



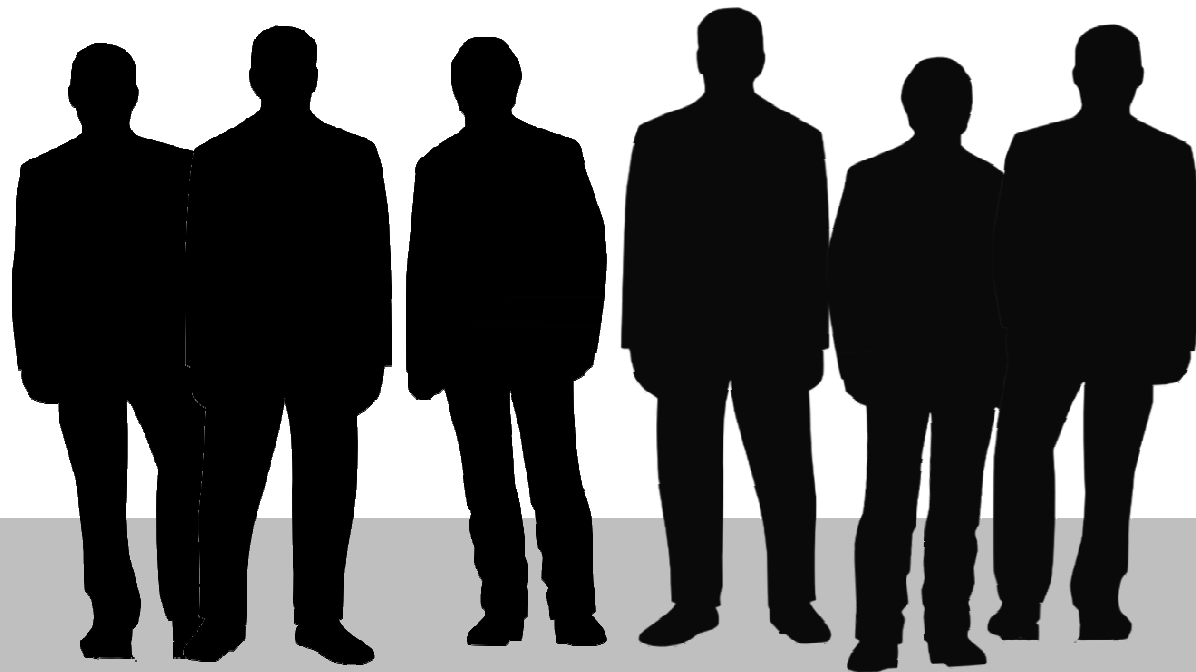
The Renaissance of Communal Generosity

Adam Alter

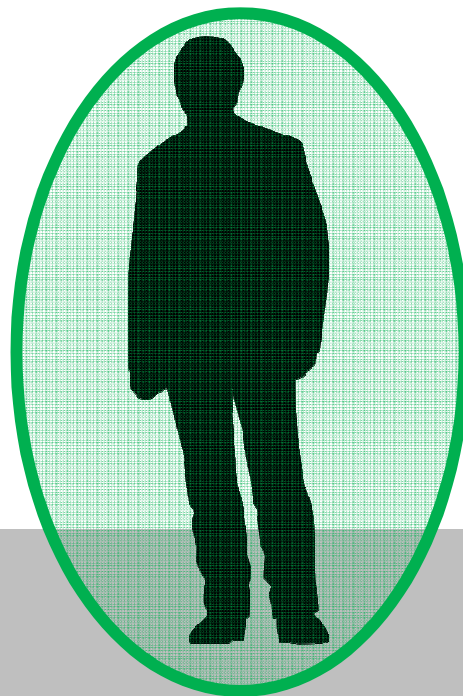
Associate Professor of Psychology and Marketing
New York University



A

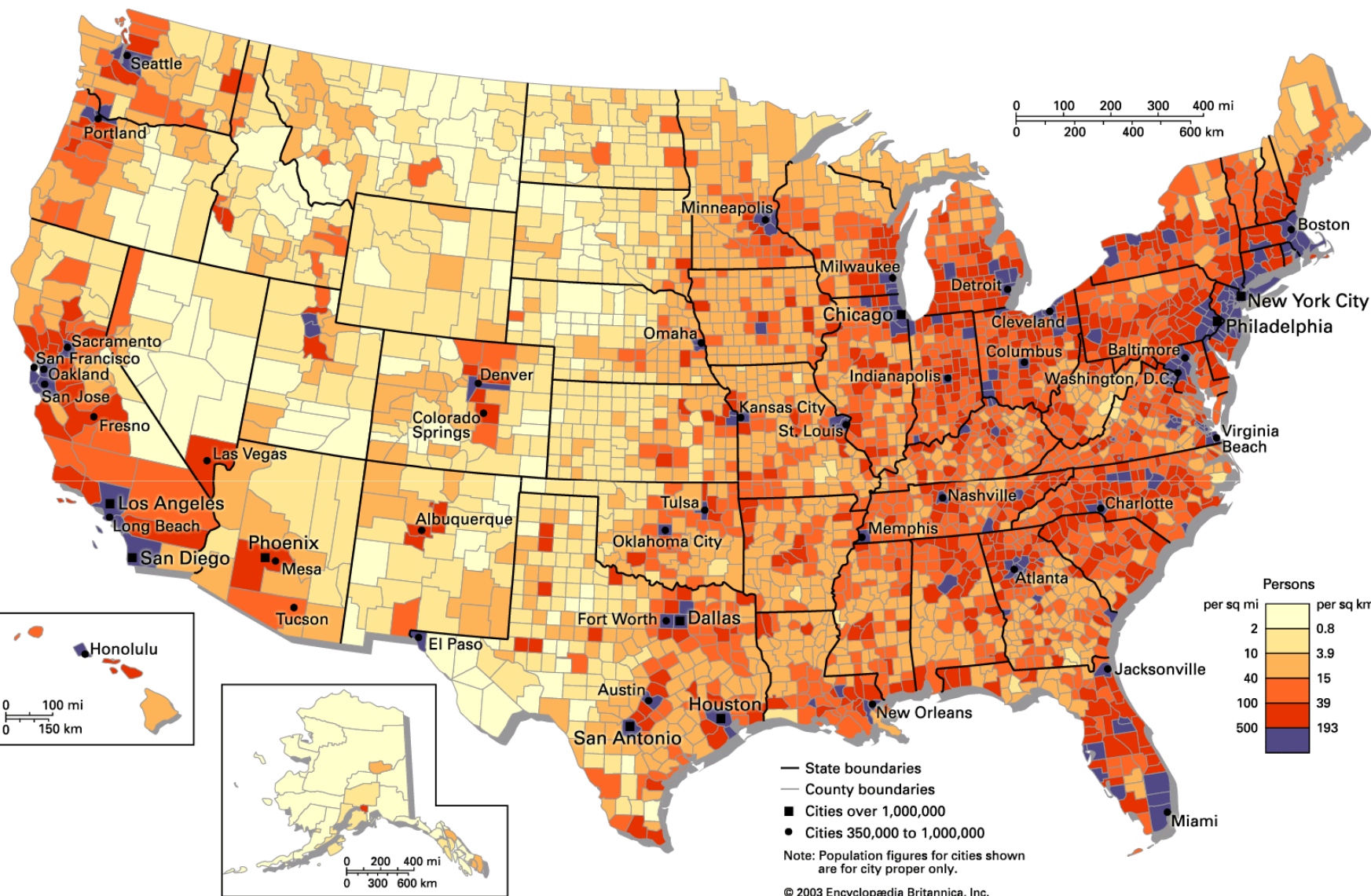


B









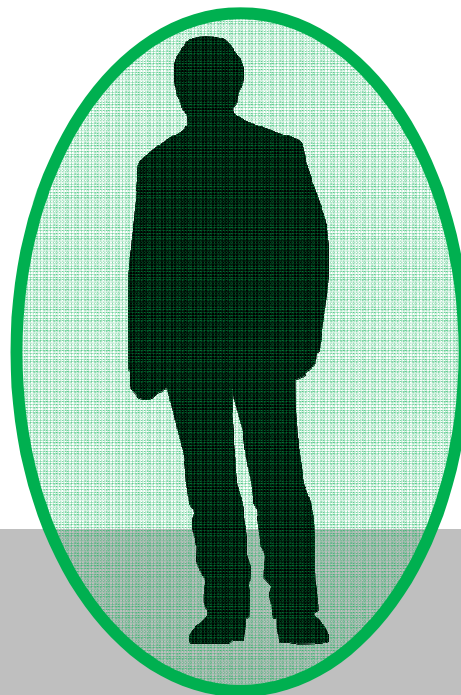
**Q: How do we bring
generosity back?**

**A: Psychology and
behavioral science.**

A



B



A B C D E F G

H I J K L M

N O P Q R S

T U V W X Y Z



Katrina

A satellite image of Hurricane Katrina, showing a well-defined eye and a dense, swirling cloud structure over the Gulf of Mexico. The surrounding landmasses of North and Central America are visible in green, and the ocean is dark blue.

K-names
Katrina 2.5x



Rita

A satellite image of Hurricane Rita, showing a very intense and large storm system with a prominent eye and a massive, swirling cloud deck over the Gulf of Mexico. The surrounding landmasses are visible in green, and the ocean is dark blue.

R-names
Rita 3.6x

A B C D E F G

H I J K L M

N O P Q R S

T U V W X Y Z

A

B

C D

E

F

G

H

I

J

K

L

M

N

O

P

R

S

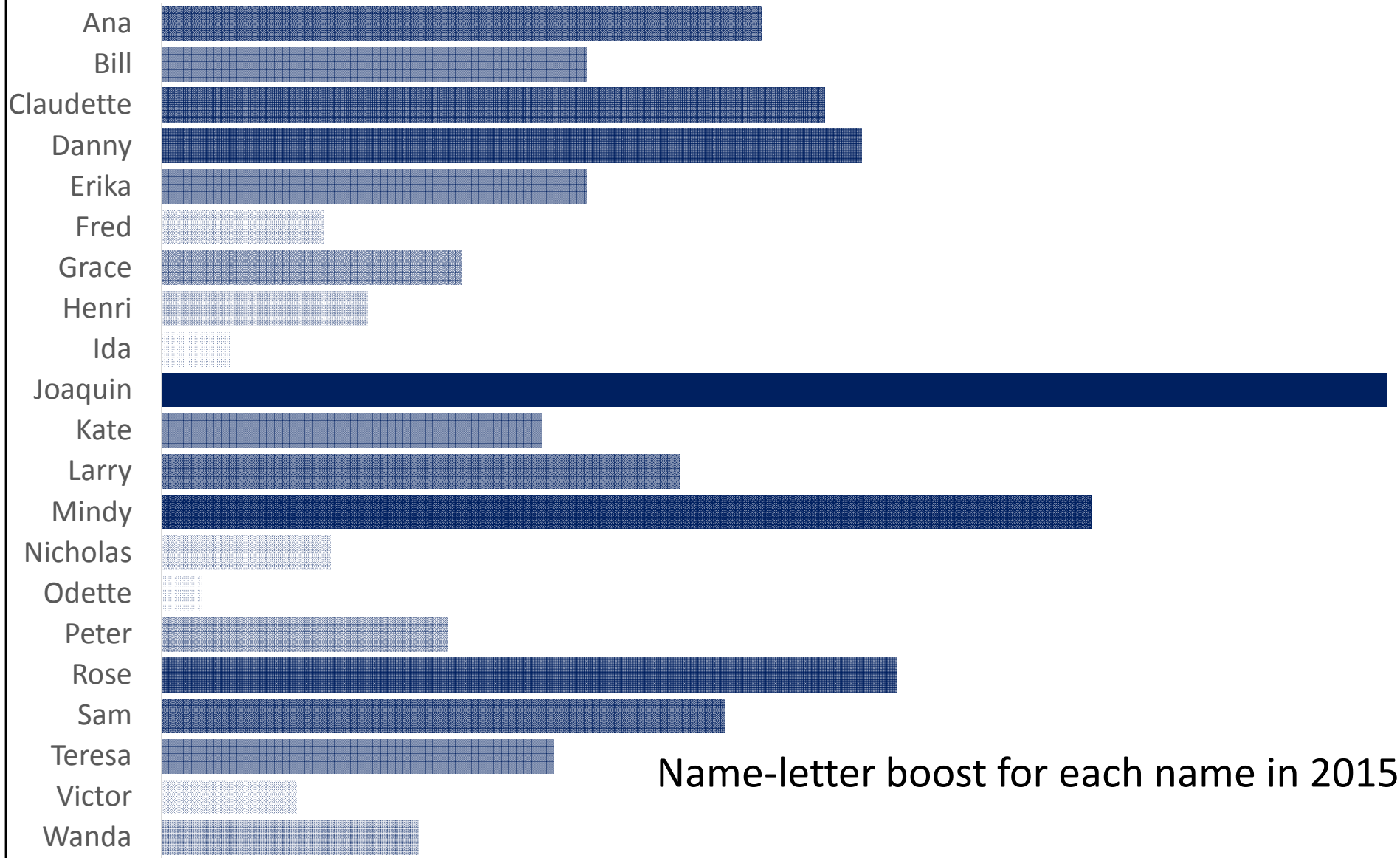
T

V

W

Y

Z





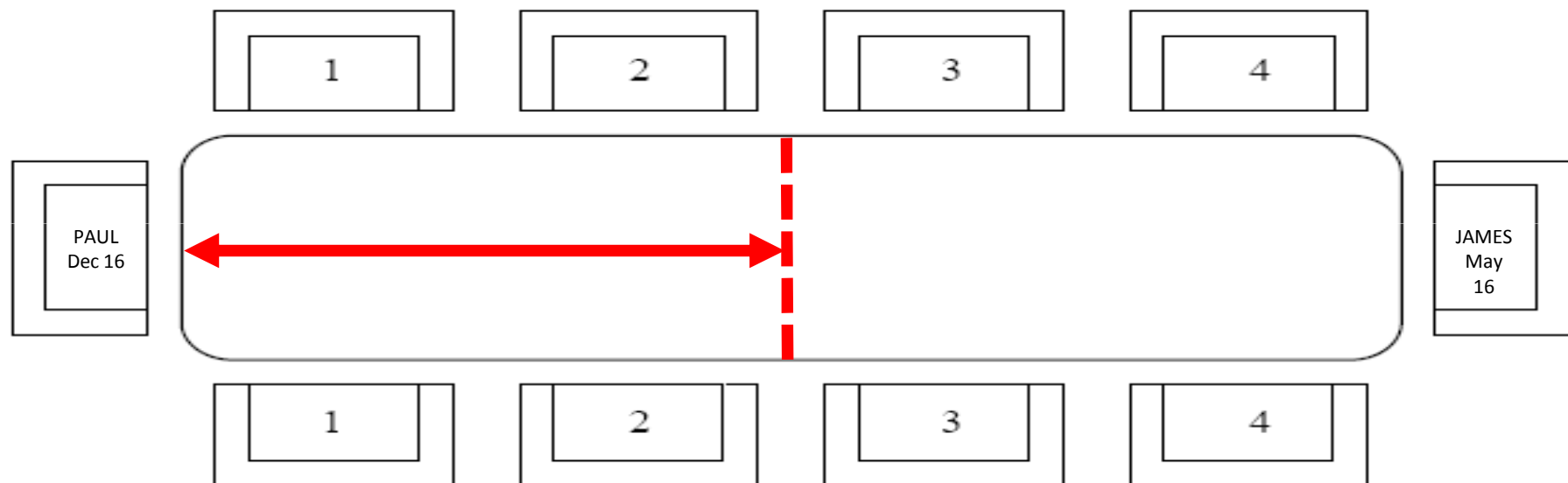
adam alter

Google Search

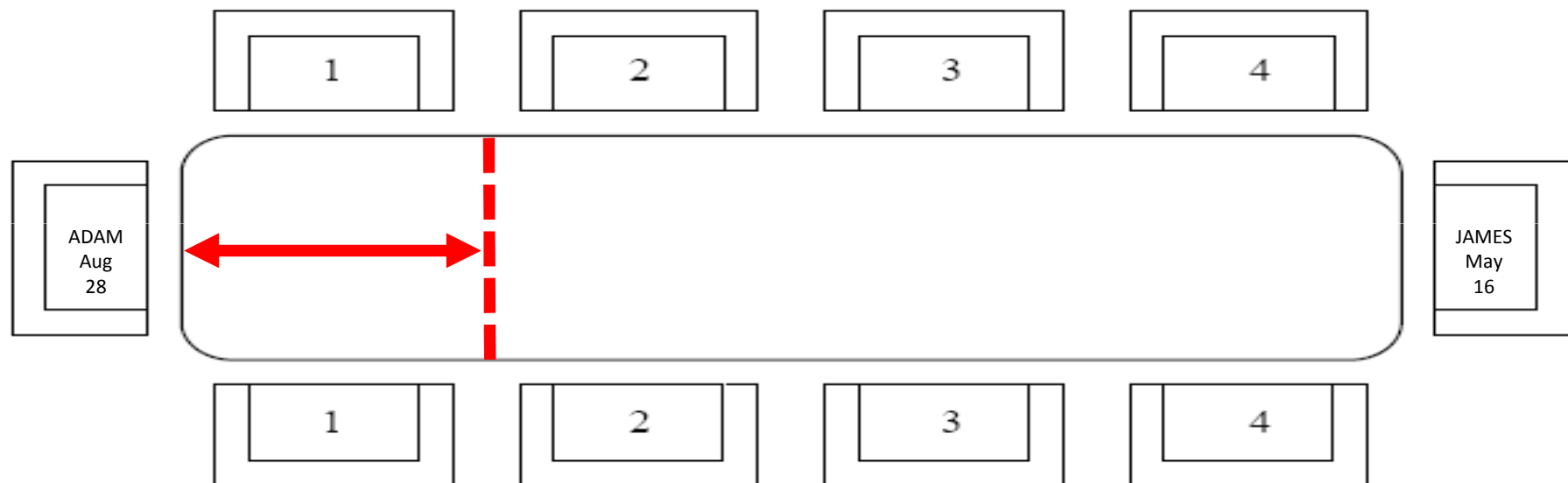
I'm Feeling Lucky



Princeton University
Room Plan
Green Hall Conference Room



Princeton University
Room Plan
Green Hall Conference Room





Donors Choose.org

Teachers ask. You choose.

Email to:

Rita Minton

Non-Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*We heart this teacher,
And hope you do too.*

Give today to the classroom of Mrs. Watson,
a teacher in New York, NY.

Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*Give to a teacher,
With the same name as you.*

Give today to the classroom of Mrs. Minton,
a teacher in New York, NY.



Lorrie from Texas gave

minutes ago

"I am choosing to give to your class because we have the same last name! I also taught in a small TX district in a high poverty area for 20 years....in special education. Differentiated instruction is a must. Keep up the good work!"



Karen Hickey from New Jersey gave

minutes ago

"Because I am a Mrs. Hickey too!"



Jason French
@jasonbfrench

Just received a @DonorsChoose email to help "Mrs. French's class". Well played! Done and done!



Brian Fanning
@brifanning

Well played, @DonorsChoose - you have my attention. Interested to see if this results in a bump in giving.

Email to:

Rita Minton

Non-Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*We heart this teacher,
And hope you do too.*

Give today to the classroom of Mrs. Watson,
a teacher in New York, NY.

Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*Give to a teacher,
With the same name as you.*

Give today to the classroom of Mrs. Minton,
a teacher in New York, NY.

Email to:

Rita Minton

Non-Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*We heart this teacher,
And hope you do too.*

Give today to the classroom of Mrs. Watson,
a teacher in New York, NY.

\$10 per 1,000 emails sent

Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*Give to a teacher,
With the same name as you.*

Give today to the classroom of Mrs. Minton,
a teacher in New York, NY.

\$80 per 1,000 emails sent

Email to:

Rita Minton

Non-Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*We heart this teacher,
And hope you do too.*

Give today to the classroom of Mrs. Watson,
a teacher in New York, NY.

5 cents per email opened

Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*Give to a teacher,
With the same name as you.*

Give today to the classroom of Mrs. Minton,
a teacher in New York, NY.

51 cents per email opened

Email to:

Rita Minton

Non-Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*We heart this teacher,
And hope you do too.*

Give today to the classroom of Mrs. Watson,
a teacher in New York, NY.

Average donation: \$23.83

Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*Give to a teacher,
With the same name as you.*

Give today to the classroom of Mrs. Minton,
a teacher in New York, NY.

Average donation: \$85.49

Email to:

Rita Minton

Non-Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*We heart this teacher,
And hope you do too.*

Give today to the classroom of Mrs. Watson,
a teacher in New York, NY.

Matching Name

Dear Rita,



*Roses are red,
Violets are blue,*

*Give to a teacher,
With the same name as you.*

Give today to the classroom of Mrs. Minton,
a teacher in New York, NY.

44% were lapsed donors!

Remember What Motivates People

(It's not always money.)

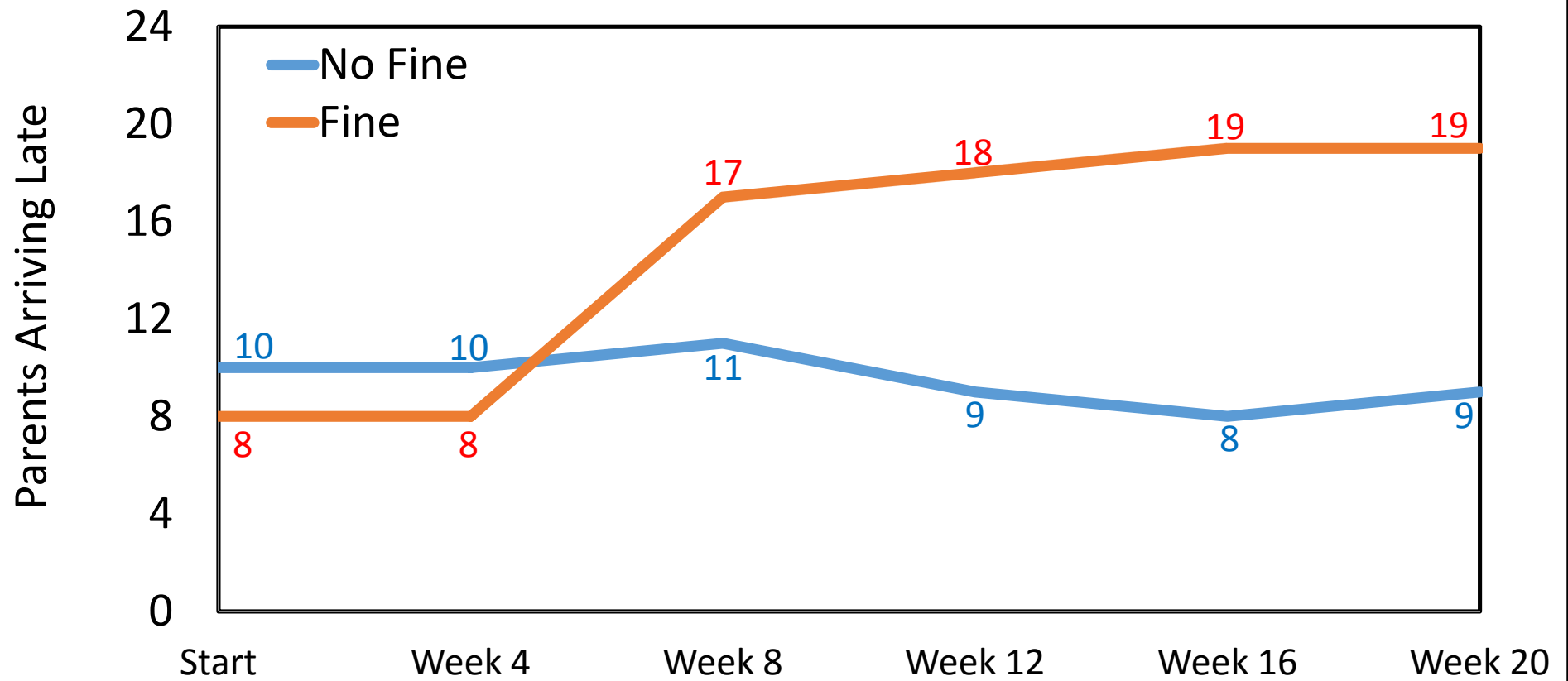


As you all know, the official closing time of the day-care center is 1600 every day.

Since some parents have been coming late, we (with the approval of the "Authority for Private Day-Care Centers in Israel") have decided to impose a fine on parents who come late to pick up their children.

As of next Sunday a fine of NIS 10 (US\$2.50) will be charged every time a child is collected after 1610. This fine will be calculated monthly, and it is to be paid together with the regular monthly payment.

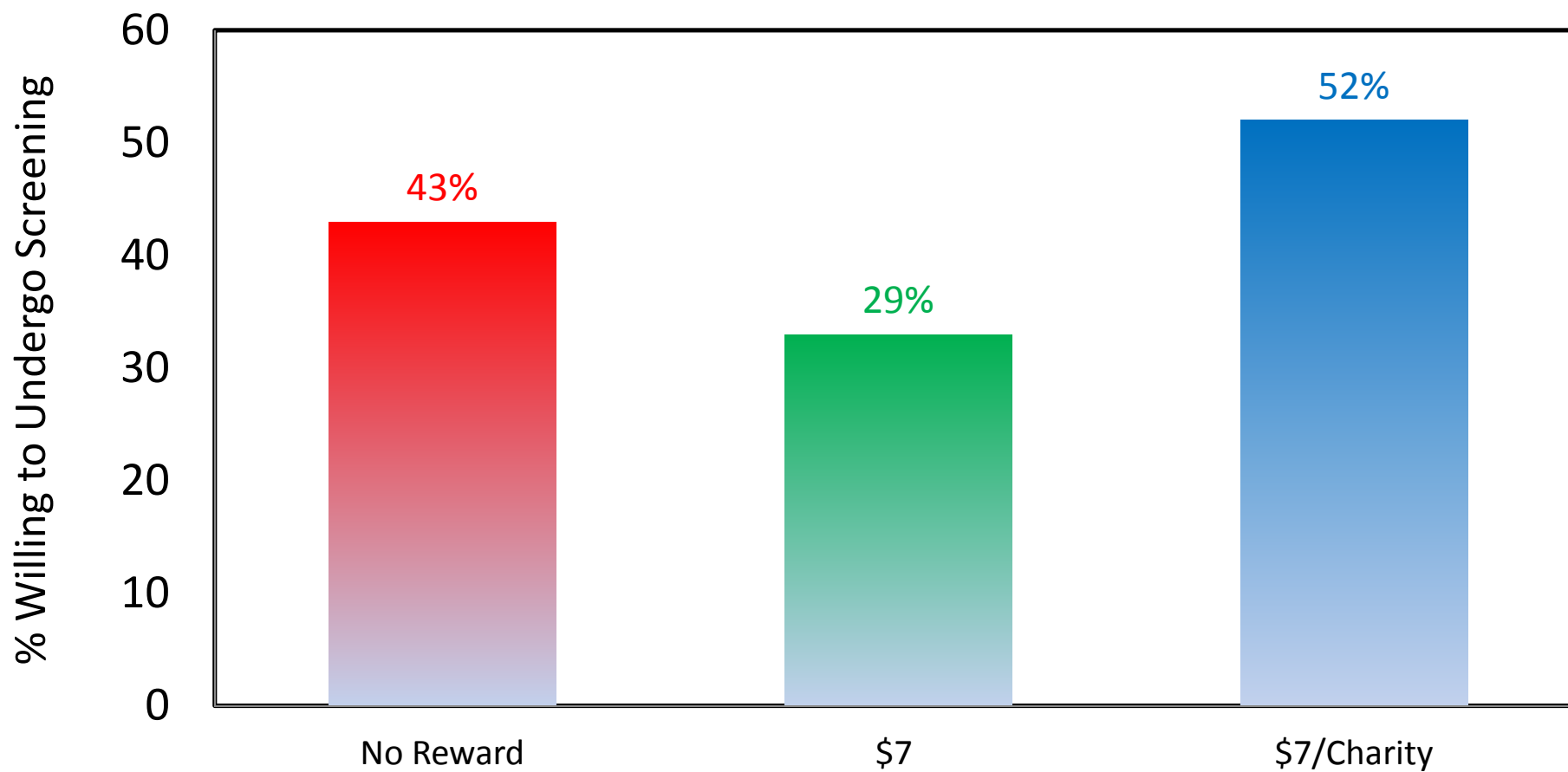
Sincerely,
The manager of the day-care center





SUPPORT THE BLOOD BANK

**Donate your
blood and
make a
difference**



**Do these small acts
of generosity
really matter?**

(And why should you practice them?)

RESEARCH GRANT:
\$80,000

GIVES AWAY FOR
POVERTY RESEARCH:

\$0
\$10,000
\$20,000
\$30,000
\$40,000
\$50,000
\$60,000
\$70,000
\$80,000



FINDS IN BAG ON GROUND
\$80,000

KEEPS FOR
HIMSELF:

\$0
\$10,000
\$20,000
\$30,000
\$40,000
\$50,000
\$60,000
\$70,000
\$80,000

Klein & Epley (2015)

How much do you like this person?

