

Web Appendix

Identity Congruency Effects on Donations

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Part A1: Experimental Procedure for Experiment 1:

The median (average) contribution to this station is \$75 (\$135). \$240 is about the 95th percentile of the station's contribution from new donors. Therefore, \$240 is a relatively high contribution for 95 percent of our participants. When people are affected by this information, they should increase their contribution.

We recorded data only during the hours when the station did not give special incentives (e.g., gifts normally offered in response to a contribution of \$120 are received when donors contribute only \$110) or premiums (e.g., unique or special gifts not offered consistently throughout the fundraising drive).

Other information collected by the station during the phone conversation included callers' name, phone number, email address, billing address, city, zip code, credit card or check information, and the thank-you gifts they wanted to receive. However, for confidentiality reasons and to conform to Institutional Review Board protocols, we were allowed to record and retain only research-related information. Donors' gender was coded by research assistants based on the donors' voice and their first name.

The two experimental conditions were randomized within each experimenter and within each hour. An extra step was also taken to avoid any expectation effects from the experimenters. The manipulation sentences were printed on labels and then attached to each pledge form. These sentences were covered by post-it notes. The experimenter did not remove these covers until they asked the first key question (i.e., what kind of member the callers are). At this point, for new donors they removed the post-it note, read the manipulation sentence, and asked for the pledge amount. Experimenters were thus blind to which condition the callers were in before they read the manipulation, and the dependent measure of pledge was collected right after the manipulation. This procedure can reduce systematic demand effects.

Part A2: Regression Analysis for Experiment 1:

	beta	SE	p
Main Effect			
Identity Congruency	52.065	25.109	0.044
Covariates			
Male	6.088	25.109	0.811
Fund Drive	41.012	146.124	0.780
Day		yes	
Hour		yes	
N		75	
R-Squared		0.6257	

Part B: Experimental Material for Experiment 2A:

Thank you very much for participating in our experiment; we value your involvement!

We would also like to express our appreciation for the generosity of an anonymous nonprofit organization that has funded our research. They made it possible for us to pay you \$14 for your participation in this one-hour experiment! You will find your \$14 earnings in envelope #2.

Before you leave the experiment today, we invite you to donate a small portion of your earnings during this hour to this nonprofit organization. Your donation will provide more research opportunities for you in the future, as well as enhance our ability to fund similar research.

To assure the anonymity of your donation decision, please fold your donation inside of this instruction page, and put both the instruction page and your donation into envelope #1. Then, please seal envelope #1 and hand it back to the experimenter on your way out.

This process will make sure that your donation is anonymous, as your name does not appear on the envelopes. So, please donate as you wish.

We're asking for a donation of up to \$4 to this organization. You are under absolutely NO obligation to donate any money, as these monies are yours. One previous participant contributed all of his (her) \$14 earnings during the hour.

Once again, we appreciate your participation in the experiment, and thank you in advance for your generous donation!

Sincerely yours,
The Research Team

P.S. Don't forget to fold your donation in this instruction and seal them in envelope #1!

Part C: Experimental Material for Experiment 2B:

There were two versions of the passage, designed to induce an other (self) focus.

Please imagine that National Public Radio (NPR) has been all public radio listeners' (your) favorite American media channel for more than 40 years. Today, NPR has been joined by many more other national and international news organizations to suit all public radio listeners' (your) intellectual and emotional tastes. They are all made with the same attention to provide quality programming to all public radio listeners (you).

Participants read one version of the following message in the identity congruency task:

NOW PLEASE IMAGINE that you have been listening to a public radio station every day for the past four years. Another listener, Mary (Tom), listens to the same radio station.

This is the only radio station that Mary (Tom) listens to.

Every morning Mary (Tom) wakes up, and she (he) turns on the radio. She (He) has her (his) breakfast and prepares for the day with the radio in the background.

Every evening, as soon as she (he) gets off work, she (he) turns on the same station and listens to it on her (his) way home.

She (He) has been to several station-sponsored events and concerts. This radio station is very important in her (his) life, and if it were to go away, she (he) would miss it.

ASSUME that this station is currently having its on-air fund drive. You have been listening to the campaign for a few hours each day for the past three days and have decided that you want to become a contributing member of the station.

You called the radio station to make a contribution.

During your conversation with a volunteer on the phone, you were told they had just spoken with another donor, Mary (Tom), and that she (he) had contributed \$200 this year.