

Complete Donation Calculation Procedure

Winning and Losing Studies 3a and 3b

After the intervention, the vendor (Anne Lewis Strategies, LLC) sent data to the researchers in two datasets. Dataset 1 was a complete individualized data set with all participants who had received any of the four emails in Study 3 (Losing in Study 3a, Winning in Study 3a, Losing in Study 3b, or Winning in Study 3b). There were a total of 668,618 participants in Dataset 1. The vast majority of recipients received an email during both Study 3a and Study 3b. A small number only received an email in Study 3a, but not in Study 3b. Though there are many possible routes to receiving only this one email, the most common is that the recipient opted out of the email list sometime after Study 3a. Similarly, a small number of recipients received an email only in Study 3b. The most likely cause is that they had signed up for the DGA after the Study 3a email was sent. Each recipient in Dataset 1 was represented as a row. Dataset 1 included the following columns:

- random unique identifier for each person
- Study 3a condition assignment (Losing or Winning)
- Study 3a past donor status (past donor or prospective donor)
- whether the Study 3a email was opened
- whether the Study 3a link was clicked on
- whether or not a donation was made on the landing webpage associated with the correct Study 3a condition
- The dollar value of the donation made on the landing webpage associated with the correct Study 3a condition
- Whether the recipient opted out the DGA email list after receiving the Study 3a email

- Study 3b condition assignment (Losing or Winning)
- Study 3b past donor status (past donor or prospective donor)
- whether the Study 3b email was opened
- whether the Study 3b link was clicked on
- whether or not a donation was made on the landing webpage associated with the correct Study 3b condition
- The dollar value of the donation made on the landing webpage associated with the correct Study 3b condition
- Whether the recipient opted out the DGA email list after receiving the Study 3b email

Dataset 2 was a list of all recipients who donated money (610 donors in total) through the landing webpages associated with each email in the two experiments. Each recipient in Dataset 2 was represented as a row. Dataset 2 included the following columns:

- random unique identifier for each person (not linkable with Dataset 1)
- whether the donation was made through a landing page associated with a Winning email or a Losing email
- whether the donation was made through a landing page associated with Study 3a or Study 3b
- Past donor status at the time the donation was made (past donor or prospective donor)
- The dollar value of the donation

There are a handful of important elements to note about these two datasets. First, the random unique identifiers in Dataset 1 and Dataset 2 were not linkable. Second, Dataset 2 shows that there were more total donations made than Dataset 1 would suggest. According to the fundraising consultant, this may have resulted from donors using different email addresses.

Donations reported in Dataset 1 reflect only donations made using the email address that was used by the vendor to send out the emails. If a recipient donated money using an email address that was different from the one that the vendor used, the donation would not be reported in Dataset 1, but would be reported in Dataset 2. Importantly, neither dataset included the email addresses used by the vendor to send the emails or used by the recipient to make a donation.

This means that Dataset 1 underestimates the total number of donations a given email generated, and the total dollar value of donations a given email generated. In order to compare the number of donors generated by each email in each study, and to compare the amount of money raised by each email in each study, we developed the following dataset integration strategy:

- We match all donations in Dataset 1 to a donation in Dataset 2 based on study, condition, and dollars donated. This leaves Dataset 2 with unmatched donations. Specifically, Dataset 2 is left with 13 unmatched donations worth \$354 from Study 3a and 26 unmatched donations totaling \$645 from Study 3b.
- We assume that each donation in Dataset 2 is associated with a recipient in Dataset 1 who opened the relevant email and clicked on the relevant donation link and that Dataset 1 does not report the unmatched donors in Dataset 2 as having made a donation. This is consistent with the fact that in Dataset 1 all donations amounts and their associated emails have a match in Dataset 2.
- We create Dataset 1.1 in which we add the unmatched donations from Dataset 2 to recipients in Dataset 1 who received the same email as those who made the unmatched donations in Dataset 2. These Dataset 1 recipients will have opened the relevant email

and clicked on the relevant donation link, but will not have been recorded in Dataset 1 as having made a donation.

- All analyses reported in the manuscript use Dataset 1.1.

Specific Polls Referenced in Study 3a and Study 3b:

Study 3a Winning Condition referenced:

- SurveyUSA [<http://www.surveyusa.com/client/PollReport.aspx?g=e382e9bb-f847-40be-8cea-bc1b17845725>]
- SurveyUSA [<http://www.surveyusa.com/client/PollReport.aspx?g=fa797996-2766-4638-b4ab-d690cca402c1>]
- Quinnipiac [<http://www.quinnipiac.edu/news-and-events/quinnipiac-university-poll/florida/release-detail?ReleaseID=2036>]

Study 3a Losing Condition referenced:

- SurveyUSA [<http://www.surveyusa.com/client/PollReport.aspx?g=e3ee92de-531b-4a8b-9ac6-eb00efda84b1>]

Study 3b Winning Condition referenced:

- SurveyUSA [<http://www.surveyusa.com/client/PollReport.aspx?g=c26d7d89-bbeb-4187-88bb-2af781228258>]

Study 3b Losing Condition referenced:

- SurveyUSA [<http://www.surveyusa.com/client/PollReport.aspx?g=fdb22486-e6e1-40b6-bad3-7d561ad99aea>]