

Nudge Theory – Influencing Giving Behaviour

Teresa Marques
Director, Strategic Partnerships
Rideau Hall Foundation
@termarques

Elizabeth Hardy
Senior Lead, Behavioural Insights
Impact and Innovation Unit
@lizdrouinhardy



**Fondation
Rideau Hall
Foundation**



Impact & Innovation Unit

@impact_innovEN

@impact_innovFR

www.canada.ca/impact-and-innovation 1

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



THE
GIVING
BEHAVIOUR PROJECT

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.



Innovative Funding and Partnerships

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



1



Impact Measurement

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

2



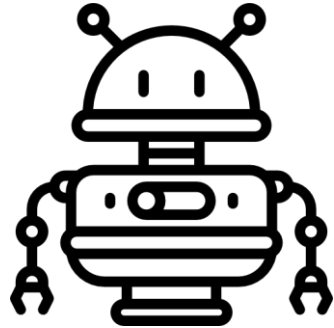
Behavioural Insights

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

3

Behavioural Insights

Human Decision-Making



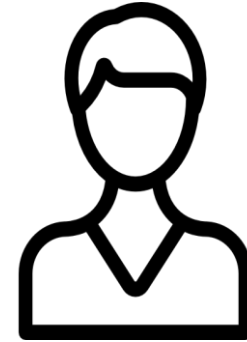
Unlimited attention

Unwavering willpower

Full information

Unlimited computational capacity

Perfect rationality



Limited attention

Bounded willpower

Incomplete information

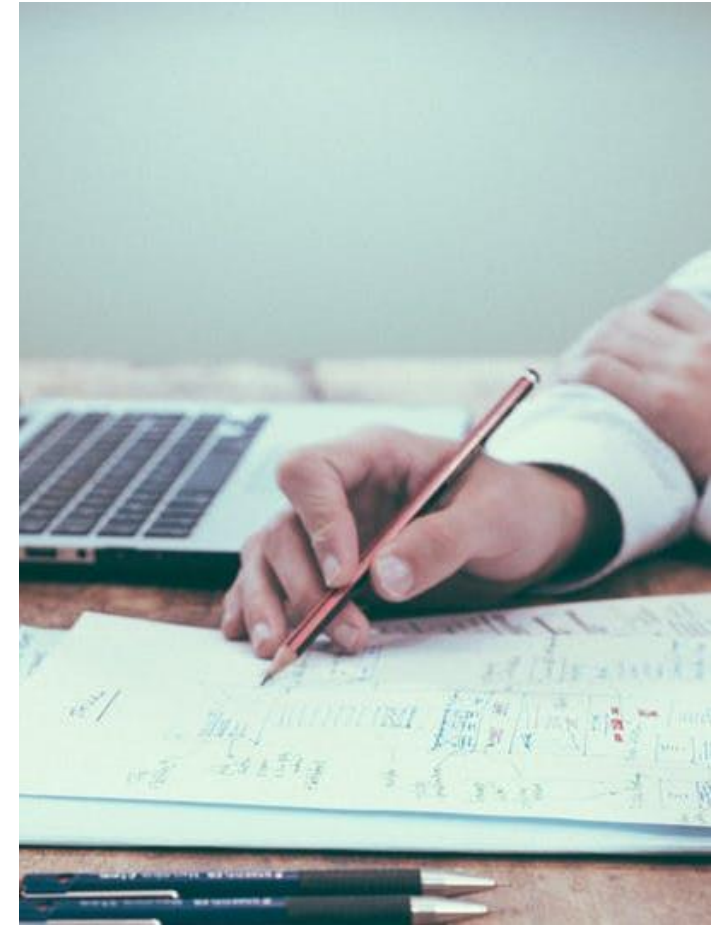
Limited computational capacity

Imperfect rationality

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



**DARE TO BE
EXTRAORDINARY**

Join the Canadian
Armed Forces!

4



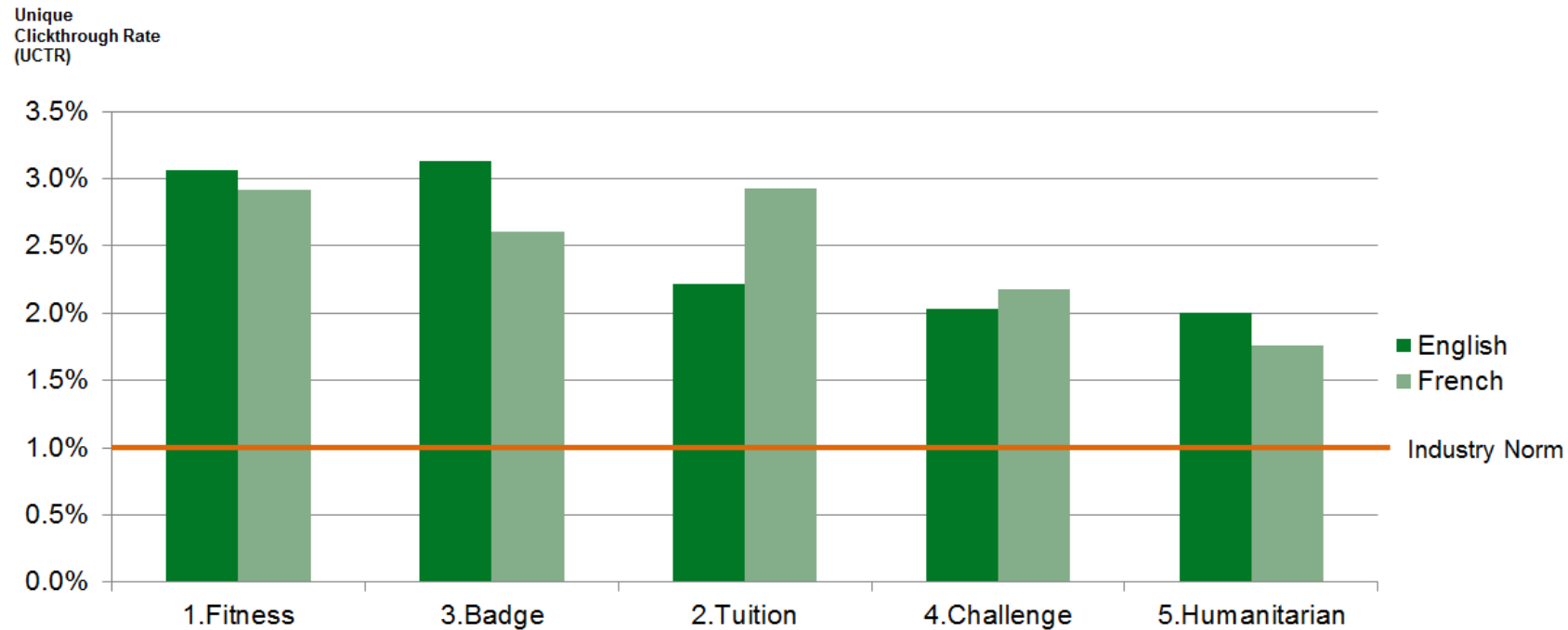
Joining the
Forces offers you
the unique
opportunity to
take on exciting
challenges.

5



Joining the
Forces offers
you the unique
opportunity to
help and protect
others.

Overall Results - Facebook



15

Increasing Donations – Charitable Giving

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

We can't change the future without you

[View online](#)



♥ Donate



Every second counts for people like Christine.
Please give now.

That's why your support is so urgently needed to fund critical research that will save lives - maybe even your own.

Please give now.

Jim, it began as a typical fall day. Christine stepped outside to play with her daughter, and suddenly, she found herself unable to walk. It was only a matter of minutes before Christine lost her vision and was in unbearable pain. Her speech had become garbled -- she was unable to call for help.

A research breakthrough could change the future for people like Christine.

Thanks to your donations, Heart & Stroke was able to help support research that recently led to the discovery of the first ever drug to demonstrate capacity to reduce stroke damage in the people we care about.

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 \$_


Donate now

Life. We don't want you to miss it.™

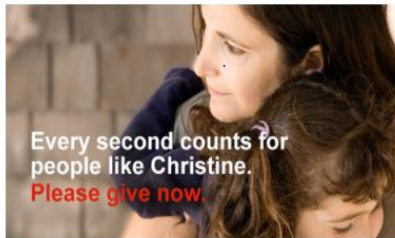
2. Reorganized Control

We can't change the future without you

[View online](#)



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Donate now

Life. We don't want you to miss it.™

BI Interventions
Inserted Here

Intervention Overview

Control

1

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

2

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

3

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 \$ _
--------------	--------------	---------------	--------------

Named
Overhead

4

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 \$ _
--------------	--------------	---------------	--------------

Unnamed
Overhead

5

Subject Line: 100% of your donations go to research

A private donor who believes in the importance of life-saving research has committed to covering **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

6

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?

Sara K.	Doug R.	Liz H.	Other
Give \$50	Give \$75	Give \$150	Give \$ _

Motivation
Matching

7

Subject Line: Canadians like you are making research possible

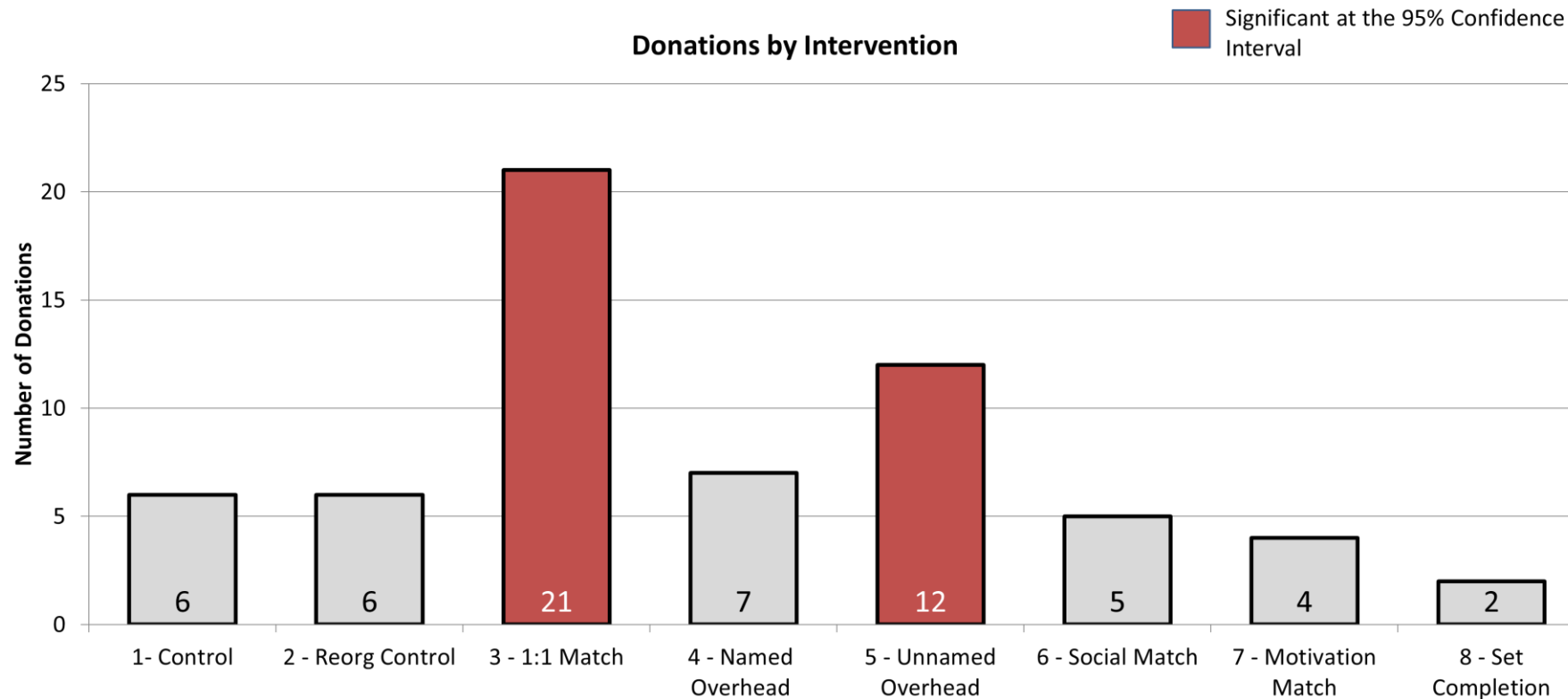
Below we've listed some of the recent gifts we've received. Will you match one of these donations to help Heart & Stroke fund the next breakthrough, or choose your own gift amount?

Sara K.	Doug R.	Liz H.	Other
"I know that I'm investing in breakthrough research today, to save those I love tomorrow."	"So no one needs to go through the pain that our family has gone through."	"I'm investing in the future health of my loved ones, because without health, we have nothing."	Whatever motivates you!
Give \$50	Give \$75	Give \$150	Give \$ _

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.

Results by Donation



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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