of a photograph on a charitable appeal: A picture may be worth a thousand words when it has to speak for itself. *Journal of Applied Social Psychology*, 21(6), 433. Kirchner, G., Jacobs, J., & Thornton, B. (1991). Influence of a photograph on a charitable appeal: A picture may be worth a thousand words when it has to speak for itself. *Journal of Applied Social Psychology*, 21(6), 433.

**Kirchner, G., Jacobs, J., & Thornton, B. (1991). Influence of a photograph on a charitable appeal: A picture may be worth a thousand words when it has to speak for itself. *Journal of Applied Social Psychology*, 21(6), 433.**

This experiment evaluates the effect of a photograph on appeals made by charitable organizations of varying degrees of familiarity through a door-to-door campaign. It is determined that there is little evidence to support that the use of a photograph depicting a needy individual specific to a cause has any influence or differential effect on the proportion of people contributing or to the mean contributions. It would seem that whatever empathetic, emotional appeal a photograph may add to a request for donations is overshadowed by other factors associated with the immediacy of the request. (United States of America)

**Knowles, S. R., Hyde, M. K., & White, K. M. (2012). Predictors of young people's charitable intentions to donate money: An extended theory of planned behavior perspective. *Journal of Applied Social Psychology*, 42(9), 2096-2110.**

This study investigates the factors that may predict a young person's intentions to donate. It is found that young people who possess the strongest intentions to donate money in the future: hold more favourable attitudes towards donating money in general; perceive that they have a moral obligation to donate; and have donated money more frequently than others in the past. They also reported to donate most commonly to charities of personal significance to them which emphasizes the importance of personal connection between potential donors and recipients as a way to promote a sense of moral obligation to donate. (Australia)

**Kottasz, R. (2004). Differences in the Donor Behavior Characteristics of Young Affluent Males and Females: Empirical Evidence from Britain. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 15(2), 181-203.**

This study seeks to better understand the donor behaviour of young affluent individuals and to ascertain whether women differ significantly from men within this group. The research reveals that while generic attitudes and philanthropic behaviours of both men and women are relatively similar, men were predominantly interested in social donor products (such as supporting something in return for invitations to social events by reputable organizations) while women were more likely to support reputable

charities in return for personal recognition. Reasons for giving did not vary significantly by gender with 66% of all individuals citing that the most important reason for giving to charitable causes is that "donating to charity gives me a warm feeling of personal satisfaction". Corporate lawyers are generous donors who want recognition and tangible rewards for their generosity whereas financial services individuals are typically non-donors who appear generally to be disinterested in charities. Overall, 48% did say that they would participate in a planned giving program if offered to them, with existing donors being the most interested. (United Kingdom)

**Kumru, C. S., & Vesterlund, L. (2010). The effect of status on charitable giving. *Journal of public economic theory*, 12(4), 709-735.**

This experiment shows that fundraisers can benefit from soliciting donors of high social ranking (wealthier, more recognized, and respected individuals in a community) and then announce those contributions to potential lower social ranking donors who are likely to mimic their donation amounts. This, however, is not true of the reverse: high status followers are more reluctant to mimic the contributions of low status leaders. (Australia)

**Landry, C. E., Lange, A., List, J. A., Price, M. K., & Rupp, N. G. (2006). Toward an Understanding of the Economics of Charity: Evidence from a Field Experiment. *The Quarterly Journal of Economics*, 121(2), 747-782.**

By using a door-to-door fundraising method, this experiment explores the economics of charity through lottery and voluntary contribution treatments. In terms of gross proceeds, lotteries out-perform public good provisioning even when traditional explanations like risk-loving behaviour or consumption of gambling are suppressed resulting in both the number of donors and the average contribution being higher. It is also found that an increase in female solicitor physical attractiveness raises more money similar to that of the lottery incentive. (United States of America)

**Landry, C. E., Lange, A., List, J. A., Price, M. K., & Rupp, N. G. (2010). Is a Donor in Hand Better than Two in the Bush? Evidence from a Natural Field Experiment. *The American Economic Review*, 100(3), 958-983.**

This experiment shows that a donor's historical interaction with a charitable organization influences contribution decisions. It is shown that "warm-list" households are more likely

to give and to give larger average contributions per contact. Further, "cold-list" households are influenced by the presence of a gift whereas previous donors are less influenced by gifts. (United States of America)

**Lee, L., & Piliavin, J. A. (1999). Giving Time, Money, and Blood: Similarities and Differences. *Social Psychology Quarterly*, 62(3), 276-290.**

This study shows how the most important factors in developing altruistic identities are: modeling; personal norms; and a person's past experience of giving. The most important factors in predicting intentions about all types of giving are: past behaviour and role identity. It is concluded that parents can - and do - influence the development of attitudes and self-concepts related to participation in these forms of institutional helping behaviours. (United States of America)

**Lee, Y.-K., & Chang, C.-T. (2007). Who gives what to charity: Characteristics affecting donation behavior. *Social Behavior and Personality: an international journal*, 35(9), 1173-1173.**

This research explores whether donors and non-donors can be distinguished using demographic, socioeconomic, and psychographic variables. It is found that determinants affecting volunteering are mostly intrinsic and that determinants affecting monetary donations are mostly extrinsic. Educational attainment and income are both useful to explain and predict monetary donation amounts as is age, gender, family loading, income, and empathy, all of which positively influence donation amount. Older people are more likely to donate than their younger counterparts and females are more likely to give than males. Married couples are more likely to donate than single people and those with more children have a strong positive association with the likelihood of a monetary donation. (Taiwan)

**Leslie, L. M., Snyder, M., & Glomb, T. M. (2013). Who gives? Multilevel effects of gender and ethnicity on workplace charitable giving. *Journal of Applied Psychology*, 98(1), 49-62. doi:10.1037/a0029943**

This research examines how gender and ethnic differences have implications for workplace charitable giving, which is an important aspect of corporate social responsibility. It is found that women donate more than men and minorities donate less than Caucasians. It is shown that the behaviour of women and the behaviour of

minorities are at times motivated by distinct processes and that gender and ethnicity do not always have the same consequences. It is suggested that a deeper understanding of moderating conditions will enhance knowledge of the interplay between organizational diversity and workplace charity. (United States of America)

**Lincoln, A. J. (1977). Effects of the Sex of the Model and Donor on Donating to Amsterdam Organ Grinders. *The Journal of social psychology*, 103(1), 33-37.**

This research compares the effects of gender differences on charitable donation appeals. It is shown that male and female donor "models" increase the rate of subsequent donations over the no-model rate. It is revealed that male 'models' elicit a more dramatic increase, but this could be due to cultural interpretations by other Dutch men. (Netherlands)

**Liu, W., & Aaker, J. (2008). The Happiness of Giving: The Time-Ask Effect. *Journal of Consumer Research*, 35(3), 543-557.**

This research investigates the effect and relationship between specific appeals for charitable donations and volunteering. Asking individuals to think about "how much time they would like to donate" to a charity compared to "how much money they would like to donate" to a charity increases the amount that they ultimately donate. Those who are asked about their intention to donate give less to charity than those who are not asked any question at all. (United States of America)

**Lord, S. A. (2004). *Wealth and social responsibility: A study of philanthropy in southern New Hampshire and southern Maine*. (3132789 Ph.D.), University of New Hampshire, Ann Arbor.**

This qualitative research examines the patterns and social structures of philanthropy related to class, culture, social capital, and civic participation and determines that four subsets of philanthropists exists: individuals from generations of wealth who want an elitist culture; individuals who are 'newly' wealthy and want to enter the elitist culture; individuals from 'old' wealth who do not want to be a part of an elitist culture; and those new to their wealth who are not interested in the elitist culture. Individuals in their 30's and 40's are more change-oriented than those in their 50's or older. It is seen that wealthy philanthropists who choose to not be part of an elitist

culture are aware of societal inequities and choose to focus their philanthropy on attempts to "administer social justice"; "even the playing field"; and "give back to society". (United States of America)

**Madden, K. (2006). *Giving and Identity: Why Affluent Australians Give -- or Don't -- to Community Causes. Australian Journal of Social Issues, 41(4), 453-476.***

This qualitative research explores why affluent individuals give - or don't. It is found that donor reasons for giving are: a sense of responsibility from position or capacity to give; a desire to be practical about a pressing community need; compassion; moral or family values; and passion. Enabling factors to giving are: perceived capacity to give; whether an individual has "a giving orientation"; belonging to a network that encourages giving; being involved with a community organization; and situational influences. Reasons for not giving are: giving is not something "they would spend their money on"; the feeling that there is no need for support; a need for privacy; and concerns about community organizations. (Australia)

**Madden, K. S., Wendy. (2008). *Looking for the 'value-add' private advice needs of high-net-worth Australians.***

This study identifies key themes for high net worth Australians' attitudes and experiences toward their personal finance advisers. Overall, the high net worth clients are well-connected, successful, practical, 'hands-on', entrepreneurial, and savvy individuals that have expectations of control in their relationships with their advisers. For their financial planning and wealth management needs, they are looking for an adviser they can trust, but this is perceived as a rare commodity. They are looking for an adviser who can think outside the box and is more knowledgeable than they are, but who respects their knowledge; is sensitive to their interests; and recognizes that they are not uninformed. Most of these high net worth individuals are interested in receiving assistance and advice in philanthropy and give at relatively low levels despite their wealth. It is suggested that this underscores the potential for advisers to facilitate the exchange of ideas about giving including "how much to give?" and best practice notions developed. (Australia)

Madden, Kym M., Scaife, Wendy A. (2006). The challenge of encouraging more affluent Australians to give. In *Social Change in the 21st Century Conference 2006, 27 October 2006, Carseldine, Brisbane*.

While Australia's affluent who donate to charity can be generous, this research explores how to encourage more of its wealthy individuals to give. Findings show that perceived identity and social networks may be important for encouraging the affluent to give at low levels whereas passion for a cause and connection to a nonprofit organization may be central to substantial giving. The strongest themes to emerge in different areas around giving are highlighted: high-level giving; low-level giving; causes and organizations; the nonprofit sector; and broader community attitudes. It is pointed out that the challenge of increasing philanthropy goes beyond any one organization - it goes to the heart of a culture and its values and mores. (Australia)

Markowitz, E. M., Slovic, P., Vastfjall, D., Hodges, S. D., Linköping, u., Institutionen för beteendevetenskap och, l., . . . Filosofiska, f. (2013). Compassion Fade and the Challenge of Environmental Conservation. *Judgment and Decision Making, 8(4), 397-406*.

This research looks at the effect of "compassion fade". This is where compassion shown towards victims often decreases as the number of individuals in need of aid increases due to a decrease in the identifiability of the victims where the proportion of victims helped shrinks as a result. Using environmental conservation as the cause, the compassion fade effect only emerges among self-identified non-environmentalists showing that this effect is seen in those whose concern for the issue is relatively low in salience and in personal resonance. (United States of America)

Mathur, A. (1996). Older adults' motivations for gift giving to charitable organizations: An exchange theory perspective. *Psychology and Marketing, 13, 107-123*.

This study examines the motivations of older people for charitable gift giving and shows that expectations of social interaction resulting from gift giving are positively related to gift-giving behaviour. Therefore, where control enhancement motivations can elicit greater giving behaviour among older adults, nonprofits can attempt to establish long-term relationships with their donors and might look to offer greater control to their donors over how their contributions are used. (United States of America)

Mayo, J. W., & Tinsley, C. H. (2009). Warm glow and charitable giving: Why the wealthy do not give more to charity? *Journal of Economic Psychology*, 30, 490-499.

This research investigates how biased perceptions of effort and luck, as the causes of reward distributions, will systematically reduce the warm glow effect of high income households, which may help explain the essential flat relationship between income and percentage donations to charity. It is found that two perceptual biases adversely affect warm glow whenever households are affected by luck: there is a self-serving attribution bias which causes higher income households to discount their luck; and the fundamental attribution error will cause higher income households to discount the less fortunate household's bad luck. (United States of America)

McDonald, K., Scaife, W., & Smyllie, S. (2011). Give and take in major gift relationships. *Australian Journal of Social Issues, The*, 46(2), 163-182.

This study seeks to better understand donor expectations and satisfaction and finds that the most commonly identified 'tangible' expectations from donors to organizations are: effective communication; expressions of gratitude; regular updates; tax reductions; and public recognition. The most common 'untangible' expectations are: receiving emotional and psychological rewards from giving itself; the tension that exists from how donors feel about accepting returns for their gift; and donors are disappointed if needs are left unmet. With major gift donors, faith and trust in organizations is developed through: provision of information; site visits; the demonstration of other funders' commitments; and a sense of genuineness. It is pointed out that a prescriptive check-list approach to meeting major donors' wants and needs will never be effective and that giving flows when a trusting relationship is in place between the donor and the organization. (Australia)

Midlarsky, E., & Hannah, M. E. (1989). The generous elderly: Naturalistic studies of donations across the life span. *Psychology and Aging*, 4, 346-351.

The relationship between age and altruism is examined in two experiments conducted in naturalistic settings. It is shown that when opportunities to be generous are readily available to individuals between the ages of 5 and 75 years old, elderly people are the most generous. Generally there is a linear increase in age with the number of people donating, however, retired people generally give less than do their younger counterparts. But when controlling for financial costs, elderly persons

prove again to be the most generous. These results underscore the importance of personal resources and helping opportunities in influencing altruism among older persons. (United States of America)

**Miller, D. T. (1999). *The Norm of Self-Interest. American Psychologist, 54*(12), 1053-1060.**

This research examines the role that the assumption of self-interest plays in its own confirmation. It is found that individualistic cultures structure their social institutions to reflect their belief that people are naturally disposed to pursue their self-interest which, in turn, results in these institutions fostering the very behaviour their structure presupposes occurs naturally. It is also seen that these individualistic cultures spawn social norms that induce people to follow their material self-interest rather than their own principles and passions. Therefore, people act and sound as though they are strongly motivated by their material self-interest because scientific theories and the collective representations derived from those theories convince them that it is natural and normal to do so. (United States of America)

**Muehleman, J. T., Bruker, C., & Ingram, C. M. (1976). *The generosity shift. Journal of Personality and Social Psychology, 34*(3), 344-351.**

This study explores the relationship between generosity and how people make choices. It is found that people admire expressions of generosity other than their own and they often perceive themselves as significantly more generous than their peers. In groups, it is seen that the most generous tend to shift discussions toward being less generous which suggests that people are motivated to be above average, but not so much as to appear overly righteous. (United States of America)

**Myers, J. A. (2011). *Influences on Major Donor Decisions. (NR75300 Ph.D.), University of Calgary (Canada), Ann Arbor.***

This research determines whether there are primary influences on decision-making by individual major donors who give to higher education. It shows that influences are shaped by the experiences and interactions with an institution where the attitudes, beliefs, and perceptions adopted as a result of these experiences are the important factor. The three categories most influencing philanthropic decision-making toward

higher education are found to be: the giving opportunity is personal to the individual donor; the giving opportunity is specific to the situation; and the donor is connected to the giving context or the institution itself. (Canada)

**Nabeshima, G. (2014). *Three essays on personality and net worth*. (3680737 Ph.D.), Kansas State University, Ann Arbor.**

This research looks to better understand what personality traits influence net worth acquired by individuals. It is found that extroversion is positively associated with the accumulation of wealth while agreeableness is inversely related to net worth. It is also shown that the conscientiousness trait has a significant positive association with net worth. (United States of America)

**Nelson, M. R., Brunel, F. F., Supphellen, M., & Manchanda, R. V. (2006). *Effects of Culture, Gender, and Moral Obligations on Responses to Charity Advertising Across Masculine and Feminine Cultures*. *Journal of Consumer Psychology*, 16(1), 45-56.**

Two studies investigate the effects of charity advertising on perceptions of men's and women's moral obligation to help others between two culturally distinct settings. Results show that gender and culture each have an effect on a person's obligation to help others. For instance, in North America, women hold a strong belief that government has a greater obligation to provide assistance than individuals do, but that charity advertising increases their belief that individuals should be providing help. By contrast, American men hold a stronger belief that individuals have more of a responsibility to help others than the government does, but exposure to charity ads increases their belief that government should play a larger role than individuals. (United States of America)

**Okunade, A. A., & Berl, R. L. (1997). *Determinants of Charitable Giving of Business School Alumni*. *Research in Higher Education*, 38(2), 201-214.**

This study investigates the propensity of Business School alumni to donate cash to their alma mater. The probability of alumni giving cash to their alma mater is found to be significantly related to: time since graduation; major area of study; willingness to recommend the university to others; household attributes; family ties to the alma mater; number of other voluntary donors known; the availability of matching gift

accounts where alumni are employed. It is noted that the Logit regression model can be used to predict the likelihood of giving and selecting prospects more efficiently. (United States of America)

**Olivola, C. Y., & Shafir, E. (2013). The Martyrdom Effect: When Pain and Effort Increase Prosocial Contributions. *Journal of Behavioral Decision Making*, 26(1), 91-105.**

This research shows that adding pain and effort to the charitable contribution process, such as a 5 mile run, increases participants' willingness to donate. However, when both options are available simultaneously, participants predominantly choose the painless and effortless option. The martyrdom effect is seen where participants contribute more when doing so is more painful or requires an increased mental effort compared to a 'neutral' process. That is, real pain and real money generates increased contributions vs. a more anonymous process. (United States of America)

**Parsons, L. M. (2007). The Impact of Financial Information and Voluntary Disclosures on Contributions to Not-for-Profit Organizations. *Behavioral Research in Accounting*, 19(1), 179-196.**

This research examines the relationship between financial statement data and donations in a natural setting. What it finds is that some donors are more likely to respond to a fundraising appeal if it includes positive financial accounting information from the not-for-profit firm. Donors who have previously donated to an organization are almost three times as likely to make a charitable donation if the organization directly provides them with summary financial reports instead of expecting the donor to incur the cost and effort to obtain the information themselves. By contrast, voluntary disclosures of service efforts and accomplishments do not produce more donations. (United States of America)

**Piff, P. K., Kraus, M. W., Côté, S., Cheng, B. H., & Keltner, D. (2010). Having less, giving more: the influence of social class on prosocial behavior. *Journal of Personality and Social Psychology*, 99(5), 771-784.**

This research examines how social class influences prosocial behaviour. It is found that lower class individuals act in a more prosocial fashion than upper class individuals because of a greater commitment to egalitarian values and feelings of compassion.

Relative to the upper class, lower class people exhibit more generosity; support for charities; trust behaviour toward a stranger; and helping behaviour toward a person in distress. It is also shown that lower class individuals are more willing than their upper class counterparts to increase another's welfare even when doing so is costly to self. It is concluded that social class shapes people's tendencies in ways that are in keeping with the hypothesis that having less leads to giving more. (United States of America)

**Pitts, R. E., & Skelly, G. U. (1984). Economic self-interest and other motivational factors underlying charitable giving. *The Journal of Behavioral Economics*, 13(2), 93-109.**

This research seeks to better understand donors and their motivations for making private charitable donations by identifying variables related to United Way giving. It is found that giving attitudes toward the United Way correlate to donation decisions, but not to level of giving which may be explained by the lack of donor knowledge as it relates to charity and organization affiliations with United Way agencies. It is also shown that respondents generally prefer to allocate more funds to selected charity and service organizations aimed at helping those in need than to such organizations as Scouts and 4H. It is concluded that United Way appeals could benefit from addressing the self-interest factor of motivation for maximum gain. (United States of America)

**PNC Wealth Management. (2014). *Wealth & Values: Millionaire's Social Concerns and Philanthropic Actions*. Retrieved from Pittsburgh, PA:**

This study examines what millionaires care about and how they donate their money. By and large, it is found that they donate because they can afford it and want to help others. Marginally, more prefer to give anonymously (52% vs. 48%) while 40% become more conservative with their giving as their wealth increases. Top giving goes to general nonprofits and community organizations while religious organizations rank second. (United States of America)

**Polonsky, M. J., Shelley, L., & Voola, R. (2002). An examination of helping behavior - some evidence from Australia. *Journal of Nonprofit & Public Sector Marketing*, 10(2), 67-82.**

This qualitative research examines whether the variables that exist in giving behaviour models from Europe and the US apply in Australia. It is found that donors perceive that governmental support of charities in Australia is high and as a result, causes are

perceived to be less likely to need individual support. It is also learned that charities can benefit from developing messages that are congruent with the donor's self image where "fit" to a charity is seen as important. Donors also express that trust or integrity of a charity is an important factor when considering making a contribution. It is suggested that while charities have stated that "trust is difficult to establish, easy to block, and constantly under threat, " it would be valuable for charities to establish and maintain trustful relationships with current donors in looking at potential gains. (Australia)

**Reed, P. B., & Selbee, K. (2001). *The civic core in Canada : disproportionality in charitable giving, volunteering, and civic participation. *Nonprofit and Voluntary Sector Quarterly*, 30, 761-780.***

This research investigates how three forms of civic behaviour such as volunteering, charitable giving, and participating in civic organizations is distributed in the Canadian population. Findings show that it is inappropriate to treat the population of civically involved people as one homogeneous group or entity because, out of those who are heavily involved, two sub-populations exist: individuals who are active in multiple domains and those who are only active in one. Further, the characteristic profile of people involved among the elite includes: elevated levels of occupational status, education, and income. The characteristics of individuals involved that are not associated with elites include: a strong religious orientation; multiple forms of personal generosity; wanting to support a common good; and an explicit commitment to community. (Canada)

**Reed, P. B., & Selbee, K. (2002). *Is there a distinctive pattern of values associated with giving and volunteering? The Canadian case. Paper presented at the 32nd ARNOVA Conference.***

This research examines the value set of volunteers, charitable donors, and those who do both. It is found that distinctive patterns associated with giving and volunteering are: a sense of commitment; recognition of the importance of a civic or communal good of some kind; an over-riding belief that individuals have a responsibility to support and contribute to the common good; a worldview that is universalistic (and not particularistic), inclusive, trusting, prosocial (and not individualistic), and interconnected (and not separated); and the belief in the importance of social justice. It also shows that active volunteers and givers have three of the most strongly correlated

characteristics that affect their "activity": family background and early life experience; particular religious beliefs (often being passed from parents to children); and either the presence or absence of a university degree. (Canada)

**Reingen, P. H. (1978). On Inducing Compliance with Requests. *Journal of Consumer Research*, 5(2), 96-102.**

This experiment shows that making initial donation requests that are small or extremely large are ineffective compared to average requests in producing greater compliance as it relates to subsequent help. It is suggested that including "even-a-penny-will-help" to a request for donations results in compliance rates that are high. It is, however, relatively unsolved as to whether or not these techniques can be successfully applied to strictly commercial settings. (United States of America)

**Reingen, P. H. (1982). Test of a list procedure for inducing compliance with a request to donate money. *Journal of Applied Psychology*, 67(1), 110-118.**

This research explores the effect of using social information about donors on potential donors. It is concluded that showing a potential donor a list of current donors and amounts contributed can be used to increase a subsequent amount donated and the number of donors that provide a gift. This tactic works best if the list of donors is large and appears to be mediated by providing social context and information. (United States of America)

**Reinstein, D., & Riener, G. (2012). Reputation and influence in charitable giving: an experiment. *Theory and decision*, 72(2), 221-243.**

This experiment shows that people act more generously when they are observed and when they observe others in a social setting. Reasons for this are unclear, but could be due to the fact that individuals may want to send a signal of their generosity as a way of improving their reputation or believe that their contribution levels can be strategic in influencing others to give. It is found that "leaders" are influential only when their identities are revealed along with their donations; that female "leaders" are more influential than males; and that even superficial acquaintances can significantly affect donation decisions. (Germany)

Reyniers, D., Balla, R. (2013). Reluctant altruism and peer pressure in charitable giving. *Judgment and Decision Making*, 8(1), 7-15.

This experiment suggests that peer pressure can lead to reluctance in charitable donations. When individuals make donation decisions in pairs, contributions are significantly higher than those making the decision alone. It is shown that the decision to give (as opposed to the decision of how much to give) is driven by mood management (i.e. increased shame was experienced by those in the paired groups). Extreme donors - those who gave zero or all of their dollars - are less susceptible to peer pressure. Non-paired individuals are happier with their high donation decision in comparison to those in pairs who often felt coerced to donate more. (United Kingdom)

Rittle, R. H. (1981). Changes in Helping Behavior: Self- versus Situational Perceptions as Mediators of the Foot-in-the-Door Effect. *Personality and Social Psychology Bulletin*, 7(3), 431-437.

This study determines that one's self-perception of helpfulness yields a moderate increase with "the foot-in-the-door" effect while perceptions of unpleasantness (i.e. embarrassment) for someone offering to help results in a significant decrease in "the foot-in-the-door" effect. It is suggested that situational perceptions play a role in helping behaviours where ambiguity is normally a major deterrant, but that the threat of unpleasantness in helping should increase willingness in subsequent offers to help. (United States of America)

Romney-Alexander, D. (2002). Payroll giving in the UK: Donor incentives and influences on giving behaviour. *International Journal of nonprofit and voluntary sector marketing*, 7(1), 84-92.

This paper looks at the patterns and attitudes of payroll giving through a large scale survey. It is revealed that the majority of payroll givers are males in the middle earning group (at 70%) compared to "planned givers" who are comprised predominantly of females or high earners. Higher payroll givers give as close to the allowable limit whereas lower givers are more likely to give at the suggested amount. Many state that they would increase their giving if asked to do so and 70% say they would give more if the allowable limit is lifted or abolished. (United Kingdom)

Ryan, R. R. (1997). *Impact of donor motivations and characteristics on giving to higher education*. (9817715 Ph.D.), The University of Oklahoma, Ann Arbor.

This research investigates donor motivations and characteristics on the size and types of donations contributed to higher education institutions. The independent variables related to an individual's contributions to higher education are: that they value education; they were satisfied with their own education; they believe universities provide a high quality of education; and they feel that the university would use the gifts for its intended purpose. (United States of America)

Sargeant, A., Ford, J., & West, D. C. (2000). *Widening the appeal of charity*. *International Journal of nonprofit and voluntary sector marketing*, 5(4), 318-332.

This research investigates the impact of individual, organizational, and environmental factors on giving and distinguishes between givers and non-givers. It is revealed that non-donors clearly express that they feel unable to support charities at the level currently demanded by organizations. Many non-donors also state that they do not feel the need for a strong voluntary sector, believing that much of the work should be undertaken by the government. It is concluded that education among the non-donor profile about the desirability of aiding others may be called for as selfish and more material values appear to prevade this group. A greater percentage of individuals might be persuaded to give if they believe their gift would have the maximum possible impact and not be squandered on what they regard as peripheral expenses. (United Kingdom)

Sargeant, A., Ford, J. B., & West, D. C. (2006). *Perceptual determinants of nonprofit giving behavior*. *Journal of Business Research*, 59(2), 155-165.

This study explores the perceptions of givers and the resulting impact on donations. It is found that trust appears to be significantly affected by the performance of the charity and its communication, but not by its responsiveness. Trust is created when a nonprofit is perceived to have had an impact on the cause and by maintaining appropriate communications with the donor rather than by responding quickly to a particular issue or concern. Where giving makes a donor feel good about themselves and where there is a family connection to the cause, it appears that individual bonds with the organization are strengthened, which is a direct effect not mediated by trust. Critically, trust appears unrelated to the direct benefits that accrue to donors as a consequence of their gift.

Rather, trust (and therefore indirectly commitment) is predicated on the perceived benefits supplied to beneficiaries and the manner in which the impact of these benefits is communicated back to donors. (United States of America)

**Schervish, P. G., & Havens, J. J. (2002). *The Boston Area Diary Study and the Moral Citizenship of Care. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 13(1), 47-71.***

This study reports the caring behaviour of forty four individuals over the course of one year as it pertains to daily voluntary assistance. It finds that "informal giving" with family and relatives takes precedence over friends and acquaintances. For individuals with religious affiliations, religious organizations generally take precedence over all other organizations whereas organizations that helped an individual or their family or friend took precedence over other organizations that had not. Although individuals usually focus on people, organizations, or causes for which they closely identify, they also have compassion for and extend care to others in need even if they do not identify with them. (United States of America)

**Schuyt, T., Bekkers, R., & Smit, J. (2010). *The philanthropy scale: a sociological perspective in measuring new forms of pro social behaviour. *Social work & society*, 8(1), 121.***

This research explores the appearance of a "new" form of philanthropy and how it can be characterized. The findings show that eight mechanisms are the important forces that drive giving: awareness of need; solicitation; costs and benefits; altruism; reputation; psychological benefits; values; and efficacy. Further, the philanthropic goals that enable society to survive can be categorized into three main functions. The first is the social function (socialization) including education, human services, public benefit, and international aid. Next is the intergenerational function including healthcare (health and medical research) and culture (arts, culture, humanities, religion, sport). And finally there is the ecological function including environment and wildlife. (Netherlands)

**Schwartz, R. A. (1970). *Personal Philanthropic Contributions. *Journal of Political Economy*, 78(6), 1264-1291.***

This research investigates the integration of personal philanthropic activity into the traditional utility theory to determine the effects that income and price will have on tax deductible giving. It is shown that philanthropic contributions are in fact

substantively equivalent to a typical expenditure of resources where donations act in a normal fashion to price and income. (United States of America)

**Shang, J., & Croson, R. (2009). A Field Experiment in Charitable Contribution: The Impact of Social Information on the Voluntary Provision of Public Goods. *The Economic Journal*, 119(540), 1422-1439.**

This study examines the effect of social information on the voluntary provision of public goods. The results show that providing social information about a person's high contributions will positively influence another person's contributions. This effect is most significant for new donors where the contribution situation is the most ambiguous. It is demonstrated that the increase in contributions due to social influence does not crowd out future contributions among new donors and actually generates higher expected revenue than in the subsequent year. It also finds that new donors who are provided social information are twice as likely to contribute one year later and will give more. (United States of America)

**Small, D. A., Loewenstein, G., & Slovic, P. (2007). Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims. *Organizational Behavior and Human Decision Processes*, 102(2), 143-153.**

This research examines the impact of deliberating about generosity as it relates to donation decisions. It is found that sympathy for identifiable victims diminishes with deliberate thought, but that it remains consistently low for statistical victims. This supports the notion that certain stimuli naturally evoke more affect (feeling) than others and that cognitive deliberation can undermine outcomes that typically result when choices are made affectively. In this case, encouraging people to think about their choices has an unfavourable effect on social welfare. (United States of America)

**Small, D. A., & Simonsohn, U. (2008). Friends of Victims: Personal Experience and Prosocial Behavior. *Journal of Consumer Research*, 35(3), 532-542.**

This research shows that the sympathy inherent to a close relationship with a victim extends to other victims suffering from the same misfortunes. The closer the relationship with victims leads to more sympathetic feelings towards other victims and, therefore, towards the cause which will mediate greater generosity. (United States of America)

Small, D. A., & Verrochi, N. M. (2009). The Face of Need: Facial Emotion Expression on Charity Advertisements. *Journal of Marketing Research*, 46(6), 777-787.

This study confirms how the expression of emotion on a victim's face affects both sympathy and giving. It is concluded that advertisements featuring a child expressing sadness increases donations compared with a happy or neutral facial expression. (United States of America)

Smith, J. R., & McSweeney, A. (2007). Charitable giving: the effectiveness of a revised theory of planned behaviour model in predicting donating intentions and behaviour. *Journal of Community & Applied Social Psychology*, 17(5), 363-386.

This study examines the influence of attitudes, norms, perceived behaviour control, and past behaviour on intentions to donate money to charitable organizations. It shows that the predictors for engaging in charitable giving are: people with positive attitudes toward their behaviour; those who believe others would approve of their behaviour; and those who believe they have control carrying out their behaviour. While past donating behaviour has a significant positive effect on the intention to donate, it is not a significant predictor of donating behaviour overall. (Australia)

Smith, R. W., Faro, D., & Burson, K. A. (2013). More for the Many: The Influence of Entitativity on Charitable Giving. *Journal of Consumer Research*, 39(5), 961-976.

This research examines whether perceived entitativity will increase donations. It finds that when victims are perceived as entitative, or comprising a single, coherent unit, they receive more extreme judgments and are, therefore, viewed more favourably. As a result, this triggers greater feelings of concern and the victims receive higher donations compared to otherwise "identical" victims. Highly entitative groups evoke more extreme, confident judgments with greater emotional concern and receive roughly twice the donations than low entitative groups. (United Kingdom)

Smith, V. H., Kehoe, M. R., & Cremor, M. E. (1995). The private provision of public goods: Altruism and voluntary giving. *Journal of Public Economics*, 58, 107-126.

This research shows that the decision to give - or not to give - is influenced in different ways and by different variables than from those used in deciding how much to give

(for instance household income affects the size of the donation, but not the decision to give overall). It is shown that the best charitable behavior model is a 2-stage approach: deciding whether to give and then deciding how much to give. It is seen that the initial decision to donate is predicted by mood management (where the donor is self-focused on their feelings) and the decision on donation amount is tied to empathetic feelings (where information processing occurs). Household income has no effect on the decision to give, but does have a significant effect on the size of the donation once the decision to give has been made. (United States of America)

**Soetevent, A. R. (2005). Anonymity in giving in a natural context—a field experiment in 30 churches. *Journal of Public Economics*, 89(11), 2301-2323.**

This experiment demonstrates that removing anonymity in giving can lead to increased contributions. It is found that non-anonymous collecting methods have a positive effect on contributions to external causes (i.e. to charity) whereas no effect is found for contributions to internal causes (i.e. to public good). (Netherlands)

**Sokolowski, S. W. (1996). Show me the way to the next worthy deed: Towards a microstructural theory of volunteering and giving. *Voluntas*, 7, 259-278.**

This research examines the effects of altruism, self-interest, and social ties on motivations to giving and volunteering. While social ties and interaction are better predictors for volunteering and charitable giving than are personal values and attitudes, they also have an effect on the level of philanthropic orientation relative to a person's life goals. It is also shown that giving (as opposed to volunteering) appears to be more a function of the donor's financial resources than his/her value system. Individuals engage in philanthropic activities because they are induced by friends, relatives, and philanthropic activists or because they are recruited through networks of their organizational affiliations. It is concluded that philanthropy - like love or friendship - needs careful cultivation by interpersonal contacts to thrive. (United States of America)

**Telle, N.-T. P., Hans-Rudiger. (2015). Positive Empathy and Prosocial Behavior: A Neglected Link. *Emotion Review*, 8(2), 154-163. doi:10.1177/1754073915586817**

This research shows how positive empathy (the positive affect elicited in people in response to their perception of the positive affect of another person) is capable of

triggering prosocial behaviour towards others. It is shown that this helping behaviour is triggered and seen in response to the perception of others who experience a positive affective state such as happiness. (Germany)

**Todd, S. J., & Lawson, R. W. (1999). Towards a Better Understanding of the Financial Donor: An Examination of Donor Behaviour in Terms of Value Structure and Demographics. *International Journal of Nonprofit and Voluntary Sector Marketing*, 4(3), 235-244.**

This study compares individuals who voluntarily make financial contributions to not-for-profit organizations on a regular basis to those who rarely contribute, if at all, in considering one's propensity to donate to charities. It is shown that organizations attempting to attract charitable donations would benefit from a better knowledge of who the target customer (donor) is as "heavy" donors are significantly different from rare or non-donors and should, therefore, be treated differently. Also, promotional strategies should differ between those who already contribute frequently and those who are less likely to donate. For known donors, direct mail should be used with letters emphasizing how the charity benefits those who are most vulnerable, appealing to the donor's sense of injustice and spiritual beliefs rather than adopting a logical and rational approach. (New Zealand)

**Tonin, M., & Vlassopoulos, M. (2010). An Experimental Investigation of Intrinsic Motivations for Giving. *Economics Division, School of Social Sciences, University of Southampton, Discussion Paper Series In Economics And Econometrics*, 2010.**

This experiment investigates two intrinsic motivations for giving: "warm glow" and pure altruism. It is found that charitable giving due to the warm-glow effect and giving due to pure altruism are roughly equivalent. The results indicate that "warm glow" motivation in charitable giving is non-negligible and the model of pure altruism is relevant when thinking about charitable giving. (United Kingdom)

**Van Lange, P. A. M., Bekkers, R., Schuyt, T. N. M., & Vugt, M. V. (2007). From Games to Giving: Social Value Orientation Predicts Donations to Noble Causes. *Basic and Applied Social Psychology*, 29(4), 375-384.**

This research examines the ability of social value orientation to predict real-life prosocial behaviour. When examining the ability of social value orientation between

prosocial, individualistic, and competitive orientations, those with a prosocial orientation reported to engage in greater numbers as it relates to donations (especially to organizations aimed at helping the poor and ill). Prosocials also engage in a variety of different donation acts and pursue a greater number of donation goals. It is worth noting that these results are based on outcomes between self and one other person rather than between multiple persons or groups. (Netherlands)

Västfjäll, D., Slovic, P., Mayorga, M., Peters, E., Linköpings, u., Institutionen för beteendevetenskap och, l., . . . Filosofiska, f. (2014). Compassion fade: affect and charity are greatest for a single child in need. *PLoS ONE*, 9(6), e100115.

This research shows that compassion, and therefore, societal concern, often decreases rather than increases in the face of greater threats. Affective feelings about a cause are strongest for one single endangered person and begins to decline as the number in danger grows larger. This decrease in positive affect, or compassion fade, is related to lower donations. (Sweden)

Wang, L. (2007). *Social capital and community philanthropy: The impact of social trust and social networks on individual charitable behavior and community foundation development.* (3283511 Ph.D.), University of Southern California, Ann Arbor.

This research examines the impact on social capital - as measured by social trust and social networks - on individual charitable behaviour and on institutional philanthropy, mainly in community foundation development. It is shown that gifts increase when the community foundation has existed for a long time and that the presence of a community foundation in a region increases its legitimacy as a vehicle for charitable giving to all community foundations. Also, competition for donations between community foundations does not reduce overall contributions which implies the possibility of a win-win for a collaborative nonprofit fundraising model. Those with diverse social networks give more as do those involved in formal groups. This suggests the importance of individual trust, connections to other individuals, and connections to organizations in determining charitable behaviour. It is concluded that charitable giving is a prosocial action that cannot be solely explained by rational choice theory. Rather, it is a rational choice because of an individual's network; trust; psychological inclination; human and financial resources; and demographics which jointly determine the outcome. (United States of America)

Weerts, D. J., & Ronca, J. M. (2007). Profiles of supportive alumni : Donors, volunteers, and those who "do it all". *International Journal of Educational Advancement*, 7, 20-34.

This study shows that life stage (and in particular age) is an important factor in predicting alumni giving and volunteer support for higher education. Employment status (i.e. being employed) is also a critical variable distinguishing alumni who are most likely to fall into 'donor' or 'supporter' categories. It is also revealed that alumni who are most likely to donate and volunteer expect to be involved in supporting the institution and that student engagement while at the institution does not necessarily translate into dollars and time once graduated. (United States of America)

White, K., & Peloza, J. (2009). Self-Benefit versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support. *Journal of Marketing*, 73(4), 109-124.

This research tests the prediction that other-benefit appeals generate more favourable donation support than self-benefit situations which heighten self-image concerns. It is learned that when appeals are public in nature, other-benefit appeals for donation intentions are higher and more money is donated than for self-benefit appeals.

Whereas, when appeals are private in nature, self-benefit appeals lead to more positive donation intentions. Further, when public self-image concerns are heightened, more positive time donation intentions occur for other-benefit than self-benefit. It is seen that even when intentions and behaviours are kept private, people still want to appear more altruistic and "other-giving". This supports the notion that our intentions, and therefore our behaviour, is related to a desire to manage impressions by engaging in the normatively approved response. (Canada)

Wiepking, P., & Breeze, B. (2012). Feeling poor, acting stingy: the effect of money perceptions on charitable giving. *International Journal of nonprofit and voluntary sector marketing*, 17(1), 13-24.

This research investigates the relationship between charitable giving and money perceptions. It is shown that regardless of actual financial resources, the amount that people donate is negatively affected by feelings of retention and adequacy related to handling money. Therefore, it is concluded that an understanding of money perceptions is an important factor in the understanding of charitable behaviour in predicting donations. Fundraising professionals should not only select donors based

on their absolute financial capacities, but also take the potential donor's own financial perceptions into account when asking for donations. (Netherlands)

**Wilhelm, M. O., & Bekkers, R. (2010). Helping behavior, dispositional empathic concern, and the principle of care. *Social Psychology Quarterly*, 73(1), 11-32.**

This research investigates the relative strength of dispositional empathetic concern (one's reaction to help others in need) and the principle of care (that one should help others in need) as it relates to helping behaviours. The results show that the care-helping relationship is stronger than the empathy-helping relationship in most cases and that the empathy-helping relationship is mediated by the principle of care. (United States of America)

**Wymer, W., Scaife, W., & McDonald, K. (2012). Financial Planners and Philanthropic Planning. *Voluntas*, 23, 350-370.**

This study investigates the nature and extent of philanthropic planning that is included in financial planners' advising services for their high net worth clients. Financial planners in Canada's fifty largest cities responded to a survey revealing that about 1/3 of the study's sample provide very little counseling about philanthropic giving to their high net worth clients. It also shows that about 78% of Canadian planners believe they are professionally prepared to develop a philanthropic plan for their clients while approximately 50% perceive themselves to be very well informed about their clients' interests related to philanthropic giving. It is concluded that philanthropic planning and financial planning could be integrated to better reflect the giving and wealth management goals of high net worth Canadians. Note: selection bias exists due to a very low (13%) response rate. (Canada)

