

Online Appendix

Figure A1: Text of letters with threshold of one sent out in the Social Information and No Information treatments.

You make the unique Tufts experience possible for today's Jumbos. Your annual fund gift continues to make the university the best it can be for students and faculty—ensuring the brightest students can attend, enriching the academic experience, and giving Tufts immediate resources to address greatest needs and fund innovation. With your gift this year, you can also help unlock up to \$10,000 in challenge funding from two generous donors.

You will be randomly assigned to a group of 10 Tufts alumni who were also ←←Group Match Club→→ like you. If at least 1 alumnus from your group of 10 gives by June 15th, a donor will give an extra \$50 to Tufts.

Your gift today will be put to immediate use to help current Jumbos and prepare for the next academic year. Remember, this challenge will end June 15, 2016 so please make your gift today! You have the power to unlock \$10,000 for Tufts students.

(a) Social Information

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(b) No Information

Notes: The top panel shows the message sent to subjects who were in the “Social Information” treatment, and the bottom panel shows the message sent to subjects in the “No Information” treatment. We also sent variations of these letters where the threshold number of donors was one person rather than three.

Table A1: Donation Behavior Summary Across 4 Treatments

	Social Info		No Info		All
	Threshold 1	Threshold 3	Threshold 1	Threshold 3	
Donation Rate	0.024	0.027	0.030	0.026	0.027
Donation Amount, conditional on giving	\$112.69	\$194.96	\$361.54	\$198.90	\$224.09
Amount P25, conditional on giving	25	25	27.5	25	25
Amount Median, conditional on giving	50	75	50	50	50
Amount P75, conditional on giving	100	112.5	105.55	100	100
Amount P99, conditional on giving	100	2000	11000	5000	5000
Donors	38	44	48	43	173
Letters Sent	1614	1619	1616	1622	6471

Notes: Threshold 1 are those who were sent letters with a threshold of 1 donor to active matching funds, while Threshold 3 required 3 donors. Those in Threshold 1 Social Info received the same letter as those in Threshold 1 No Info with the addition of being told they were in a group of the same social type, the same is true of Threshold 3 Social Info.

Table A2: Subject Balance across 4 Treatments

	(1)	(2)	(3)	(4)	(5)	(6)
	Entire Sample	Social Info Threshold 1	Social Info Threshold 3	No Info Threshold 1	No Info Threshold 3	Pairwise Difference
	Mean (s.d.)	Mean (s.d.)	Mean (s.d.)	Mean (s.d.)	Mean (s.d.)	
Panel A						
Athletics	0.555 (0.497)	0.555 (0.497)	0.554 (0.497)	0.555 (0.497)	0.554 (0.497)	No
Volunteer org.	0.176 (0.381)	0.175 (0.380)	0.177 (0.381)	0.176 (0.381)	0.176 (0.381)	No
Greek life	0.269 (0.444)	0.270 (0.444)	0.269 (0.444)	0.269 (0.443)	0.270 (0.444)	No
Panel B						
female	0.44 (0.496)	0.440 (0.497)	0.440 (0.497)	0.439 (0.496)	0.440 (0.496)	No
Years donated	0.981 (1.678)	0.929 (1.606)	0.979 (1.701)	1.033 (1.767)	0.983 (1.678)	No
Young alumni	0.198 (0.399)	0.212 (0.409)	0.182 (0.386)	0.200 (0.400)	0.199 (0.399)	No
Reunion year	0.034 (0.182)	0.035 (0.185)	0.035 (0.183)	0.035 (0.183)	0.033 (0.178)	No
Observations	6,471	1,614	1,619	1,616	1,622	

Notes: Threshold 1 are those who were sent letters with a threshold of 1 donor to active matching funds, while Threshold 3 required 3 donors. Those in Threshold 1 Social Info received the same letter as those in Threshold 1 No Info with the addition of being told they were in a group of the same social type, the same is true of Threshold 3 Social. The last column states whether two-way t-tests between the four treatments were significantly different. Years donated is the number of donations a person made between 2006-2015; Young alum is a dummy which is 1 if a person graduated between 2005-2015; Reunion Year refers to if they had a 10 year or 5-year reunion; LC refers to leonard carmichael

Table A3 - Probability of Donation by Treatment				
VARIABLES	(1)	(2)	(3)	(4)
Social Information Treatment	-0.00274 (0.00401)	-0.00179 (0.00392)	0.000667 (0.00568)	0.000895 (0.00557)
Years Donated		0.0179*** (0.00224)		0.0179*** (0.00224)
Female		0.00198 (0.00403)		0.00198 (0.00403)
Young Alum		0.0140** (0.00616)		0.0141** (0.00617)
Reunion Year		0.0408** (0.0186)		0.0407** (0.0186)
Threshold 1			0.00319 (0.00581)	0.00220 (0.00567)
Threshold 1* Social Information Treatment			-0.00363 (0.00553)	-0.00319 (0.00545)
Constant	0.0281*** (0.00290)	0.00498 (0.00316)	0.0265*** (0.00399)	0.00388 (0.00413)
Observations	6,471	6,471	6,471	6,471
R-squared	0.000	0.040	0.000	0.040

Notes: Years donated is the number of donations a person made between 2006-2015; Young alum takes the value 1 if a person graduated between 2005-2015; reunion year refers to if they had a 10 year or 5-year reunion; Threshold 1 takes the value 1 if this person's group was told they needed at least 1 person (instead of 3 persons) to obtain matching funds.

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1