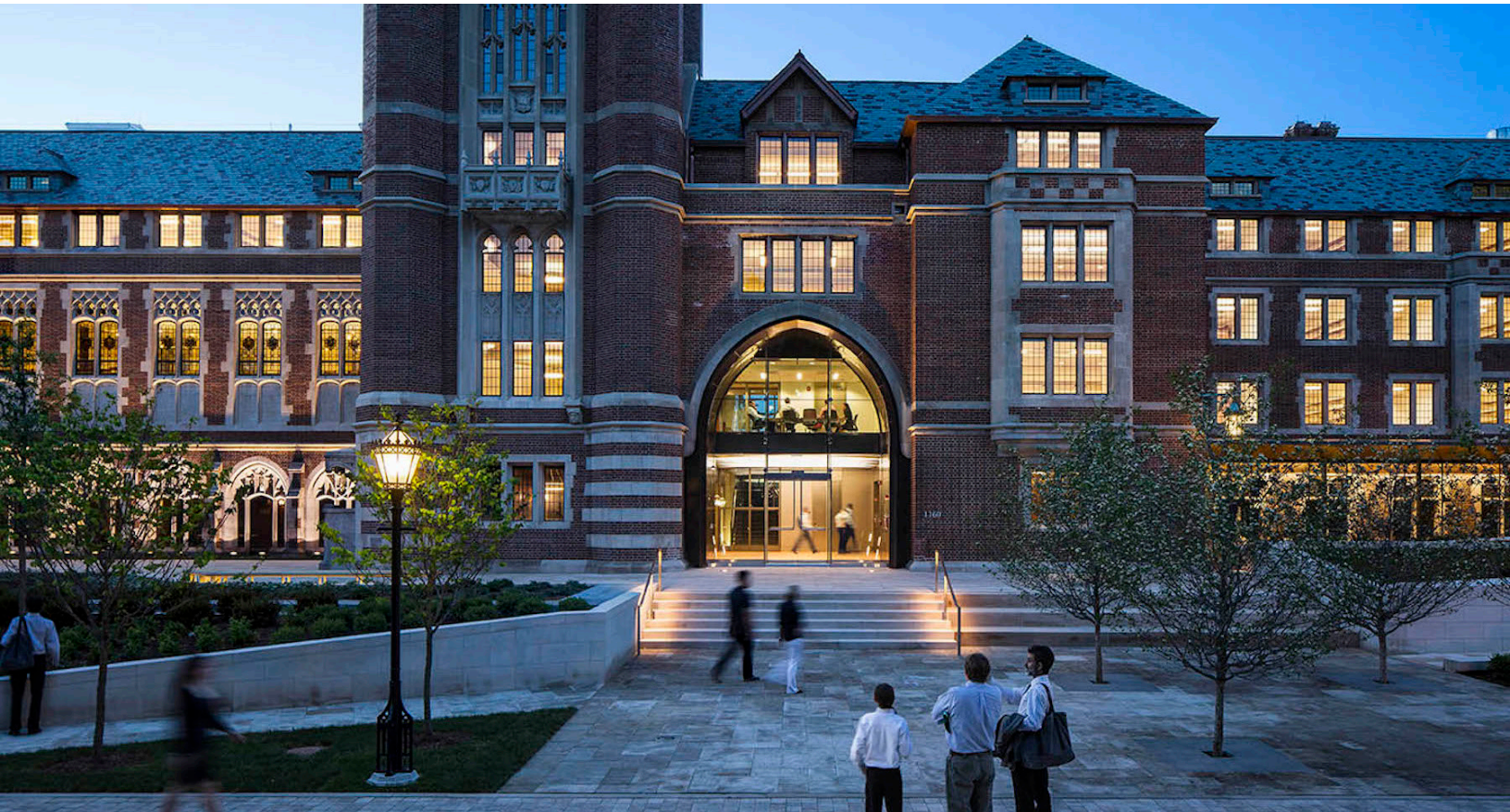




SCIENCE OF PHILANTHROPY INITIATIVE

The 6th SPI Conference 2019
PHILANTHROPY INNOVATIONS CONFERENCE



KENNETH C. GRIFFIN
DEPARTMENT OF
ECONOMICS

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Keynote Speakers



James Andreoni is a Professor in the Economics Department of the University of California, San Diego where he directs the EconLab. His research focuses on behavioral economics, experimental economics, and public economics. He is well known for his research on altruism, and in particular for coining the term “warm-glow giving” to describe personal gains from altruistic acts. Andreoni’s research uses a mixture of economic theory, experiments, and standard analysis of survey data to explore a variety of topics including moral decision making, time preferences, charitable giving and altruistic decisions. His research has been described as expanding “our understanding of donors and charities and our broader understanding of public goods and expenditures.” He was the co-editor of the *Journal of Public Economics*, as well as an associate editor for the *American Economic Review* and *Econometrica*.



John Glier is the Chief Executive Officer of Grenzebach, Glier, and Associates, a global consulting firm in philanthropic management headquartered in Chicago and London. Mr. Glier joined GG+A in 1981, and has served as its Chief Executive for more than 25 years. He is recognized internationally for providing strategic direction and philanthropic counsel to many leading universities, academic healthcare institutions, cultural and human service organizations, and as an advisor to some of the largest fundraising campaigns in higher education. He has worked with the staff of well over 200 nonprofits and with a wide range of voluntary leaders, noted philanthropists, and Board leaders of distinguished institutions in North America, Europe, Asia, and Australia.



Abigail Marsh is an Associate Professor in the Department of Psychology and the Interdisciplinary Neuroscience Program at Georgetown University. Prof. Marsh directs the Laboratory on Social & Affective Neuroscience, research which is aimed at addressing questions that include: How do people understand what others think and feel? What drives us to help other people? What prevents us from harming them? Current research projects include behavioral and brain imaging investigations of altruism among living altruistic kidney donors and stem cell donors, and behavioral and brain imaging investigations of the roots of conduct problems in children and adolescents. Her research has been funded by the National Institutes of Health, the National Science Foundation, and the John Templeton Foundation. She has received awards that include the Wyatt Memorial Award for translational research from the National Institute of Mental Health and the Cozzarelli Prize for scientific excellence and originality from the Proceedings of the National Academy of Sciences.



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Conference Organizers



Luigi Butera

Copenhagen Business School



Chris Clapp

Kenneth C. Griffin Department of
Economics,
University of Chicago



Sara Konrath

Indiana University Lilly Family
School of Philanthropy



John List

Kenneth C. Griffin Department of
Economics,
University of Chicago



Amir Pasic

Indiana University Lilly Family
School of Philanthropy



Rich Steinberg

Indiana University Lilly Family
School of Philanthropy



Mark Wilhelm

Indiana University Lilly Family
School of Philanthropy

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.

Originally funded by a generous grant from the John Templeton Foundation, and now funded by the Hartsook Chair at the Lilly Family School of Philanthropy at Indiana University, 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.

**SCIENCE OF PHILANTHROPY
CONFERENCE 2019**
DAY 1 – WEDNESDAY, SEPTEMBER 11

8:00-8:30 am	Registration & Continental Breakfast	SHFE 100X
8:30-8:50 am	Welcome and Introductory Remarks John List , University of Chicago, Kenneth C. Griffin Department of Economics Amir Pasic , Lilly Family School of Philanthropy	SHFE 021
8:50-9:50 am	Keynote: Abigail Marsh , Georgetown University, "The Altruistic Brain"	SHFE 021
9:50-10:00 am	Break	
10:00-11:00 am Session 1A	Parallel Sessions 1 <i>Altruism & Warm-Glow</i> <ul style="list-style-type: none"> Daniel Lim, The Pennsylvania State University, "Past "Adversity Protects Against the Numeracy Bias in Compassion" Stephanie Heger, University of Sydney, "Altruism begets Altruism: Nudging our Way to a More Virtuous Society?" 	SHFE 021
Session 1B	<i>Space & Community</i> <ul style="list-style-type: none"> Fubing Su, Vassar College "Bringing Politics Back in Charitable Giving: Evidence from Donations after China's Sichuan Earthquake" Claudia Schwirplies, University of Hamburg, "Private Contributions and the Regional Scope of Charities: How Donation Experiments Can Inform Public Policy" Heng (Ellie) Qu, Texas A&M University, "Is "Overhead" a Tainted Word? A Survey Experiment Exploring Framing Effects of Nonprofit Overhead Information on Donor Decision" 	SHFE 146
11:00-11:10 am	Break	
11:10-12:10 pm Session 2A	Parallel Sessions 2 <i>Communication</i> <ul style="list-style-type: none"> Tong Lu, Carnegie Mellon University, "Asymmetric Conformity During Altruistic Decisions" Jesse Backstrom, University of Chicago, Kenneth C. Griffin Department of Economics "Coasian Bargaining in a Computer-Mediated Environment" Eugen Dimant, University of Pennsylvania, "Observability, Social Proximity, and the Erosion of Norm Compliance" 	SHFE 021

**SCIENCE OF PHILANTHROPY
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DAY 1 – WEDNESDAY, SEPTEMBER 11

Session 2B	<p><i>Optimizing Donations</i></p> <ul style="list-style-type: none"> • Brady Josephson, NextAfter Institute, “How Can We Optimize the Online Giving Experience using Behavioural Economics, Philanthropic Theories, and Tapid Experimentation?” • Marta Serra-Garcia, University of California, San Diego, “The Pledging Puzzle: How can Revocable Promises Increase Charitable Giving” • Danielle Vance-McMullen, DePaul University, “Substitution Among Charitable Contributions: Effects of Similarity, Timing, and Information on Crowd-Out” 	SHFE 146
12:10-12:30 pm	Lunch station (please bring lunches to panel talk in SHFE 021)	SHFE 112
12:30-1:30 pm	<p>Lunch and Administrative and Survey Data Panel:</p> <ul style="list-style-type: none"> • Teresa Harrison, Drexel University • David Novgorodsky, University of Chicago • Mark Ottoni-Wilhelm, Indiana University Lilly Family School of Philanthropy <p>Panel moderator, Christopher Clapp, University of Chicago, Kenneth C. Griffin Department of Economics</p>	SHFE 021
1:30-1:40 pm	Break	
1:40-2:40 pm Session 3A	<p>Parallel Sessions 3</p> <p><i>Technology</i></p> <ul style="list-style-type: none"> • Sara Konrath, Indiana University Lilly Family School of Philanthropy, “Virtual Reality Improves Some Types of Empathy: Insights from a Pre-Registered Meta-Analysis” • Sonya Dal Cin, University of Michigan, “Is all “Slacktivism” Created Equal? Theorizing and Testing Implications of Social Media Sharing for Subsequent Philanthropic Acts” 	SHFE 021
Session 3B	<p><i>Naturally Occurring Data</i></p> <ul style="list-style-type: none"> • Mark Ottoni-Wilhelm, Indiana University Lilly Family School of Philanthropy, “Dynamics of American Giving: Descriptive Evidence” • Jonathan Meer, Texas A&M University, “Generosity Across the Income and Wealth Distributions” • Teresa Harrison, Drexel University, “Nonprofit Entry, Competition, and Fundraising” 	SHFE 146
2:40-2:50 pm	Break	

**SCIENCE OF PHILANTHROPY
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DAY 1 – WEDNESDAY, SEPTEMBER 11

2:50-3:50 pm Session 4A	<p>Parallel Sessions 4</p> <p><i>New Perspectives</i></p> <ul style="list-style-type: none"> • Brian Nielson, Arizona State University Foundation, “Understanding Charitable Organizations as Partners for Research” • Rob Kaufold, Hemera Foundation, “The Relationship between Private Philanthropy and Risk” 	SHFE 021
Session 4B	<p><i>Giving and Follow-ups</i></p> <ul style="list-style-type: none"> • Anya Samek, University of Southern California, “Do Thank-You Calls Increase Charitable Giving? Expert Forecasts and Field Experimental Evidence” • Adrienne Sudbury, University of Tennessee, “Checking Out Checkout Charity: A Study of Point-of-Sale Donation Campaigns” • Kwabena Donkor, UC Berkeley, “How Difficult is Tipping? Using Structural and Non-Structural Approaches to Estimate Decision Costs” 	SHFE 146
3:50-4:00 pm	Break	
4:00-5:00 pm Session 5A	<p>Parallel Sessions 5</p> <p><i>Fundraisers</i></p> <ul style="list-style-type: none"> • Christy Moss, University of Illinois at Urbana-Champaign, “Engineering Warm Fuzzies: Applying UX Principles to Create Philanthropic Experiences” • Jennifer Jones, University of Florida, “The Fundraiser’s Complexity of Mind: An Understudied yet Critical Variable” • Brandolon Barnett, Salesforce.org “Exploring Potential Intersections of Product & Academic Research” 	SHFE 021
Session 5B	<p><i>Socially Responsible Behavior</i></p> <ul style="list-style-type: none"> • Daniel Hungerman, University of Notre Dame, “Every Day is Earth Day: the Long-Run Effects of April 22, 1970” • Andreas Lange, University of Hamburg, “On the Performance of Green Assets in Financial Markets - Evidence from a Laboratory Experiment” • James Murphy, University of Alaska Anchorage, “Do Appeals to Donor Benefits Raise More Money than Appeals to Recipient Benefits? Evidence from a Natural Field Experiment with Pick.Click.Give.” 	SHFE 146

**SCIENCE OF PHILANTHROPY
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DAY 1 - WEDNESDAY, SEPTEMBER 11

5:30-7:00 pm	<i>Dinner and Keynote: John Glier, Gretzenbach, Glier and Associates, "TBA"</i>	Quadrangle Club, 1155 E. 57 th St., Chicago
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**SCIENCE OF PHILANTHROPY
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DAY 2 – THURSDAY, SEPTEMBER 12

7:30-8:00 am	Continental Breakfast	SHFE 112
8:00-9:00 am	Impact Panel: <ul style="list-style-type: none"> • Paul Niehaus, University of California, San Diego • Daniel Hungerman, University of Notre Dame • Andreas Lange, Universität Hamburg • Jonathan Meer, Texas A&M University Panel co-moderators, Amir Pasic, Indiana University Lilly Family School of Philanthropy and Luigi Butera, Copenhagen Business School	SHFE 021
9:00-9:10 am	Break	
9:10-10:10 am Session 6A	Parallel Sessions 6 <i>Giving Markets</i> <ul style="list-style-type: none"> • Hedieh Tajali, Texas A&M University, “The Minimum Wage and the Nonprofit Sector” • Scott Rick, University of Michigan, “Large Steps Toward Small Donations: Reputational Benefits of Nominal Corporate Generosity” • Avner Ben-Ner, University of Minnesota, “The Dark Side of the Nonprofit Sector Polarization in Contemporary Society” 	SHFE 021
Session 6B	<i>Fundraising Techniques</i> <ul style="list-style-type: none"> • Jeffrey Livingston, Bentley University, “Can Matching Grants Help New Charities Compete with Established Charities?” • Piruz Saboury, Texas A&M University, “The Effect of Seed Money and Matching Gifts in Fundraising: A Lab Experiment” • Johannes Diederich, University of Heidelberg, “How to Design the Ask: Funding Goods vs. Giving Money” 	SHFE 146
10:10-10:20 am	Break	
10:20-11:20 am Session 7A	Parallel Sessions 7 <i>Tax</i> <ul style="list-style-type: none"> • Seiyoun Kim, Georgia State University, “Tax Framing in Matching and Rebate Subsidy” • Chandrayee Chatterjee, Georgia State University, “Competition Among Charities: Field Experimental Evidence from a State Income Tax Credit for Charitable Giving” 	SHFE 021
Session 7A		SHFE 021

**SCIENCE OF PHILANTHROPY
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DAY 2 – THURSDAY, SEPTEMBER 12

Session 7B	<ul style="list-style-type: none"> • Jonathan Oxley, Florida State University, “Does Additional Mandatory Reporting Alter Charity or Donor Behavior? Examining the 2006 Pension Protection Act” <p><i>Donation Incentives</i></p> <ul style="list-style-type: none"> • Ethan Pew, Columbia University, “Charity Incentives” • Sandra Goff, Skidmore College, “Economic Impact of Gun Violence and Support for Gun Control” • Amanda Chuan, Michigan State University, “Taking Credit for Others’ Good Deeds: Evidence from a Lab Experiment” 	SHFE 146
11:20-11:30 am	Break	
11:30-12:30pm Session 8A	Parallel Sessions 8 <i>Gender</i> <ul style="list-style-type: none"> • Patrick Dwyer, Indiana University Lilly Family School of Philanthropy, “Encouraging Giving to Women’s and Girls’ Causes: The Role of Social Norms” • Sarah Smith, University of Bristol, “Gender Differences in Goal Setting: Evidence from a Fundraising Experiment” 	SHFE 021
Session 8B	<i>Culture & Norms</i> <ul style="list-style-type: none"> • Daniela Grieco, University of Milan, “Participatory Incentives” • Margaret Echelbarger, University of Chicago, Booth School of Business, “Robin Hood and the Merry Meanies: Preschoolers Believe It’s Not Okay to Take from the Rich When You are Poor” • Sera Linardi, GSPIA University of Pittsburgh, “The Effect of Religious Prohibitions on Economic Behavior” 	SHFE 146
12:30-1:25 pm	Joint Keynote: James Andreoni , University of California, San Diego, “Peer Effects in Charitable Giving: Evidence from a Natural Field Experiment”	Oriental Institute and *SHFE 146 (livestream)
1:30-3:00 pm	Next Generation- Joint Panel <ul style="list-style-type: none"> • Emily Breza, Harvard University • Gautam Rao, Harvard University • Ricardo Truglia, University of California, Los Angeles Panel moderator, John List , University of Chicago, Kenneth C. Griffin Department of Economics	Oriental Institute and *SHFE 146 (livestream)
3:00-4:00 pm	<i>Closing Reception</i>	SHFE 201

Keynote Speakers



James Andreoni
University of California
at San Diego



John Glier
Grenzebach, Glier and
Associates



Abigail Marsh
Georgetown University

#SPI2019

SCIENCE OF PHILANTHROPY INITIATIVE Philanthropy Innovations Conference

September 11-12, 2019
Saieh Hall for Economics

Questions? Contact the conference administrator
Jamie Phillips - phillipj@uchicago.edu

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