









**EXPLORING THE SCIENCE & ART OF PHILANTHROPY**



|                   |   |                 |
|-------------------|---|-----------------|
| 8:30-9:00         | Coffee .....  | LIBRARY LOUNGE  |
| 9:00-9:30         | <b>Welcome Remarks</b> .....  | PALEVSKY CINEMA |
|                   | <i>John List (Chairman &amp; Homer J. Livingston Distinguished Service Professor, University of Chicago)</i>  |                 |
| 9:30-10:30        | <b>PHILANTHROPIST PANEL</b> moderated by Stacy Palmer (Editor, <i>The Chronicle of Philanthropy</i> )<br>including Marshall Field V (The Field Corporation), Liam Krebbiel ( <i>A Better Chicago</i> )<br>and Susan Goodenow ( <i>Chicago Bulls Charities</i> ) ..... | PALEVSKY CINEMA |
| 10:30 - 10:45     | Break   |                 |
| 10:45 - 11:45     | <b>FEATURED RESEARCH TALKS</b> .....  | PALEVSKY CINEMA |
|                   | Needy or Greedy? A Natural Field Experiment Comparing the Generosity of the Rich and Poor<br><i>James Andreoni, University of California - San Diego</i>  |                 |
|                   | Getting the 1% to Give<br><i>Judd Kessler, University of Pennsylvania, Wharton School</i>   |                 |
| 11:45 - 1:00      | Lunch.....  | CLOISTER CLUB   |
| 1:00 - 2:30       | Parallel Session 1  |                 |
| <b>SESSION 1A</b> | <b>NEW WAYS TO FUNDRAISE: DOES FUNDRAISING CREATE NEW GIVING? ...</b>   | PALEVSKY CINEMA |
|                   | Loss Aversion and Lotteries in a Statewide Charitable Giving Campaign<br><i>James Murphy, University of Alaska - Anchorage</i>  |                 |
|                   | Does Fundraising Create New Giving?<br><i>Jonathan Meer, Texas A &amp; M University</i>   |                 |
|                   | Skin in the Game: The Effect of Recipient Contribution on Charitable Giving<br><i>Sally Sadoff, University of California - San Diego</i>  |                 |
|                   | The Business of Business is Business: Corporate Social Responsibility and Firm Profits<br>* <i>Michael Price, Georgia State University</i>  |                 |
| <b>SESSION 1B</b> | <b>IMPACT OF APPEALS</b> .....  | EAST LOUNGE     |
|                   | Data Science for Digital Fundraising - Obama 2012 and Beyond<br><i>Rayid Ghani, University of Chicago</i>   |                 |
|                   | Did the Ice Bucket Challenge Drain the Philanthropic Reservoir?: An Investigation Using<br>A Real-Donation Lab Experiment<br><i>Haley Harwell, Texas A &amp; M University</i>   |                 |
|                   | The Completion Effect in Charitable Crowdfunding<br><i>David Klinowski, University of Pittsburgh</i>  |                 |
|                   | Incentivizing Fundraisers: A Natural Field Experiment from Crowdfunding<br>* <i>Rob Metcalfe, University of Chicago</i>   |                 |

# 2015 ANNUAL CONFERENCE- FRIDAY CONTINUED

|                   |   |  |                |
|-------------------|---|--|----------------|
| <b>SESSION 1C</b> |    | <b>THE MIND AND CHARITABLE GIVING I</b> ..... WEST LOUNGE<br>Cognitive Dissonance Effects in Charitable Giving<br><i>Amanda Chuan, University of Pennsylvania, Wharton School</i><br>Endorsing Help For Others That You Oppose For Yourself: Mind Perception<br>Guides Support for Paternalism<br><i>Juliana Schroeder, University of Chicago</i><br>Demand for Complexity Reduction: When is Paternalism Viewed as Desirable?<br><i>* Jan Zilinsky, Peterson Institute</i>  |                |
| 2:45-4:15pm       |   | Parallel Session 2   |                |
| <b>SESSION 2A</b> |    | <b>SCIENCE OF "THE ASK"</b> ..... PALEVSKY CINEMA<br>Hassle Costs and Charitable Giving: A Field Experiment with Google Employees<br><i>David Reiley, Pandora Media Inc</i><br>Does Feelings of Ownership Explain Giving and Taking in Dictator Games?<br><i>Laura Razzolini, Virginia Commonwealth University</i><br>The Effect of 'Thank You' Calls on Charitable Giving<br><i>Anya Samek, University of Southern California</i><br>Group Identity Promotes Altruistic Peer-to-Peer Lending<br><i>* Yan Chen, University of Michigan</i> |                |
| <b>SESSION 2B</b> |   | <b>IMPACT OF APPEALS II</b> ..... EAST LOUNGE<br>Giving it Now or Later: An Experiment on Pledging Charitable Donations<br><i>Marta Serra Garcia, University of California - San Diego</i><br>Leading by example -- evidence from Pay-What-You-Want<br><i>Michal Krawczyk, University of Warsaw</i><br>Agentic Appeals Catalyze Giving Among the Affluent<br><i>Ashley Whillans, University of British Columbia</i><br>CEOs and Charitable Giving<br><i>* Ayelet Gneezy, University of California - San Diego</i>                          |                |
| <b>SESSION 2C</b> |  | <b>THE MIND AND CHARITABLE GIVING II</b> ..... WEST LOUNGE<br>Whose Hand Will You Hold?<br><i>Monica Capra, Claremont Graduate University</i><br>The Impact of Increasing Choice and Information Decisions to Donate<br><i>Nathaniel Ashby, Carnegie Mellon University</i><br>Selecting (In) and Crowding Out: the Power of Religious Authority on Giving in Afghanistan<br><i>* Sera Linardi, GSPLA -- University of Pittsburgh</i>   |                |
| 4:15-4:30pm       |   | Break  |                |
| 4:30-5:30pm       |  | <b>SMART PHILANTHROPY</b> moderated by John List (University of Chicago)<br><i>including Gabriel Rhoads (Edna McConnell Clark Foundation), Marguerite Griffin (Northern Trust Company)</i><br><i>&amp; Maria Kim (The CARA Program)</i> ..... PALEVSKY CINEMA  |                |
| 5:30-6:30pm       |   | Cocktails & Posters .....  | LIBRARY LOUNGE |
| 6:30-8:30pm       |  | <b>CONFERENCE DINNER</b> .....   | CLOISTER CLUB  |

\* Denotes Session Chair




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8:30-9:00 Coffee (luggage storage available) ..... SAIEH HALL ANNEX LOUNGE

9:00-10:30 Parallel Session 3

**SESSION 3A**  **SCIENCE IN THE LABORATORY**..... ROOM 112

- Cooperation Stability - A Comparative Study of Repeated Cooperation in the Lab  
Among Representative and Student Samples  
*Toke R. Fosgaard, University of Copenhagen*
- Public Good Games with Interior Nash Equilibria: Advantages of the Piece-Wise Linear VCM  
*Maria Recalde, IFPRI*
- Effort, Luck, and Voting for Redistribution  
*Olga Stoddard, Brigham Young University*
- Identifying Demand Functions for Giving to Multiple Charities: Theory and Experiment  
*\* Neslihan Uler, University of Michigan*

**SESSION 3B**  **INCENTIVIZING THE SUPPLY SIDE OF CHARITABLE GIVING**..... ROOM 141

- Two-Sided Incentives in Fundraising  
*Daniel Hedblom, University of Chicago*
- Doing Well or Doing Good? Impact of Payment Schemes and Sorting on Intrinsically Motivated Agents  
*Angela de Oliveira, University of Massachusetts at Amherst*
- Do I Care if You are Paid? A Donation Field Experiment  
*Holger Rau, University of Göttingen*
- Do Fundraising Targets Matter?  
*\* Sarah Smith, University of Bristol*

**SESSION 3C**  **MORAL COST AND SOCIAL PRESSURE**..... ROOM 146

- Moral Costs and Rational Choice: Theory and Experimental Evidence  
*James Cox, Georgia State University*
- Finding Excuses to Decline the Ask: A Field Experiment  
*Ragan Petrie, George Mason University*
- Distinguishing Altruism and Social Pressure Effects of Fundraising Techniques  
*Benjamin Marx, University of Illinois at Urbana Champaigne*
- Giving in to Social Pressure  
*\* Huseyin Yildirim, Duke University*

10:30-10:40 Break

10:40-11:45 Parallel Session 4

**SESSION 4A**  **THE ROLE OF CULTURE AND HUMAN CAPITAL IN SHAPING CHARITABLE BEHAVIOR** .. ROOM 112

- Patience by Proxy: Making Time Preference Decisions for Others  
*Sarah Jacobson, Williams College*
- Who is the Fairest of All Children? The Heterogeneity of Giving to Parents in an Experimental Setting  
*Maria Porter, Michigan State University*
- Philanthropy in the Village: Experimental Evidence on the Value of Small Gifts  
*\* Jeffrey Flory, Claremont McKenna College*

## 2015 ANNUAL CONFERENCE- SATURDAY CONTINUED

- SESSION 4B**  **NON-MONETARY GIVING AND SOCIALLY RESPONSIBLE INVESTMENTS** ..... ROOM 141  
 Market design for volunteers with social preferences: Evidence from the Lab  
*Matthew Lilley, Harvard University*  
 Why do Investors Hold Socially Responsible Mutual Funds?  
*Paul Smeets, Maastricht University*  
 Giving Life and Saving Lives: A Natural Field Experiment on Motivating Cord Blood Donations  
 \* *Nicola Lacetera, University of Toronto*
- SESSION 4C**  **IMPACT OF TAXATION ON GIVING**..... ROOM 146  
 What is the Price Elasticity of Charitable Giving? Estimating (Un)Compensated Elasticities from a Tax-Credit Kink  
*Daniel Hungerman, Notre Dame University*  
 The Impact of Taxes on Giving  
*Roman Sheremeta, Case Western Reserve University*  
 The Sensitivity of Charitable Giving to the Timing and Salience of Tax Credits  
 \* *Abigail Payne, McMaster University*
- 12:00-1:15  **LUNCH & FEATURED TALK BY MIKE NORTON, HARVARD** .... QUADRANGLE CLUB MAIN DINING ROOM
- 1:30-3:00 Parallel Session 5
- SESSION 5A**  **SOCIAL COMPARISONS, BELIEFS ABOUT OTHER PEOPLE'S PREFERENCES AND CHARITABLE GIVING** ..... ROOM 112  
 Do Beliefs about Peers Matter for Donation Matching? Experiments in the Field and Laboratory  
*Mike Schreck, Analysis Group*  
 Match Me But Don't Help Me: The Effect of Match Framing on Donor Behavior  
*Oleg Urminsky, University of Chicago Booth School of Business*  
 Altruism, Warm Glow, and Generosity: A National Experiment  
*Rene Bekkers, VU University of Amsterdam*  
 Reciprocating to Strategic Kindness  
 \* *Yesim Orhun, University of Michigan*
- SESSION 5B**  **INFORMATION, TRANSPARENCY AND COMPETITION**..... ROOM 141  
 Information, Competition, and the Quality of Charities  
*Silvana Krasteva, Texas A & M University*  
 Embezzlement: Does Transparency of Information Matter? An Experiment in Tanzania  
*Marie Claire Villeval, CNRS, GATE*  
 You Do It to Yourself: The Effects on Giving Due to Charities' Strategic Responses to Third-Party Ratings  
*Laura Grant, University of Wisconsin, Madison*  
 Delegation and Charitable Giving  
 \* *Luigi Butera, University of Chicago*
- SESSION 5C**  **SOCIAL PREFERENCES IN THE LAB**..... ROOM 146  
 The Voluntary Contribution Mechanism with Complementarity (VCMC)  
*Yoram Halevy, University of British Columbia*  
 Group Membership and Charitable Contributions in the Laboratory  
*Gary Charness, University of California, Santa Barbara*  
 On the External Validity of Social Preference Games: a Systematic Lab-Field Study  
*Matteo M Galizzi, London School of Economics*  
 Providing (Impure) Public Goods under Risk  
 \* *Andreas Lange, University of Hamburg*

\* Denotes Session Chair