









**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> ) including Marshall Field V (The Field Corporation), Liam Krebbiel ( <i>A Better Chicago</i> ) 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 <i>James Andreoni, University of California - San Diego</i>	
	Getting the 1% to Give <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 <i>James Murphy, University of Alaska - Anchorage</i>	
	Does Fundraising Create New Giving? <i>Jonathan Meer, Texas A &amp; M University</i>	
	Skin in the Game: The Effect of Recipient Contribution on Charitable Giving <i>Sally Sadoff, University of California - San Diego</i>	
	The Business of Business is Business: Corporate Social Responsibility and Firm Profits * <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 <i>Rayid Ghani, University of Chicago</i>	
	Did the Ice Bucket Challenge Drain the Philanthropic Reservoir?: An Investigation Using A Real-Donation Lab Experiment <i>Haley Harwell, Texas A &amp; M University</i>	
	The Completion Effect in Charitable Crowdfunding <i>David Klinowski, University of Pittsburgh</i>	
	Incentivizing Fundraisers: A Natural Field Experiment from Crowdfunding * <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 Cognitive Dissonance Effects in Charitable Giving <i>Amanda Chuan, University of Pennsylvania, Wharton School</i> Endorsing Help For Others That You Oppose For Yourself: Mind Perception Guides Support for Paternalism <i>Juliana Schroeder, University of Chicago</i> Demand for Complexity Reduction: When is Paternalism Viewed as Desirable? <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 Hassle Costs and Charitable Giving: A Field Experiment with Google Employees <i>David Reiley, Pandora Media Inc</i> Does Feelings of Ownership Explain Giving and Taking in Dictator Games? <i>Laura Razzolini, Virginia Commonwealth University</i> The Effect of 'Thank You' Calls on Charitable Giving <i>Anya Samek, University of Southern California</i> Group Identity Promotes Altruistic Peer-to-Peer Lending <i>* Yan Chen, University of Michigan</i>	
<b>SESSION 2B</b>		<b>IMPACT OF APPEALS II</b> ..... EAST LOUNGE Giving it Now or Later: An Experiment on Pledging Charitable Donations <i>Marta Serra Garcia, University of California - San Diego</i> Leading by example -- evidence from Pay-What-You-Want <i>Michal Krawczyk, University of Warsaw</i> Agentic Appeals Catalyze Giving Among the Affluent <i>Ashley Whillans, University of British Columbia</i> CEOs and Charitable Giving <i>* Ayelet Gneezy, University of California - San Diego</i>	
<b>SESSION 2C</b>		<b>THE MIND AND CHARITABLE GIVING II</b> ..... WEST LOUNGE Whose Hand Will You Hold? <i>Monica Capra, Claremont Graduate University</i> The Impact of Increasing Choice and Information Decisions to Donate <i>Nathaniel Ashby, Carnegie Mellon University</i> Selecting (In) and Crowding Out: the Power of Religious Authority on Giving in Afghanistan <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) <i>including Gabriel Rhoads (Edna McConnell Clark Foundation), Marguerite Griffin (Northern Trust Company)</i> <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