The Effect of type of Charity on Donations

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The objective of this study was to examine which types of charities subjects would be most inclined to donate to and how much “money” they would give for the different groups. One-factor repeated measures experimental design. American Cancer Society vs. ASPCA vs. Rainforest Alliance. Participants: 10 Males, 15 Females ages 18-37. The Results indicated a significant preference for American Cancer Society and the ASPCA over the Rainforest Alliance. We hypothesized that participants would more likely to donate to the ASPCA and the American Cancer Society than the Rainforest Alliance. Our Hypothesis was supported.
Introduction

- **Hypothesis Tested:**
  - People are more likely to donate money to a cause if it involves people or animals over a charity supporting the environment
  - We used American Cancer Society, ASPCA, and the Rainforest Alliance
  - **Previous Studies**
    - *Empathy, Effectiveness and donations to charity: Social psychology's contribution*
      - Attempted to manipulate empathy in soliciting charity donations
      - Empathy was found to be ineffective
    - *The Effect of Reputation on Charitable Giving*
      - Found that there was a positive relationship between reputation of the charity & monetary donations
      - The better reputation the charity had -- the more money they would donate
Social Concerns and Willingness to Support Charities
- It was found that donations are increased when more relevant information about the charity is presented to the donors
- Greater emotional gain from giving in older adults: Age related positivity bias in charitable giving
  - It was found that older people have a more positive effect after donation to charities than younger people (benefit more)

There has not been a study done that specifically determines if the type of charity influences the amount of money people donate, if they would donate more than once, or if they would feel guilty when they do not donate. This is what our study is testing.
Methods

One-factor repeated measures experimental design

Participants: 25 participants (M=10, F=15), randomly chosen

Age ranged 18-37

Apparatus, Materials: Charity donation sheets, writing utensil, area to conduct experiment

Procedure: Obtained age and informed consent from participants (if over 18)

- Each participant received & filled out all 3 charity donation sheets
  - To rule out order effect each participant was presented with the donation sheets in a randomized order
Question 1: How much of the 100$ would you be willing to donate? 
(1=0, 2=$25, 3= $50, 4= $100) 

Mean Scores: 
American Cancer Society: 1.48, SD=.963 
ASPCA: 1.72, SD=1.061 
Rainforest Alliance: .92, SD= .862 

Results from Green House Geiser Test 
F= 6.54 
P<.05 
Meaning, there is a significant difference between amount donated among all three charities 

Pairwise Comparisons: 
Significance between ACS and Rainforest Alliance, P<.05 
Significance between ASPCA and Rainforest Alliance, P<.01
Results

Question 2: How likely are you to donate again in a month to this charity?

(0=Not at all, 1=Probably not, 2=Probably will, 3=Definitely Will)

Mean Scores:

American Cancer Society: 1.56, SD=.768
ASPCA: 1.52, SD=.872
Rainforest Alliance: .96, SD=.611

Green House Geiser Test
F= 13.5
P<.001

There is a significant difference between all three charities

Pairwise Comparisons

Significance between ACS and ASPCA, p=.001
Significance between ASPCA and Rainforest, p=.001
Results

Question 3: How likely is it that you would feel guilty if you did not donate?

(0=definitely not, 1=probably not, 2=probably will, 3=definitely will)

Mean Scores:

American Cancer Society: 2.04, SD= .889

ASPCA: 1.92, SD=.909

Rainforest Alliance: 1.20, SD=.764

Green House Geiser Test

F=11.084
p<.05

There is a significant difference between all three charities

Pairwise Comparisons

Significant difference between ACS and Rainforest: p<.01

Significant Difference between ASPCA and Rainforest: p<.01
Graph Comparing Means
Discussion

● Each charity’s donations were significantly different
  ○ Specifically between American Cancer Society and Rainforest Alliance
  ○ As well as, ASPCA and Rainforest Alliance

● Overall, the data showed that people are more likely to donate to a charity that will help people or animals vs. the environment

● Our hypothesis was supported

● Limitations:
  ○ Small number of participants (mostly college students, tend to have less money so wouldn’t be as willing to donate)
  ○ The background story given (people don’t want to give away their birthday money)
  ○ Only set donation amounts (only 4 choices)
Future Studies:

- Recruit participants who were older, not mainly college students
- Background story in which the money wasn’t a birthday gift
- Allow participants to have more options of how much of the money they would donate to the charities
References


