Nudge Theory – Influencing Giving Behaviour

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Rideau Hall Foundation – Purpose

The RHF brings together ideas, people and resources to enhance the impact of the office of Governor General as a central institution of Canadian Democracy, and to work with others in building a better Canada.

“We want to be the smart and caring nation; a society that innovates, embraces its talent and uses the knowledge of each of its citizens to improve the human condition for all. When we set our sights together, we can do better and inspire each other to achieve great things.”

- The Right Honourable David Johnston, Governor General 2010-2017 and Chair of the Rideau Hall Foundation
RHF – 4 Pillars of Focus

1. Learning initiatives that strive for excellence and promote equality of educational opportunity

2. Investing in Canadian leaders with transformative potential

3. Widening the circle of giving and volunteering

4. Strengthening Canada’s culture of innovation
RHF – Giving Behaviour Project (3 prongs)

1. Goals: Invest in knowledge that would add value to the sector, to how we (multiple sectors) understand & encourage giving

2. Process: Consulted with partners and landed on three projects:
   - Comprehensive analysis of giving trends over 30-year period
   - Values based analysis looking at young people and how they think about giving
   - Application of nudging principles (behavioural science approach) to encourage giving
Role of the Privy Council Office’s Impact and Innovation Unit (IIU)

The IIU provides advice to departments and agencies to help design programs and projects that use novel and innovative approaches.

<table>
<thead>
<tr>
<th>Innovative Funding and Partnerships</th>
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<tbody>
<tr>
<td>Experience in developing social impact bonds, impact investing and other multi-stakeholder partnerships, and launching large-scale challenges to crowd-source solutions from non-traditional partners</td>
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<th>Impact Measurement</th>
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<td>Experience in working with partners to co-develop evidence-based approaches that use leading-edge evaluation and impact measurement methods to demonstrate the achievement of desired outcomes</td>
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<th>Behavioural Insights</th>
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<td>Experience in supporting the application of behavioural science to policy development and running both small and large scale experiments in support of core government commitments</td>
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Behavioural Insights
Human Decision-Making

<table>
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<tr>
<th>Perfect rationality</th>
<th>Imperfect rationality</th>
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<tr>
<td>Unlimited attention</td>
<td>Limited attention</td>
</tr>
<tr>
<td>Unwavering willpower</td>
<td>Bounded willpower</td>
</tr>
<tr>
<td>Full information</td>
<td>Incomplete information</td>
</tr>
<tr>
<td>Unlimited computational capacity</td>
<td>Limited computational capacity</td>
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How Behavioural Insights Fits In

BI offers a new tool in the toolkit:

• Effective solutions that often cost very little to nothing to test or implement

• Evidence-based results - using scientific methodology and statistical evaluation
Behavioural Insights Toolkit

1. **Make it Easy** – Remove even small barriers.

2. **Get Personal** – People respond better to personalize messages and personal appeals.

3. **Use Vivid and Concrete Information** – We are motivated to act what is novel and seems relevant to us.

4. **Highlight Positive Behaviours of the Crowd** – We’re strongly influenced by what we think others are doing.

5. **Use Commitment Devices for Future Action** – We want to be consistent with the promises we have made, especially if they are public.

6. **Think About the Messenger** – How we react to a message is influenced by who the messenger is.

7. **Frame Consequences as Losses** – We feel losses much more strongly than gains of the same size.

8. **Use Defaults** – We don’t like change and will “go with the flow” of pre-set options.
Behavioural Insights Case Studies
Increasing Recruitment of Women in the CAF

In partnership with the Department of National Defence, the goal of the project was to increase the number of women recruited into the Canadian Armed Forces.
Trial and Results

The team ran a social media marketing trial over three weeks in the Fall of 2017. Advertisements were tested on Instagram and Facebook in both French and English.

The campaign targeted Canadian women aged 18-34. The ads were displayed over two million times in both languages and on both platforms.
1. 9 out of 10 women succeed at basic training. Be one of them!

2. Earn a salary while your education is paid for!

3. Join the Canadian Armed Forces!

4. Joining the Forces offers you the unique opportunity to take on exciting challenges.

5. Joining the Forces offers you the unique opportunity to help and protect others.
Overall Results - Facebook
In partnership with the Rideau Hall Foundation, the Heart and Stroke Foundation and Harvard University, a randomized controlled trial (RCT) was conducted in which ~225,000 email addresses were randomly assigned to receive one of eight emails asking them to donate to the Heart & Stroke Foundation.

**Interventions Tested**
1. The offer of a one-to-one match
2. Telling donors that overhead costs of a campaign are covered
3. Providing names and motivations of previous donors
4. Framing a donation as an incomplete process
Interventions Overview

The trial used an email template from Heart & Stroke as the control condition.

1. Control

2. Reorganized Control

BI Interventions Inserted Here
Intervention Overview

**Control**

**Subject Line: You make research possible**

Our life-saving work can’t continue without your support. Will you give to help Heart & Stroke fund the next breakthrough?

- **Give $50**
- **Give $75**
- **Give $150**
- **Give $**

**Re-org Control**

**Subject Line: We will match your donation**

Our life-saving work can’t continue without your support. Will you give to help Heart & Stroke fund the next breakthrough?

- **Give $50**
- **Give $75**
- **Give $150**
- **Give $**
Intervention Overview

1:1 Match

Subject Line: We will match your donation

A private donor who believes in the importance of life-saving research has committed $10,000 to match your donation one-for-one up to a total of $20,000. Will you give to help Heart & Stroke fund the next breakthrough?

Give $50  Give $75  Give $150  Give $_

Unnamed Overhead

Subject Line: 100% of your donations go to research

A private donor who believes in the importance of life-saving research has committed $10,000 to cover ALL the overhead costs associated with raising much-needed donations. Will you give to help Heart & Stroke fund the next breakthrough?

Give $50  Give $75  Give $150  Give $_

Named Overhead

Subject Line: 100% of your donations go to research

A private donor who believes in the importance of life-saving research has committed $10,000 to cover ALL the overhead costs associated with raising much-needed donations. Will you give to help Heart & Stroke fund the next breakthrough?

Give $50  Give $75  Give $150  Give $_
Intervention Overview

Social Matching

Subject Line: Canadians like you are making research possible

Below we've listed some of the recent gifts we've received. Will you match one of these donations to help Heart & Stroke fund the next breakthrough, or choose your own gift amount?

<table>
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<td><strong>Give</strong></td>
<td>$50</td>
<td>$75</td>
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Motivation Matching

Subject Line: Canadians like you are making research possible

Below we've listed some of the recent gifts we've received. Will you match one of these donations to help Heart & Stroke fund the next breakthrough, or choose your own gift amount?

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<td><strong>Give</strong></td>
<td>$50</td>
<td>$75</td>
<td>$150</td>
<td>Whatever motivates you!</td>
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<td>“I know that I'm investing in breakthrough research today, to save those I love tomorrow.”</td>
<td>“So no one needs to go through the pain that our family has gone through.”</td>
<td>“I'm investing in the future health of my loved ones, because without health, we have nothing.”</td>
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Overall Findings

• Significant differences in opening rates were found based on the different email subject lines, with the “One more step to help save a life!” subject line outperforming the others.

• No differences of statistical significance were found in the click through rate between any of the interventions.

• Significant differences in the donation rates were found among interventions, but donation rates are too low to draw conclusions.

• One third of all donations came from the one to one match intervention.
The number of donations by intervention group shows that the one to one match condition resulted in by far the most donations, followed by unnamed overhead intervention. These results were statistically significant at the 95% confidence level.
Workshop
Case Study

• The Help for Seniors Foundation wants to encourage Canadians to register for their upcoming Roller Blade for Seniors annual event, on August 4, 2018.

• Benefits of registration:
  • Money raised will help fund critical services for senior citizens in need throughout Canada
  • Participants will receive swag from roller blade and sporting goods companies
  • Participants and donors will be entered into a draw to win one of 10 free pairs of roller blades
Workshop Activity

Imagine you’re designing a social media campaign to increase the proportion of people who register for a national fundraising event.

In your groups, use the tools below to design 3-5 ads that are aimed at driving registrations. Think about the images you would want to use, and how they interact with your proposed messaging.

1. Make it Easy
2. Get Personal
3. Use Vivid and Concrete Information
4. Highlight Positive Behaviours of the Crowd
5. Use Commitment Devices for Future Action
6. Think About the Messenger
7. Frame Consequences as Losses
8. Use Defaults
Thank you!

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