



The 4th SPI Conference 2017
PHILANTHROPY INNOVATIONS CONFERENCE



The 2017 SPI Conference is sponsored in part by the
Robert F. Hartsook Chair in Fundraising at the Lilly Family School of Philanthropy

Keynote Speakers



Ragan Petrie (Texas A&M University) is an Associate Professor in the Department of Economics at Texas A&M University. She also holds an appointment as a Senior Research Fellow at the Melbourne Institute in Australia and the Elton Lewis Faculty Fellowship in Liberal Arts at Texas A&M. She is an applied microeconomist who uses both field and laboratory experimental methods to answer questions relevant to public and labor economics and education. Her research focuses on topics including: motives for charitable giving, gender differences in bargaining and competition, discrimination and the consequences of the risk and time preferences of children on educational outcomes. She currently serves on the Board of the American Economic Association (AEA)'s Committee on the Status of Women in the Economics Profession (CSWEP) and is the Southern Representative.



Lise Vesterlund (University of Pittsburgh; PEEL Experimental Lab) is the Chair and the Andrew W. Mellon Professor of the Department of Economics. She is also a Research Associate with the National Bureau of Economic Research. She holds a B.A. in Economics from the University of Copenhagen, and an M.A. and Ph.D. in Economics from the University of Wisconsin. She serves and has served on numerous editorial boards. Her NSF funded research focuses on understanding why we give to charity, and on how solicitation strategies influence donations to organizations.

Practitioner Panelists



Ivan Adames
Northwestern University



Walle Mafolasire
Givelify



Amir Pasic
Indiana University Lilly Family
School of Philanthropy
(Panel Chair)



Jim Rosenberg
The Jewish United Fund/
Jewish Federation of
Metropolitan Chicago



Gene Tempel
Indiana University Lilly Family
School of Philanthropy

Conference Organizers



Sara Konrath

Indiana University Lilly Family
School of Philanthropy



John A. List

University of Chicago, and
Visiting Robert F. Hartsook Chair
in Fundraising at the Indiana
University Lilly Family School of
Philanthropy



Amir Pasic

Indiana University Lilly Family
School of Philanthropy



Anya Samek

University of Southern California;
Center for Economic and
Social Research (CESR) and
Department of Economics



Rich Steinberg

Indiana University Lilly Family
School of Philanthropy



Mark Wilhelm

Indiana University Lilly Family
School of Philanthropy



**SCIENCE OF
PHILANTHROPY
INITIATIVE**

The **Science of Philanthropy Initiative** (SPI) is a research and outreach project that utilizes rigorous quantitative methods and partnerships with the philanthropic community to explore the motivations behind charitable giving.

Funded by a generous grant from the **John Templeton Foundation**, the overarching goal of SPI is to develop a deeper understanding of the types of social preferences that shape philanthropic giving and to apply this knowledge to both practitioners and policymakers interested in philanthropy and the private provision of public goods.

The goal of SPI is to add rigorous economics via innovative use of field experiments to the study of philanthropy, thereby contributing to the evolution of a science of philanthropy. Our research will deepen understanding of types of preferences that shape giving (preferences that include altruism, reciprocity, inequity aversion, warm-glow giving, cooperation, generosity). This knowledge will be applied to inform practitioners/policymakers interested in philanthropy. The research will have enduring impact, fundamentally changing how philanthropic organizations interact with donors. We will develop empirically validated tools that organizations can use to increase giving and improve solicitation efficiency, resulting in more overall giving.



Wednesday, September 6 – Day 1

8:00-8:40 am	Continental Breakfast	SHFE 100X
8:40-9:00 am	<p>Welcome and Introductory Remarks</p> <ul style="list-style-type: none"> • John List, University of Chicago • Amir Pasic, Lilly Family School of Philanthropy 	SHFE 021
9:00-10:00 am	<p>Keynote: Ragan Petrie, Texas A&M University</p> <p><i>“Motives and Impediments to Give: Evidence from Field Experiments”</i></p> <p>There are many reasons individuals are motivated to give to charity, including a desire to help, a connection to the cause, recognition and because they were asked. At the same time, individuals may not end up giving due to a lack of interest, not finding the time or the nuisance of finding a cause and making a donation. Drawing on evidence from some field experiments on charitable giving, this talk explores various motives and impediments to give.</p>	SHFE 021
10:00-10:30 am	Break (SHFE 1 st Floor Annex Lobby)	SHFE 100X
10:30-11:45 am	<p>Parallel Sessions 1</p> <p>Session 1A</p> <p><i>Insights Into Soliciting</i></p> <ul style="list-style-type: none"> • Gordon Kraft-Todd, “Setting a Price for Charitable Giving Increases Donations through Self-Concept Maintenance” • Sarah Smith, “Lift or Shift: Do fundraising interventions increase voluntary contributions to public goods?” • Haesung (Annie) Jung, “When Feasibility Benefits the Charity: Desirability Versus Feasibility Focus and Charitable Gift Restrictions” • Joseph Stinn, “Overhead Aversion: Do Some Types of Overhead Matter More Than Others?” <p>Session 1B</p> <p><i>Distributing Charitable Dollars (I)</i></p> <ul style="list-style-type: none"> • Anya Samek, “The Impact of Recipient Contributions on Charitable Giving” • Joshua Foster, “The Effects of Loss Aversion and Sunk Cost Sensitivity in All-pay Auctions for Charity: Experimental Evidence” • Robin Bergh, “Doing the Most Good - How and When to Reason about Charity Efficiency” • Sule Alan, “Belief in Hard Work and Altruism: Evidence from a Randomized Field Experiment?” 	SHFE 021
11:45 am-12:00pm	Lunch Station (please bring lunches to panel talk in SHFE 021)	SHFE 146
		SHFE 100X



Wednesday, September 6 – Day 1

12:00-1:15 pm	<p>The Hartsook Growing Philanthropy Award presentation and Practitioner Panel Discussion</p> <ul style="list-style-type: none"> • Ivan Adames, Northwestern University • Walle Mafolasire, Givelify • Amir Pasic, Lilly Family School of Philanthropy (Panel Chair) • Jim Rosenberg, Jewish United Fund/Jewish Federation of Metropolitan Chicago • Gene Tempel, Lilly Family School of Philanthropy 	SHFE 021
1:15-1:30 pm	Break	SHFE 100X
1:30-2:45 pm	<p>Parallel Sessions 2</p> <p>Session 2A</p> <p><i>Learning to Give: Families, the Workplace and CSR</i></p> <ul style="list-style-type: none"> • David Reinstein, “Conditional Generosity and Uncertain Income: Field and Lab Evidence” • Jiahuan Lu and Sebastian Jilke, “Government Funding and Private Donations: Crowding-in Versus Crowding-out in the Context of a Big Data Experiment” • Ashley Whillans, “Harnessing Teachable Moments to Encourage Charitable Giving” • Richard D. Waters, “Corporate Social Responsibility and the Nonprofit Sector: A Field Experiment involving Fundraising Direct Mail Pieces” 	SHFE 021
	<p>Session 2B</p> <p><i>Information and Feedback</i></p> <ul style="list-style-type: none"> • Vittorio Pelligra, “Information, Belief Elicitation and Threshold Effects in the 5X1000 Tax Scheme: A Framed Field Experiment” • Tanushree Jhunjunwala, “Feedback in Charitable Giving” • Christine Exley, “Better is the Enemy of the Good” • Noah D. Drezner, “Philanthropic Mirroring: Exploring Identity-Based Fundraising in Higher Education” 	SHFE 146
2:45-3:00 pm	Break	SHFE 100X
3:00-4:15 pm	<p>Parallel Sessions 3</p> <p>Session 3A</p> <p><i>The Power of the Ask</i></p> <ul style="list-style-type: none"> • Abishek Bhati, “Is Poverty Color Blind? Implications of Imagery on Implicit Association Test (IAT)” • Ethan Pew, “The Begging Game: On the Power of the Ask in Charitable Exchange” • Florian Stolley, “Getting a Yes. An Experiment on the Power of Asking” • Jennifer Jones, “For Research and Practice: Using A Developmental Interview to Increase Donor Engagement” 	SHFE 021



Thursday, September 7 - Day 2

8:00-9:00 am	Continental Breakfast	SHFE 100X
9:00-10:00 am	<p>Keynote: Lise Vesterlund, University of Pittsburgh</p> <p><i>“Motivated Fundraising: Designing the Ask to Harness Incentives to Give”</i></p> <p>Donor preferences are carefully considered when designing charity events or when securing the ask of a particular individual. Less understood is that donor motives must be taken into account when designing the overall campaign. Motives influence the success of fundraising tools such as a charity auction, a charity lottery, donation matches, and of announcing initial contributions to subsequent donors. The talk will first present recent research on identifying donor motives, and will then discuss how the success of various fundraising tools depend critically on the donor’s underlying motives for contributing.</p>	SHFE 021
10:00-10:30 am	Break	SHFE 100X
10:30-11:45 am	<p>Parallel Sessions 5</p> <p>Session 5A</p> <p><i>Competition and Group Donations</i></p> <ul style="list-style-type: none"> • Juliana Schroeder, “Making a Difference in the Life of One or Many: A Preference for Distributed Helping” • Danielle Vance-McMullen, “Better Together? Experimental Evidence Regarding the Impact of Simultaneous Solicitations on Charitable Giving” • Jamie Levine Daniel, “Competitive Giving: Identity, Sports and Philanthropy” • Walle Mafolasire, “Think You Know Church Donors? Think Again: What Over Two Million Transactions Tell Us About Generosity in the Church Today” <p>Session 5B</p> <p><i>Framing and Information (II)</i></p> <ul style="list-style-type: none"> • Avner Ben-Ner, “Charitable Giving in Variants of Dictator Game Experiments: Probing the Effects of Framing and Choice Sets” • Daniel Jones, “Incentive and Sorting Effects of Incentive Pay When Workers are Intrinsically Motivated” • Philip Grossman, “Good News, Bad News and Giving: Impact of Recipient Characteristics” • Rene Bekkers, “Can Charitable Donations Compensate for a Reduction in Government Funding? The Role of Information” 	<p>SHFE 021</p> <p>SHFE 146</p>
11:45 am-1:15 pm	Lunch	SHFE 112



Thursday, September 7 - Day 2

12:00-1:00 pm	<p>Presentation by Giving for Impact Foundation “<i>Giving Done Better</i>”</p> <p>Much research about charitable giving focuses on encouraging people to give (more) to charities. We have relatively limited understanding about how to encourage people to give to more effective charities. During this session we illustrate how the Giving for Impact Foundation stimulates research on getting more people to donate more to highly effective charities - and why. We will explain how we decide to fund projects. Moreover, we will indicate where we think the biggest knowledge gaps lay (both fundamental and applied research), and what low-hanging fruits are. (Please bring lunches to this optional workshop.)</p>	SHFE 146
1:15-2:30 pm Session 6A	<p>Parallel Sessions 6</p> <p><i>Distributing Charitable Dollars (II)</i></p> <ul style="list-style-type: none">• Avner Shlain, “High Demand for Redistribution but Low Voluntary Giving: Evidence from Small and Large Groups”• Gert Pönitzsch, “Pro-social Behavior by Groups and Individuals: Evidence from Contributions to a Global Public Good”• Mackenzie Alston, “High-Income Donors’ Preferences for Charitable Giving”• David Novgorodsky, “Charitable Giving in the United States”	SHFE 021
Session 6B	<p><i>Why Do People Give? (II)</i></p> <ul style="list-style-type: none">• Job Harms, “Free to Help? An Experiment on Free Will Belief and Altruism”• Xiaogeng Xu, “Giving When Responsible For Others’ Risks - A Experimental Study on Givers’ Other-regarding Risky Behavior”• Lauri Saaksvuori, “Normative Conflict and Cooperation in Sequential Voluntary Contribution Mechanisms”	SHFE 146
2:30-2:45 pm	Break	SHFE 100X

Keynote Speakers



Ragan Petrie
Texas A&M University



Lise Vesterlund
University of Pittsburgh; PEEL Experimental Lab

#SPI2017

SCIENCE OF PHILANTHROPY INITIATIVE Philanthropy Innovations Conference

September 6-7, 2017
Saieh Hall for Economics

Wi-Fi Guest Account Instructions

Connect to wireless network: **uchicago-guest**

Open a web browser, and attempt to access any web site. When prompted, enter the following credentials:

Username: SPI2017 Password: Saieh67

If you are having trouble accessing the login page automatically try: **<http://uchicago-guest.uchicago.edu>**

This account will be active September 5-8, 2017.

If you need assistance please contact **itservices@uchicago.edu**

Questions? Contact:

Jamie Phillips, Conference Administrator - phillipj@uchicago.edu (708) 805-1339

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