

Consent

You have been invited to participate in an academic research survey about nonprofit organizations and charitable giving. This study is being conducted by Danielle Vance-McMullen from Duke University. The experiment should take about **15 minutes** to complete. You will be paid **\$1.50** for your participation (the initial payment of the HIT reward). If you complete the entire survey, you will be entered into a drawing to receive an additional bonus payment up to \$100. The additional bonus payment will be credited to your Amazon Mechanical Turk account within 3 days.

Your participation in this study is entirely voluntary and you are free to skip any question or withdraw from the study at any time. If you withdraw, you will receive the initial payment but will not be eligible for the additional payment. If you withdraw, you will need to click through the survey to enter your HIT number and receive a confirmation code on the last page.

The study contains no deceptive questions. You will not be asked to provide any identifiable personal information beyond basic demographics, and your answers will remain anonymous. There are no reasonably foreseeable risks or discomforts associated with participating in this study.

Beyond the payment, you will receive no direct benefits from participating in this research study, but your responses may reveal important and useful insights about nonprofit organizations and charitable giving.

If you have any questions at any time about the study or the procedures, you can contact Danielle Vance-McMullen (danielle.vance@duke.edu; Sanford School of Public Policy, Durham, NC 27712). This research has been reviewed by the Human Subjects Committee at Duke University. If you have any concerns about your rights as a participant in this study, you may contact the Chair of the Human Subjects Committee (Institutional Review Board) at 919-684-3030. Please reference IRB Study #E0308 in your communication with the IRB. Communication with the IRB office can be anonymous.

By clicking "I agree" below you are indicating that you are at least 18 years old, have read and understood this consent form and agree to participate in this research study. Please print a copy of this page for your records.

I agree

I do not agree

Survey Instructions

SURVEY INSTRUCTIONS: PLEASE READ CAREFULLY

In this survey, you will learn about 12 nonprofit organizations. Please note that all information you receive is accurate. You will then be asked to make decisions about giving to these organizations. Please think carefully about your decisions because one of the participants in this study will have his or her decisions carried out with real money.

We will give \$100 to one participant in this study. If you are selected, this \$100 is yours, and you are free to keep or to give away any amount you wish, including nothing. The survey asks you to decide in advance how much of this \$100, if any, you would like to give to the 12 organizations. You can give any amount you wish, including nothing. While many people give some away, it is expected that most people will keep at least some of this amount for themselves.

If you are randomly selected to receive the \$100, we will send the amount that you commit to donate, if any, to the organizations you select. The amount that you decide to keep for yourself will be credited to your Amazon Mechanical Turk account as a bonus payment for this survey.

You will receive the \$1.50 Mechanical Turk payment regardless of the amount that you choose to donate to these organizations.

Survey Instructions 2

If you commit to donate \$10 each to two organizations in this survey and you are not selected to receive the \$100, how much will your total Amazon Mechanical Turk Payment be?

Your payment would be \$1.50. You will receive the \$1.50 payment regardless of your donation-related decisions and the outcome of the \$100 payment opportunity.

Survey Instructions 3

If you commit to donate \$10 each to two organizations in this survey and you are selected to receive the \$100, how much will your total Amazon Mechanical Turk Payment be?

If you are selected to receive the \$100, your total payment would be \$81.50 ($\$80 + \1.50).

Survey Instructions 4

If you commit to donate \$10 each to two organizations in this survey and you are selected to receive the \$100, how much will be sent to nonprofit organizations?

If you are selected to receive the \$100, then a total of \$20 would be sent to nonprofit organizations ($\$10 \times 2$).

Survey Instructions 5

Respondent Jane Doe has written that she would donate \$60 of her \$100 gift card to Organization 2. Can she also commit to donating \$50 to Organization 4?

- Yes, because only one of Jane's decisions will be selected and enacted with real money
- No, because the total amount of the potential payment, and therefore the total potential donation, is \$100

Jane cannot commit to donating \$50 to Organization 4, because the total amount of the potential payment, and therefore the total potential donation, is \$100. (\$60 + \$50 = \$110, which is greater than \$100.)

All Nonprofits

Respondents in the Simultaneous Treatment see the nonprofits presented in this way. Respondents in the Sequential Treatment see nonprofits presented as shown in the sections beginning "Nonprofit 1" below.

If you are randomly selected to receive the \$100, how much would you donate to these organizations? (Enter dollar amounts between 0 and 100)

\$ **Make-a-Wish Foundation of America**

We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

www.wish.org

Overhead (administrative and fundraising) rate: 21.3%

\$ **Toys for Tots Foundation (aka Marine Toys for Tots Foundation)**

Brighten a child's face on Christmas morning. Help the Marines provide a treasured gift and a cherished memory for millions of our nation's neediest children.

www.toysfortots.org

Overhead (administrative and fundraising) rate: 2.7%

\$ **Rape, Abuse, & Incest National Network (RAINN)**

Runs National Sexual Assault Hotline; largest anti-rape org. Free, 24-7 services help 150,000 people/year. Programs prevent rape, help victims, bring rapists to justice.

www.rainn.org

Overhead (administrative and fundraising) rate: 6.7%

\$ **St. Jude Children's Research Hospital**

Researches and treats life-threatening childhood diseases; primarily cancer. Families never billed by St. Jude for treatment, travel, housing or food. Discoveries freely shared worldwide.

www.stjude.org

Overhead (administrative and fundraising) rate: 4.4%

\$ **KaBOOM**

Building safe places for kids to play. Transforming vacant, even derelict, land into healthy playgrounds where children can combat obesity, violence, depression and behavioral problems.

www.kaboom.org

Overhead (administrative and fundraising) rate: 13.5%

\$ **Feeding America**

Nation's leading domestic hunger-relief organization, annually providing food and services to 46 million Americans. Our goal is to end hunger in America.

www.feedingamerica.org

Overhead (administrative and fundraising) rate: 1.4%

\$ **American Heart Association**

We fight heart disease and stroke - the world's two leading causes of death - through innovative research, public education and training, and changes to public policy.

www.americanheart.org

Overhead (administrative and fundraising) rate: 18.6%

\$ **Alex's Lemonade Stand Foundation**

A four-year-old cancer patient's frontyard lemonade stand evolved to a nationwide movement to find a cure for pediatric cancer. Every person can make a difference.

www.alexlemonade.org

Overhead (administrative and fundraising) rate: 11.9%

\$ **Boys & Girls Clubs of America**

11 million children are in need of after-school support. Join BGCA in making a difference by providing a safe place for kids to thrive.

www.bgca.org

Overhead (administrative and fundraising) rate: 17.1%

\$ **American Cancer Society**

We are accelerating progress against cancer in every community by saving lives, helping those touched by cancer, and empowering people to fight back against cancer.

www.cancer.org

Overhead (administrative and fundraising) rate: 26.1%

\$ **American Kidney Fund**

The American Kidney Fund fights kidney disease through direct financial support to patients in need; health education; and prevention efforts.

www.kidneyfund.org

Overhead (administrative and fundraising) rate: 2.4%

\$ **Wounded Warrior Project**

To honor and empower injured military and veteran service members, and their families and caregivers, through unique, direct programs and services.

www.woundedwarriorproject.org

Overhead (administrative and fundraising) rate: 17.1%

To what extent do you think a donation to this organization would make an impact?

Not at
All

Very
Much
So

» **Alex's Lemonade Stand
Foundation**

A four-year-old cancer patient's frontyard lemonade stand evolved to a nationwide movement to find a cure for pediatric cancer. Every person can make a difference.

www.alexslimonade.org

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Not at All

Very Much So

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Not at All

Very Much So

Not at All

Very Much So

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Not at All

Very Much So

» **KaBOOM**

Building safe places for kids to play. Transforming vacant, even derelict, land into healthy playgrounds where children can combat obesity, violence, depression and behavioral problems. www.kaboom.org
Overhead (administrative and fundraising) rate: 13.5%



Not at All

Very Much So

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We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. www.wish.org
Overhead (administrative and fundraising) rate: 21.3%



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Very
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» **Rape, Abuse, & Incest
National Network (RAINN)**

Runs National Sexual Assault
Hotline; largest anti-rape org.
Free, 24-7 services help
150,000 people/year. Programs
prevent rape, help victims, bring
rapists to justice.

www.rainn.org

Overhead (administrative and
fundraising) rate: 6.7%



Not at
All

Very
Much
So

» **St. Jude Children's
Research Hospital**

Researches and treats life-
threatening childhood diseases;
primarily cancer. Families never
billed by St. Jude for treatment,
travel, housing or food.

Discoveries freely shared
worldwide.

www.stjude.org

Overhead (administrative and
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Very
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So

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Brighten a child's face on
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and a cherished memory for
millions of our nation's neediest
children.

www.toysfortots.org

Overhead (administrative and
fundraising) rate: 2.7%



What is your impression of these organizations?

Negative

Positive

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A four-year-old cancer patient's frontyard lemonade stand evolved to a nationwide movement to find a cure for pediatric cancer. Every person can make a difference.
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Overhead (administrative and fundraising) rate: 18.6%



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The American Kidney Fund fights kidney disease through direct financial support to patients in need; health education; and prevention efforts.

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Positive

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11 million children are in need of after-school support. Join BGCA in making a difference by providing a safe place for kids to thrive.

www.bgca.org

Overhead (administrative and fundraising) rate: 17.1%



Negative

Positive

» **Feeding America**

Nation's leading domestic hunger-relief organization, annually providing food and services to 46 million Americans. Our goal is to end hunger in America.

www.feedingamerica.org

Overhead (administrative and fundraising) rate: 1.4%



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» **Wounded Warrior Project**

To honor and empower injured military and veteran service members, and their families and caregivers, through unique, direct programs and services.

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Overhead (administrative and fundraising) rate: 17.1%



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Negative

Positive

» **KaBOOM**

Building safe places for kids to play. Transforming vacant, even derelict, land into healthy playgrounds where children can combat obesity, violence, depression and behavioral problems.

www.kaboom.org

Overhead (administrative and fundraising) rate: 13.5%



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Brighten a child's face on Christmas morning. Help the Marines provide a treasured gift and a cherished memory for millions of our nation's neediest children.
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Overhead (administrative and fundraising) rate: 2.7%



What is your level of familiarity with these organizations?

Very Unfamiliar

Very Familiar

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Very
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Overhead (administrative and fundraising) rate: 1.4%



Very
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Familiar

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www.kaboom.org

Overhead (administrative and fundraising) rate: 13.5%



Very
Unfamiliar

Very
Familiar

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Overhead (administrative and fundraising) rate: 21.3%



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www.rainn.org

Overhead (administrative and fundraising) rate: 6.7%



Very
Unfamiliar

Very
Familiar

Very
Unfamiliar

Very
Familiar

» **St. Jude Children's
Research Hospital**

Researches and treats life-
threatening childhood diseases;
primarily cancer. Families never
billed by St. Jude for treatment,
travel, housing or food.

Discoveries freely shared
worldwide.

www.stjude.org

Overhead (administrative and
fundraising) rate: 4.4%



Very
Unfamiliar

Very
Familiar

» **Toys for Tots Foundation
(aka Marine Toys for Tots
Foundation)**

Brighten a child's face on
Christmas morning. Help the
Marines provide a treasured gift
and a cherished memory for
millions of our nation's neediest
children.

www.toysfortots.org

Overhead (administrative and
fundraising) rate: 2.7%



Respondents in the Sequential Treatment see the nonprofits presented in this way. Respondents in the Simultaneous Treatment see nonprofits presented as shown in the section titled "All Nonprofits" above.

Nonprofit 1

Alex's Lemonade Stand Foundation

A four-year-old cancer patient's front yard lemonade stand evolved to a nationwide movement to find a cure for pediatric cancer. Every person can make a difference.

www.alexslimonade.org

Overhead (administrative and fundraising) rate: 11.9%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar

Very Familiar

What is your impression of this organization?

Negative

Positive

To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So

Nonprofit 2

American Cancer Society

We are accelerating progress against cancer in every community by saving lives, helping those touched by cancer, and empowering people to fight back against cancer.

www.cancer.org

Overhead (administrative and fundraising) rate: 26.1%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar

Very Familiar

What is your impression of this organization?

Negative

Positive

To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So

Nonprofit 3

American Heart Association

We fight heart disease and stroke - the world's two leading causes of death - through innovative research, public education and training, and changes to public policy.

www.americanheart.org

Overhead (administrative and fundraising) rate: 18.6%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very Unfamiliar

Very Familiar

What is your impression of this organization?

Negative

Positive

To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So



Nonprofit 4

American Kidney Fund

The American Kidney Fund fights kidney disease through direct financial support to patients in need; health education; and prevention efforts.

www.kidneyfund.org

Overhead (administrative and fundraising) rate: 2.4%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar

Very Familiar



What is your impression of this organization?

Negative

Positive



To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So



Nonprofit 5

Boys & Girls Clubs of America

11 million children are in need of after-school support. Join BGCA in making a difference by providing a safe place for kids to thrive.

www.bgca.org

Overhead (administrative and fundraising) rate: 17.1%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?



What is your impression of this organization?



To what extent do you think a donation to this organization would make an impact?



Nonprofit 6

Overhead (administrative and fundraising) rate: 17.1%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very Unfamiliar Very Familiar

What is your impression of this organization?

Negative Positive

To what extent do you think a donation to this organization would make an impact?

Not at all Very Much So

Nonprofit 8

KaBOOM

Building safe places for kids to play. Transforming vacant, even derelict, land into healthy playgrounds where children can combat obesity, violence, depression and behavioral problems.

www.kaboom.org

Overhead (administrative and fundraising) rate: 13.5%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very Unfamiliar Very Familiar

What is your impression of this organization?

Negative Positive

To what extent do you think a donation to this organization would make an impact?

Not at all Very Much So

Nonprofit 9

Make-a-Wish Foundation of America

We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

www.wish.org

Overhead (administrative and fundraising) rate: 21.3%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar



Very Familiar

What is your impression of this organization?

Negative



Positive

To what extent do you think a donation to this organization would make an impact?

Not at all



Very Much So

Nonprofit 10

Rape, Abuse, & Incest National Network (RAINN)

Runs National Sexual Assault Hotline; largest anti-rape org. Free, 24-7 services help 150,000 people/year. Programs prevent rape, help victims, bring rapists to justice.

www.rainn.org

Overhead (administrative and fundraising) rate: 6.7%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar



Very Familiar

What is your impression of this organization?

Negative

Positive



To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So



Nonprofit 11

St. Jude Children's Research Hospital

Researches and treats life-threatening childhood diseases; primarily cancer. Families are never billed by St. Jude for treatment, travel, housing or food. Discoveries freely shared worldwide.

www.stjude.org

Overhead (administrative and fundraising) rate: 4.4%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar

Very Familiar



What is your impression of this organization?

Negative

Positive



To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So



Nonprofit 12

Toys for Tots Foundation (aka Marine Toys for Tots Foundation)

Brighten a child's face on Christmas morning. Help the Marines provide a treasured gift and a cherished memory for millions of our nation's neediest children.

www.toysfortots.org

Overhead (administrative and fundraising) rate: 2.7%

If you are randomly selected to receive the \$100, how much would you donate to this organization? (Enter a dollar amount between 0 and 100)

What is your level of familiarity with this organization?

Very
Unfamiliar

Very Familiar



What is your impression of this organization?

Negative

Positive



To what extent do you think a donation to this organization would make an impact?

Not at all

Very Much So

Demographics

Next, we need you to answer several demographic questions. Your answers to these questions will not be shared with Amazon Mechanical Turk or affect your payment.

What is your gender identity?

- Male
- Female
- Other

What is your age?

What is the highest degree or level of school you have completed? (If you're currently enrolled in school, please indicate the highest degree you have received.)

- Less than high school diploma
- High school degree or equivalent (e.g. GED)
- Some college, no degree
- Associates degree (e.g. AA,AS)
- Bachelor's degree (e.g. BA, BS)
- Maser's degree (e.g. MA, MS, MEd, MBA)
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate (e.g. PhD, EdD)

What is your annual household income?

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999

- \$75,000 to \$99,999
- \$100,000 or more

In which U.S. State do you live?

During the past 12 months, how often have you given money to charity?

- Not at all in the past year
- Once in the past year
- At least 2 or 3 times in the past year
- Once a month
- Once a week
- More than once a week

Altogether, what was the total dollar value of all donations your household made in the past 12 months?

- Less than \$50
- \$50-249
- \$250-\$499
- \$500 or more

Validation

Please make note of the following 7-digit code. You will input it through Mechanical Turk to indicate your completion of the study. Then click the button on the bottom of the page to submit your answers. You will not receive credit unless you click this button.

Your validation code is:

`#{e://Field/mTurkCode}`

To receive payment for participating, click “Accept HIT” in the Mechanical Turk window, enter this validation code, then click “Submit”.

Powered by Qualtrics