

Appendix: Supplemental Empirical Results

This first table presents the summary statistics from Table 2 of the main text, but restricts the sample of cold-list households to exclude those who were approached but did not contribute in the initial fund-raising drive for the Hazards Center. This exclusion lowers our total sample size by 193 households (1039 versus 846).

Table A1: Summary Statistics – Previous Non-Givers Excluded

	Voluntary Contribution Mechanism	Small Gift	Large Gift
Contribution Decisions			
<i>All Data Pooled</i>			
Total Households (HH's) Home	225	333	288
% of HH's Donating	23.6%	28.2%	30.2%
Average Donation	\$2.17	\$1.86	\$3.90
<i>Warm List Only</i>			
Total Households (HH's) Home	40	60	51
% of HH's Donating	40%	40%	35.3%
Average Donation	\$4.75	\$1.63	\$4.37
<i>Initial Solicitation Only</i>			
Total Households (HH's) Home	185	273	237
% of HH's Donating	20.0%	25.6%	29.1%
Average Donation	\$1.61	\$1.91	\$3.80

Note: Figures in the table represent summary statistics across the different treatments.

These first set of regressions exclude from the analysis those households that were approached but elected not to give in the initial fund-raising drive for the Hazards Center. The specifications are otherwise identical to those from Tables 3 and 4 in the main text. Hence the comparison of interest is warm-list HH's versus those visited for the first time by the Hazards Center.

Table A2: Donation Decisions – Previous Non-Givers Excluded

	Model A Pr (Give)	Model B Pr (Give)	Model C Pr (Give)	Model A \$'s Given	Model B \$'s Given	Model C \$'s Given
Constant – VCM is Baseline	0.16** (0.03)	0.16** (0.04)	0.16** (0.03)	2.13** (0.53)	1.82** (0.56)	2.14** (0.53)
Small Gift Treatment	0.12** (0.05)	0.12** (0.05)	0.11** (0.05)	-0.71 (0.70)	-0.21 (0.77)	-0.75 (0.71)
Large Gift Treatment	0.13** (0.05)	0.15** (0.05)	0.13** (0.05)	1.71** (0.74)	2.04** (0.80)	1.72** (0.74)
Warm-List Household	0.12** (0.04)			1.14* (0.63)		
Warm-List HH in VCM		0.16** (0.08)			2.79** (1.20)	
Warm-List HH in Small Gift		0.13** (0.07)			0.22 (1.01)	
Warm-List HH in Large Gift		0.07 (0.07)			0.89 (1.07)	
Warm-List HH from Prior VCM			0.04 (0.07)			0.43 (1.07)
Warm-List HH from Prior Lotto			0.15** (0.05)			1.46** (0.73)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
# of Observations	846	846	846	846	846	846
R-Squared	0.01	0.02	0.02	0.02	0.03	0.02

** Denotes statistical significance at the $p < 0.05$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses. Cell entries can be read as follows – warm list households are approximately 12 percent more likely to contribute to the Hazards Center and, on average, make donations that are \$1.14 larger than cold-list households approached for the first time on behalf of the Center.

This second set of regressions augments the models to include session specific effects to the basic specifications. Table A3 includes data from all three household types; (i) warm-list households, (ii) previous non-givers, and (iii) households approached for the first time. Table A4 limits the sample by excluding data from previous non-givers.

Table A3: Donation Decisions - Adding Session Fixed Effects

	Model A Pr (Give)	Model B Pr (Give)	Model C Pr (Give)	Model A \$'s Given	Model B \$'s Given	Model C \$'s Given
Constant –Base is Session 12 VCM	0.04 (0.08)	0.03 (0.08)	0.04 (0.08)	1.00 (1.16)	0.87 (1.16)	1.03 (1.16)
Small Gift Treatment	0.14** (0.05)	0.16** (0.06)	0.14** (0.05)	0.52 (0.79)	1.03 (0.84)	0.48 (0.79)
Large Gift Treatment	0.10* (0.05)	0.12** (0.05)	0.10* (0.05)	1.84** (0.79)	2.20** (0.83)	1.86** (0.79)
Warm-List Household	0.13** (0.04)			1.34** (0.61)		
Warm-List HH in VCM		0.19** (0.07)			3.11** (1.13)	
Warm-List HH in Small Gift		0.13* (0.07)			0.29 (1.01)	
Warm-List HH in Large Gift		0.08 (0.07)			0.98 (1.01)	
Warm-List HH from Prior VCM			0.06 (0.07)			0.83 (1.04)
Warm-List HH from Prior Lotto			0.16** (0.05)			1.56** (0.71)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Session Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
# of Observations	1039	1039	1039	1039	1039	1039
R-Squared	0.02	0.02	0.02	0.03	0.03	0.03

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

Table A4: Donation Decisions with Session Fixed Effects (Non-Givers Excluded)

	Model A Pr (Give)	Model B Pr (Give)	Model C Pr (Give)	Model A \$'s Given	Model B \$'s Given	Model C \$'s Given
Constant –Base is Session 12 VCM	0.11 (0.12)	0.10 (0.12)	0.12 (0.12)	1.18 (1.86)	0.77 (1.87)	1.24 (1.86)
Small Gift Treatment	0.12** (0.06)	0.13** (0.06)	0.11* (0.06)	0.25 (0.91)	0.80 (0.98)	0.19 (0.92)
Large Gift Treatment	0.07 (0.06)	0.09 (0.060)	0.07 (0.06)	1.59* (0.93)	2.02** (0.98)	1.62* (0.93)
Warm-List Household	0.11** (0.04)			1.15* (0.65)		
Warm-List HH in VCM		0.16** (0.08)			2.77** (1.21)	
Warm-List HH in Small Gift		0.10 (0.07)			0.22 (1.08)	
Warm-List HH in Large Gift		0.07 (0.07)			0.77 (1.08)	
Warm-List HH from Prior VCM			0.04 (0.07)			0.59 (1.10)
Warm-List HH from Prior Lotto			0.13** (0.05)			1.38* (0.75)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Session Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
# of Observations	846	846	846	846	846	846
R-Squared	0.02	0.02	0.02	0.02	0.02	0.02

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

This next set of regressions account for truncation of the contribution data at zero using a tobit model. Table A5 presents results for such a model using the main specifications included in the text and all household types. Table A6 presents results for these same set of models for a restricted sample that excludes the set of previous non-givers.

Table A5: Donation Decisions – Accounting for Truncation in Contribution

	Model A	Model B	Model C
Baseline – Cold List HH in VCM	-15.2** (1.88)	-16.04 (1.97)	-15.14** (1.89)
Indicator for a Small Gift Treatment	2.36 (1.86)	3.52* (2.04)	2.26 (1.86)
Indicator for a Large Gift Treatment	6.36** (1.93)	7.65** (2.08)	6.41** (1.93)
Indicator for a Warm List Household	5.63** (1.79)		
Indicator for a Warm List HH in the VCM		10.78** (3.41)	
Indicator for a Warm List HH in a Small Gift Treatment		4.46 (2.88)	
Indicator for a Warm List HH in a Large Gift Treatment		3.22 (3.01)	
Indicator for a Warm List HH from a Prior VCM			2.94 (3.18)
Indicator for a Warm List HH from a Prior Lottery			6.82** (2.06)
Solicitor Random Effects	Yes	Yes	Yes
# of Observations	1039	1039	1039
# of Truncated Observations	762	762	762
Log Likelihood	-1498.4	-1496.85	-1497.8

** Denotes statistical significance at the $p < 0.05$ level

Note: Cell entries are parameter estimates from a random effects tobit model that explicitly accounts for truncation of contribution levels at zero.

Table A6: Donation Decisions and Truncation (Previous Non-Givers Excluded)

	Model A	Model B	Model C
Baseline – Cold List HH in VCM	-14.02** (2.02)	-14.98** (2.14)	-14.02** (2.03)
Indicator for a Small Gift Treatment	1.44 (2.03)	2.65 (2.26)	1.33 (2.03)
Indicator for a Large Gift Treatment	5.40** (2.12)	6.83** (2.34)	
Indicator for a Warm List Household	5.20** (1.85)		
Indicator for a Warm List HH in the VCM		9.69** (3.54)	
Indicator for a Warm List HH in a Small Gift Treatment		4.16 (2.97)	
Indicator for a Warm List HH in a Large Gift Treatment		2.87 (3.12)	
Indicator for a Warm List HH from a Prior VCM			2.41 (3.24)
Indicator for a Warm List HH from a Prior Lottery			6.29** (2.12)
Solicitor Random Effects	Yes	Yes	Yes
# of Observations	846	846	846
# of Truncated Observations	612	612	612
Log Likelihood	-1263.4	-1262.2	-1262.8

** Denotes statistical significance at the $p < 0.05$ level

Note: Cell entries are parameter estimates from a random effects tobit model that explicitly accounts for truncation of contribution levels at zero.

These next set of regressions allows warm-list effects to differ for those that were previously approached in a treatment that may have signaled charitable quality (i.e., Seed money and both lottery treatments) and those previously approached in a straight VCM. Table A7 includes data for all three household types whereas Table A8 excludes previous non-givers.

Table A7: Donation Decisions – Quality Signals

	Model A Pr (Give)	Model A \$'s Given	Model B Pr (Give)	Model B \$'s Given
Constant – VCM is Baseline	0.15** (0.03)	1.85** (0.45)	0.14** (0.03)	1.57** (0.47)
Small Gift Treatment	0.13** (0.04)	-0.47 (0.62)	0.14** (0.04)	0.07 (0.66)
Large Gift Treatment	0.15** (0.04)	1.78** (0.64)	0.17** (0.04)	2.05** (0.68)
Warm-List HH – No Quality Signal	0.06 (0.08)	0.38 (1.19)		
Warm-List HH – Quality Signal	0.15** (0.04)	1.55** (0.66)		
Warm-List – Prior Signal in VCM			0.27** (0.09)	4.10** (1.36)
Warm-List – No Signal in VCM			0.04 (0.12)	1.20 (1.88)
Warm-List – Prior Signal in Large Gift			0.10 (0.08)	1.72 (1.17)
Warm-List – No Signal in Large Gift			0.02 (0.12)	-0.52 (1.75)
Warm-List – Prior Signal in Small Gift			0.13** (0.06)	0.09 (0.98)
Warm-List – No Signal in Small Gift			0.33 (0.22)	1.64 (3.31)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes
# of Observations	1039	1039	1039	1039
R-Squared	0.02	0.02	0.02	0.03

** Denotes statistical significance at the $p < 0.05$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

Table A8: Donation Decisions – Quality Signals (Non-Givers Excluded)

	Model A Pr (Give)	Model A \$'s Given	Model B Pr (Give)	Model B \$'s Given
Constant – VCM is Baseline	0.17** (0.03)	2.16** (0.53)	0.16** (0.04)	1.83** (0.56)
Small Gift Treatment	0.11** (0.05)	-0.79 (0.71)	0.13** (0.05)	-0.20 (0.77)
Large Gift Treatment	0.13** (0.05)	1.69** (0.74)	0.15** (0.05)	2.02** (0.80)
Warm-List HH – No Quality Signal	0.05 (0.08)	0.05 (1.26)		
Warm-List HH – Quality Signal	0.14** (0.04)	1.46** (0.71)		
Warm-List – Prior Signal in VCM			0.23** (0.09)	3.78** (1.44)
Warm-List – No Signal in VCM			0.01 (0.13)	0.81 (1.98)
Warm-List – Prior Signal in Large Gift			0.10 (0.08)	1.61 (1.24)
Warm-List – No Signal in Large Gift			0.01 (0.12)	-0.83 (1.84)
Warm-List – Prior Signal in Small Gift			0.12* (0.07)	0.13 (1.05)
Warm-List – No Signal in Small Gift			0.32 (0.22)	1.51 (3.45)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes
# of Observations	846	846	846	846
R-Squared	0.01	0.02	0.02	0.03

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

These next set of tables include controls for the various solicitor and respondent characteristics that were found to influence behavior in Landry et al. (2006). As all solicitor specific attributes are invariant across households, we switch from a fixed to a random effects specification for the error structure. We again present results for two distinct subsets of data – one that includes all household types and another that excludes previous non-givers.

Table A9: Donation Decisions – Solicitor and Respondent Characteristics

	Model A Pr (Give)	Model A \$'s Given	Model B Pr (Give)	Model B \$'s Given	Model C Pr (Give)	Model C \$'s Given
Constant – VCM is Baseline	0.17** (0.03)	1.90** (0.47)	0.17** (0.03)	1.80** (0.46)	0.04 (0.09)	1.08 (1.13)
Large Gift Treatment	0.13** (0.04)	2.04** (0.58)	0.14** (0.04)	2.14** (0.57)	0.16** (0.04)	2.12** (0.60)
Small Gift Treatment	0.09** (0.04)	0.28 (0.57)	0.10** (0.04)	0.36 (0.58)	0.12** (0.04)	0.31 (0.59)
Warm-List HH in VCM	0.21** (0.07)	3.19** (1.11)	0.21** (0.07)	3.21** (1.11)	0.21** (0.07)	3.18** (1.11)
Warm-List HH in Large Gift	0.07 (0.07)	0.71 (0.99)	0.06 (0.07)	0.57 (0.99)	0.06 (0.07)	0.70 (0.99)
Warm-List HH in Small Gift	0.16** (0.06)	0.06 (0.93)	0.16** (0.06)	-0.001 (0.93)	0.15** (0.06)	-0.01 (0.93)
Respondent Under Age of 30	-0.01 (0.05)	-1.50** (0.68)	-0.01 (0.05)	-1.46** (0.68)	-0.02 (0.05)	-1.39** (0.68)
Respondent Over Age of 60	-0.04 (0.03)	-1.04** (0.51)	-0.04 (0.03)	-1.05** (0.51)	-0.04 (0.03)	-1.07** (0.51)
Female Beauty			0.06 (0.05)	0.91 (0.57)	0.09 (0.05)	1.15* (0.07)
Male Beauty			0.20** (0.08)	0.37 (1.02)	0.17* (0.09)	0.40 (1.08)
Assertiveness					0.02 (0.01)	-0.21 (0.17)
Self-Efficacy					-0.01 (0.01)	0.04 (0.14)
Performance Motivation					0.01 (0.01)	0.13 (0.14)
Self-Confidence					0.01 (0.01)	0.20 (0.16)
Sociability					-0.01 (0.01)	-0.04 (0.13)
Solicitor Random Effects	Yes	Yes	Yes	Yes	Yes	Yes
# of Observations	1039	1039	1039	1039	1039	1039
R-Squared	0.02	0.03	0.03	0.04	0.04	0.04

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for random effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

Table A10: Donations - Solicitor and HH Characteristics (Non-Givers Excluded)

	Model A Pr (Give)	Model A \$'s Given	Model B Pr (Give)	Model B \$'s Given	Model C Pr (Give)	Model C \$'s Given
Constant – VCM is Baseline	0.21** (0.04)	2.15** (0.54)	0.20** (0.04)	2.04** (0.54)	0.04 (0.09)	0.67 (1.18)
Large Gift Treatment	0.10** (0.05)	2.05** (0.67)	0.11** (0.04)	2.14** (0.67)	0.13** (0.05)	2.09** (0.70)
Small Gift Treatment	0.07 (0.04)	0.21 (0.65)	0.09* (0.05)	0.26 (0.66)	0.10** (0.05)	0.19 (0.68)
Warm-List HH in VCM	0.19** (0.08)	3.04** (1.18)	0.19** (0.08)	3.05** (1.18)	0.18** (0.08)	2.97** (1.18)
Warm-List HH in Large Gift	0.06 (0.07)	0.40 (1.05)	0.05 (0.07)	0.24 (1.05)	0.06 (0.07)	0.50 (1.05)
Warm-List HH in Small Gift	0.16** (0.06)	-0.05 (0.97)	0.15** (0.06)	-0.10 (0.98)	0.13** (0.06)	-0.24 (0.98)
Respondent Under Age of 30	-0.05 (0.05)	-1.58** (0.78)	-0.04 (0.05)	-1.53** (0.78)	-0.04 (0.05)	-1.34* (0.78)
Respondent Over Age of 60	-0.06* (0.04)	-1.32** (0.58)	-0.06 (0.04)	-1.33** (0.58)	-0.05 (0.04)	-1.33** (0.59)
Female Beauty			0.07* (0.04)	1.04* (0.61)	0.11** (0.05)	1.47** (0.67)
Male Beauty			0.22** (0.08)	0.13 (1.08)	0.20** (0.08)	0.32 (1.11)
Assertiveness					0.01 (0.01)	-0.32* (0.17)
Self-Efficacy					0.01 (0.01)	0.12 (0.14)
Performance Motivation					0.01 (0.02)	0.24* (0.14)
Self-Confidence					0.004 (0.01)	0.24 (0.15)
Sociability					-0.01 (0.01)	-0.03 (0.13)
Solicitor Random Effects	Yes	Yes	Yes	Yes	Yes	Yes
# of Observations	846	846	846	846	846	846
R-Squared	0.02	0.04	0.04	0.04	0.05	0.05

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for random effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

This final set of tables augments the basic model to allow for heterogeneity across unconditional and conditional gift treatments. We again consider two distinct subsets of data. The first includes all three household types whereas the second excludes previous non-givers from the analysis.

Table A11: Donation Decisions – Heterogeneity in Treatments

	Model A Pr (Give)	Model A \$'s Given	Model B Pr (Give)	Model B \$'s Given
Constant – VCM is Baseline	0.15** (0.03)	1.83** (0.45)	0.14** (0.03)	1.54** (0.47)
Unconditional Large Gift (ULG)	0.23** (0.05)	2.58** (0.73)	0.25** (0.05)	3.00** (0.78)
Conditional Large Gift (CLG)	0.07 (0.05)	0.62 (0.79)	0.08 (0.05)	0.78 (0.84)
Unconditional Small Gift (USG)	0.06 (0.05)	-0.10 (0.77)	0.09* (0.05)	0.44 (0.82)
Conditional Small Gift (CSG)	0.22** (0.05)	-0.67 (0.81)	0.19** (0.06)	-0.26 (0.89)
Warm-List Household	0.12** (0.04)	1.16** (0.59)		
Warm-List HH in VCM			0.20** (0.07)	3.12** (1.13)
Warm-List HH in ULG			0.04 (0.08)	0.37 (1.23)
Warm-List HH in CLG			0.12 (0.11)	1.79 (1.70)
Warm-List HH in USG			0.01 (0.08)	-0.18 (1.24)
Warm-List HH in CSG			0.31** (0.09)	0.39 (1.49)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes
# of Observations	1039	1039	1039	1039
R-Squared	0.03	0.03	0.04	0.03

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.

Table A12: Heterogeneity in Treatments (Previous Non-Givers Excluded)

	Model A Pr (Give)	Model A \$'s Given	Model B Pr (Give)	Model B \$'s Given
Constant – VCM is Baseline	0.16** (0.03)	2.11** (0.53)	0.16** (0.04)	1.79** (0.56)
Unconditional Large Gift (ULG)	0.21** (0.05)	2.42** (0.84)	0.23** (0.06)	2.87** (0.91)
Conditional Large Gift (CLG)	0.04 (0.06)	0.56 (0.96)	0.05 (0.07)	0.75 (1.03)
Unconditional Small Gift (USG)	0.06 (0.06)	-0.54 (0.87)	0.09 (0.06)	0.02 (0.94)
Conditional Small Gift (CSG)	0.21** (0.06)	-0.78 (0.93)	0.16** (0.07)	-0.31 (1.05)
Warm-List Household	0.11** (0.04)	1.06* (0.63)		
Warm-List HH in VCM			0.16** (0.08)	2.79** (1.19)
Warm-List HH in ULG			0.04 (0.08)	0.44 (1.31)
Warm-List HH in CLG			0.12 (0.12)	1.48 (1.83)
Warm-List HH in USG			-0.01 (0.08)	-0.07 (1.31)
Warm-List HH in CSG			0.31** (0.10)	0.30 (1.61)
Solicitor Fixed Effects	Yes	Yes	Yes	Yes
# of Observations	846	846	846	846
R-Squared	0.03	0.02	0.04	0.03

** Denotes statistical significance at the $p < 0.05$ level

* Denotes statistical significance at the $p < 0.10$ level

Note: Cell entries provide parameter estimates for fixed effects models estimating both the dichotomous decision to contribute to the Hazards Center and the observed contribution levels (including zeroes) from our experiment. Standard errors are in parentheses.