



THE PRICE WE PAY FOR THE MONEY WE RAISE

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// GB Partner Meeting
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CONTENTS – THE PRICE WE PAY FOR THE MONEY WE RAISE

1. Current context: Snapshot of engagement
2. The impact of positive & negative video appeals
3. Moving money: How did respondents choose to donate their pound given different appeals
4. Image evaluation
5. Key learnings & insights

1. CURRENT CONTEXT



Topline summary of
attitudes and actions of
the British public &
perceptions of
development
organisations

AID CUT THROUGH: MAJORITY SUPPORT FOR ODA SPENDING

Two weeks after the [DEL Tracker](#) (2-3 June) which saw support for aid spending increasing by 9%, we have another piece of evidence to show the British public are rallying around aid.

52% of the public want to increase aid spending or keep at current levels

- 20% - Increase aid spending
- 32% - Keep aid at current levels
- 38% - Cut the aid budget
- 10% - Don't know



SIGNIFICANT FALL (-4%) IN DONATIONS TO DEVELOPMENT ORGANISATIONS



13%

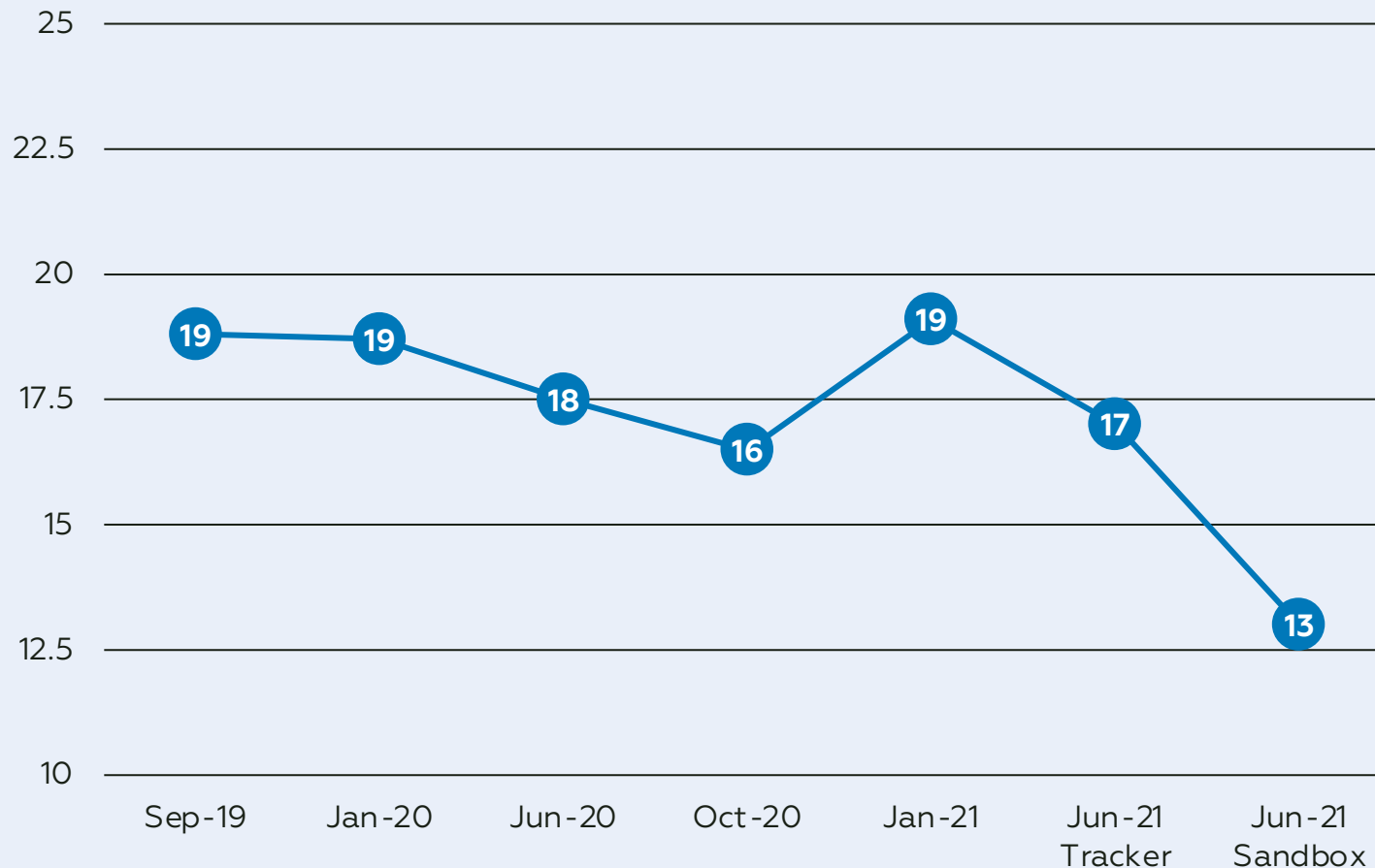
↓ -4%*

have donated to a global poverty charity in the past 12 months in the UK

Since Sept 2019, trends in donations to development organisations have been fluctuating between 16-19%.

In the most recent DEL Sandbox, we see a further decline in donations – from 17% to 13%.

The time between the Tracker and Sandbox is c. 2 weeks.



Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)

Sample size n=3,023 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 11-18 Jun 2021



MORE THAN 1/3 OF THE BRITISH PUBLIC DO NOT HAVE VIEWS ON DEVELOPMENT ORGANISATIONS THAT WORK IN POOR COUNTRIES



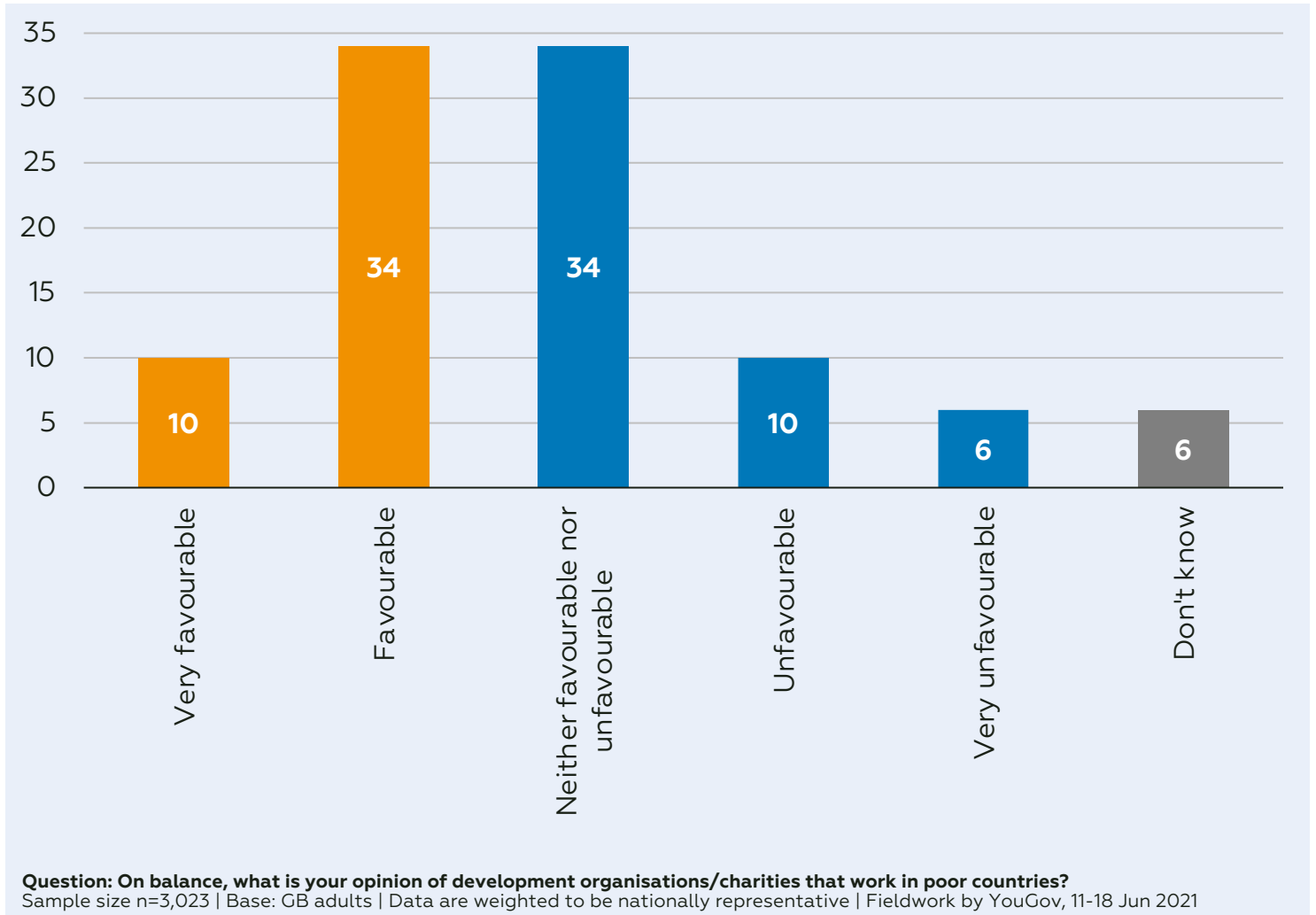
44%

have a favourable view of organisations working in poor countries

More than 4 in 10 say they have (very) favourable view of development organisations that work in poor countries.

However, 1/3 of the British public do not have views one way or the other, suggesting there is a sizeable audience that organisations can positively influence/shape.

Just 16% say they have unfavourable views of development organisations.



FAVORABILITY BY DEL SEGMENTATION

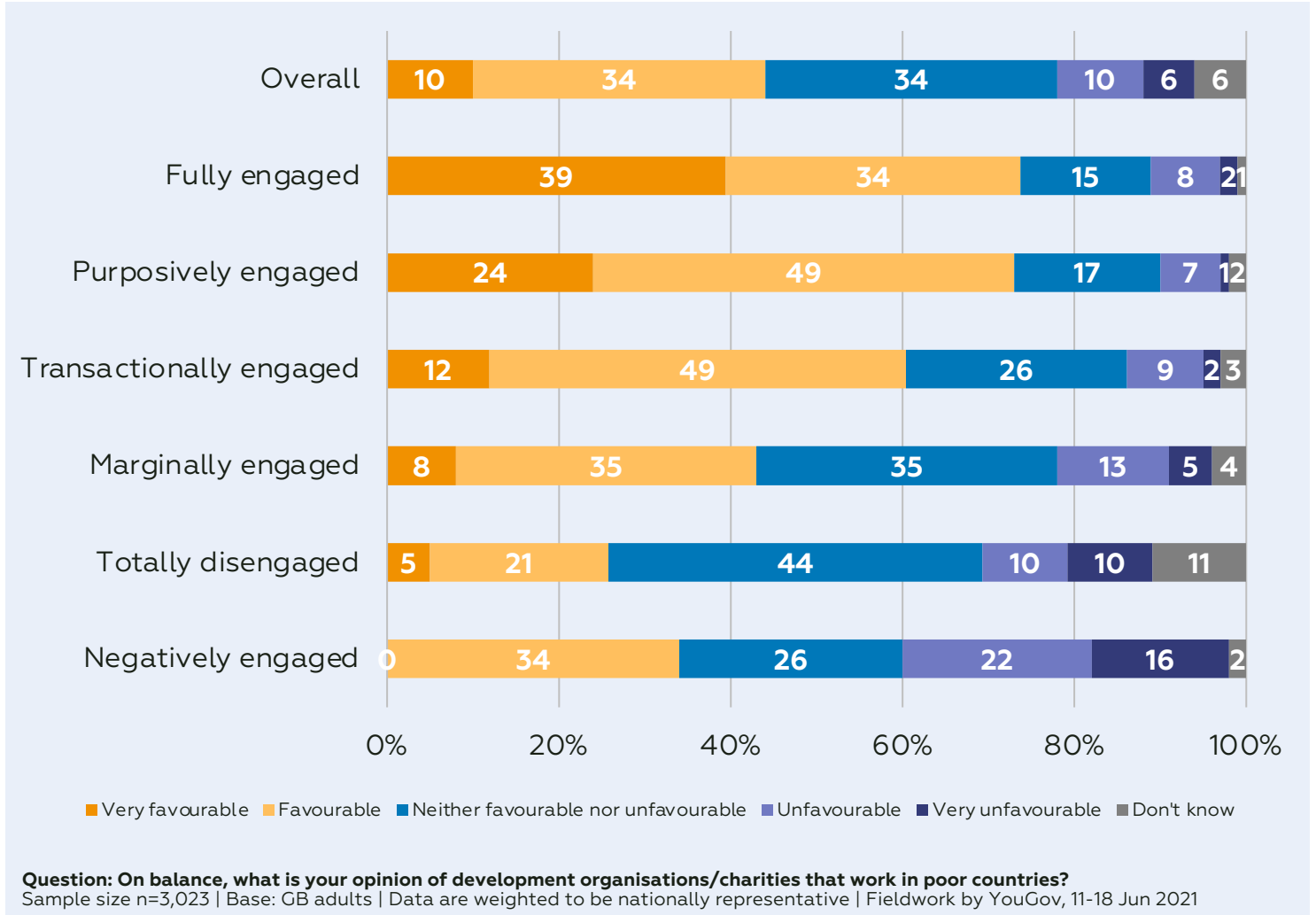


61%

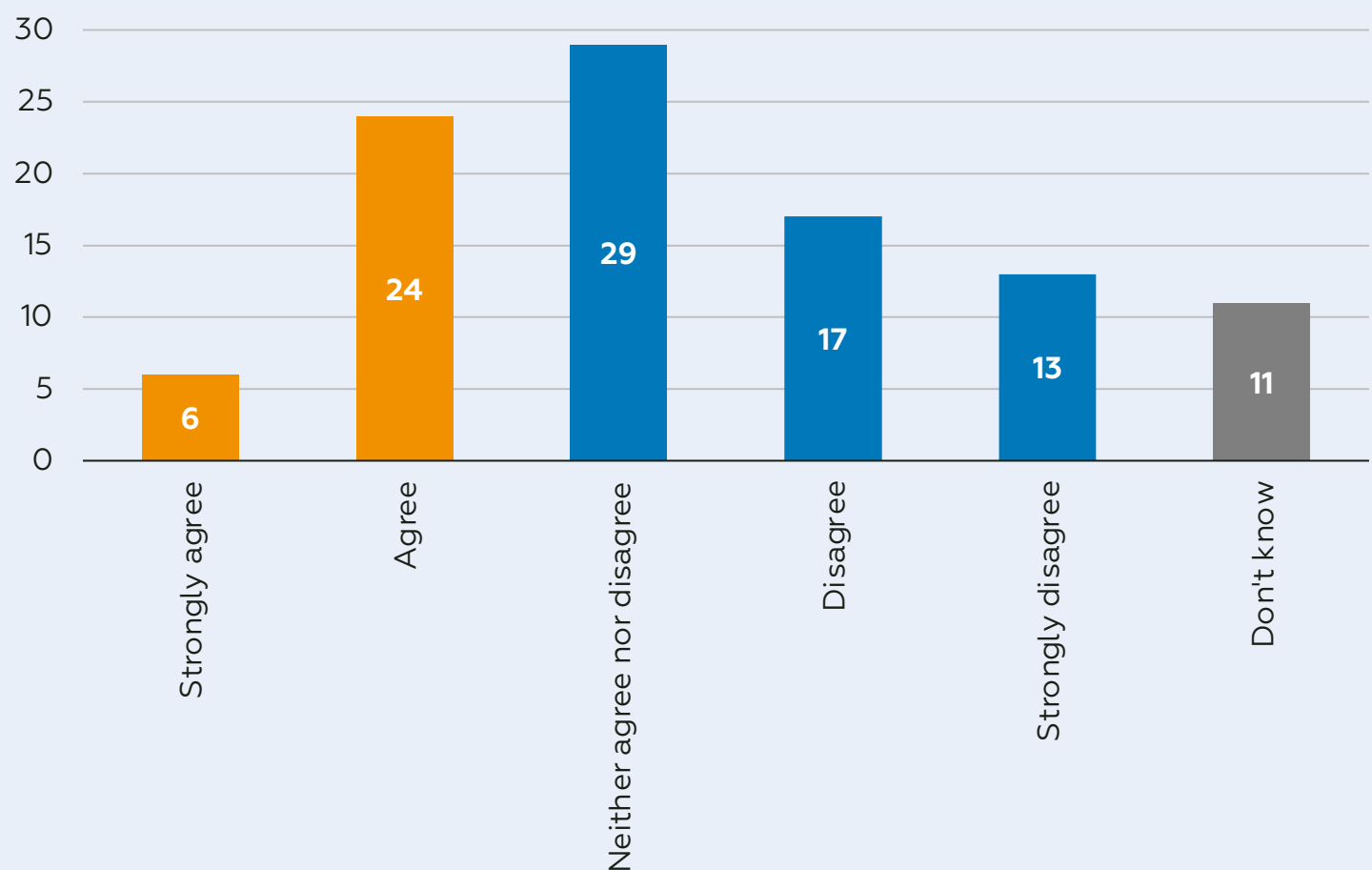
of the Transactionally Engaged audience have a favourable view of organisations working in poor countries

Looking at favorability by DEL's audience segmentation, the Fully, Purposively and Transactionally Engaged audiences all have favourable views of development organisations above the overall average.

The Marginally Engaged at just below the sample average at 43% favorability.



THE BRITISH PUBLIC ARE SPLIT ON THE IMPACT OF DONATIONS TO SAVE A CHILD'S LIFE



30%

agree that development
orgs are being honest
when they say a donation
can save a child's life

The British public are split about the impact of their donation. We asked whether respondents thought development organisations are honest when they say your donation can save a child's life.

30% (strongly) agree

29% neither agree nor disagree

30% (strongly) disagree

Question: To what extent do you agree or disagree with the following statement about charitable appeals from international development organisations? Development organisations/charities are being honest when they say your donation can save a child's life
Sample size n=3,023 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 11-18 Jun 2021

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DONATIONS CAN SAVE A CHILD'S LIFE BY DEL SEGMENTATION

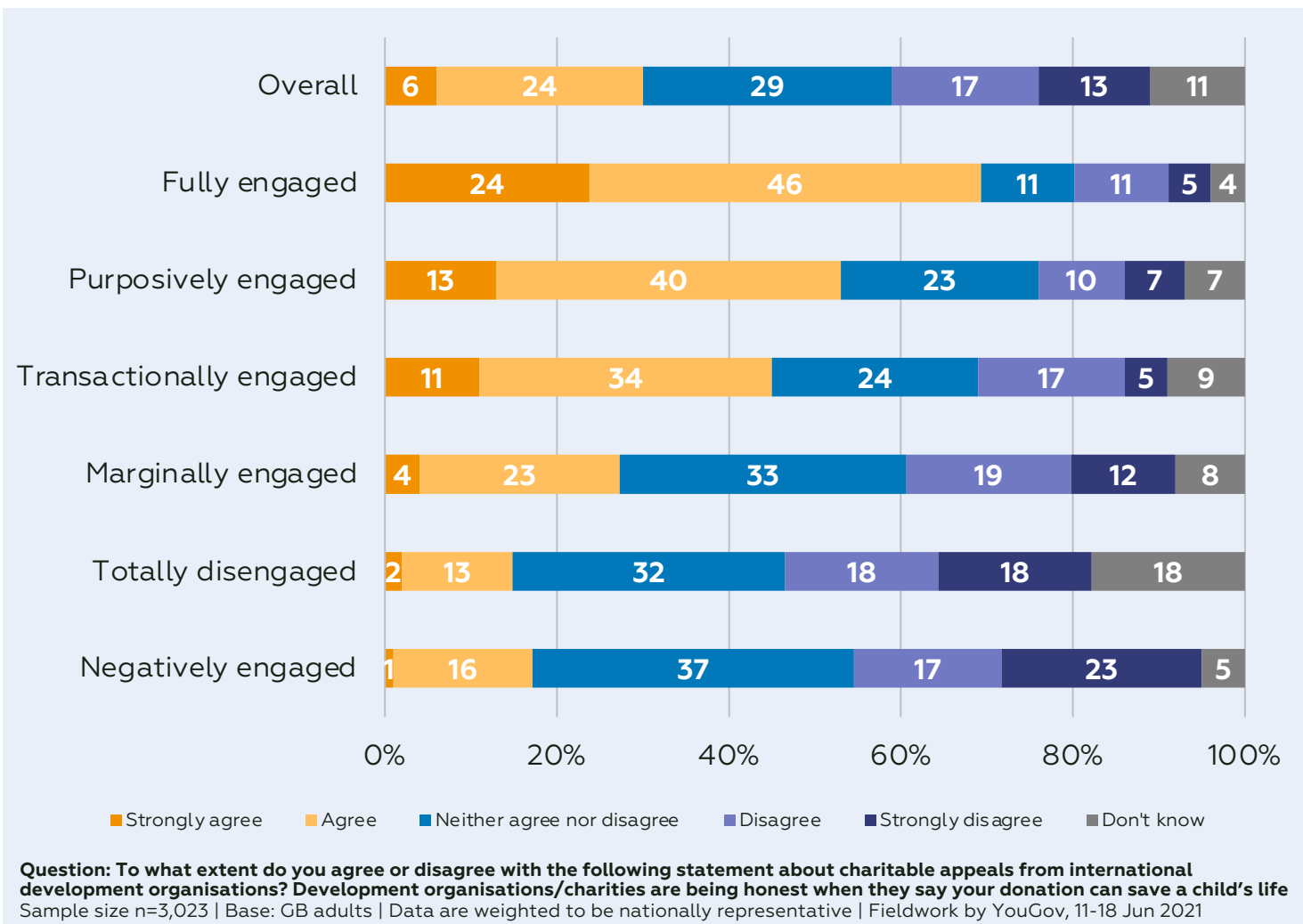


45%

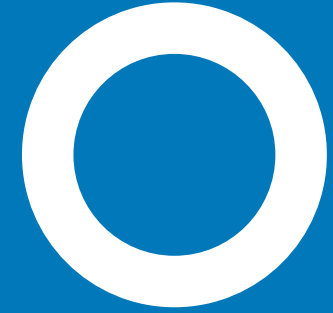
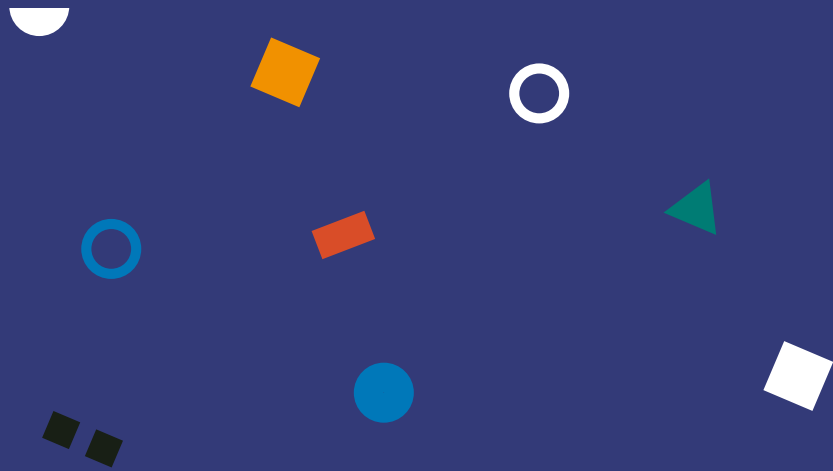
of the Transactionally engaged audience say development orgs are being honest when they say a donation can save a child's life

In breaking this down by DEL audiences, the pattern is as expected: the more engaged audiences are far more likely to believe in the impact of a donation to save a child's life and believe organisations are telling the truth about this.

For the Marginally and Negatively engaged and the Totally disengaged, less than 3 in 10 think this is the case.



2. THE IMPACT OF POSITIVE & NEGATIVE VIDEO APPEALS



In this section, we use
Partners' content to
estimate the impact of
positive & negative video
appeals on donations and
other key outcomes

APPROACH: TESTING DYNAMIC DIGITAL REAL-WORLD CONTENT

- Using campaign appeals from GB Partners (**thank you**) we present the aggregate results for how positive (5) and negative (5) appeals shape donations
 - Negative appeals range between .21 and .45 seconds (av .32s)
 - Positive appeals range between .30 and 1.13 minutes (av .50s)
 - Neither length, nor type, nor length*type affected donations
- We chose appeals that focused on long-term development issues: food, hunger, nutrition, WASH, sometimes with a focus on women and girls. We avoided appeals that focused on climate/environment or COVID
- Respondents had to complete video before moving on



THE IMPACT OF POSITIVE & NEGATIVE APPEALS ON ...

1. DONATION

Respondents were randomly allocated to one of 10 appeals. Asked to imagine they have £20, would they donate none, some, or all

- £0 - £20

If donated ...

Would they be likely to set up a Direct Debit to make a monthly donation

- Very likely donation
- Somewhat
- Somewhat unlikely
- Very unlikely
- Don't know

If they saw a similar appeal in the future, would they be likely To donate again

- If (very) likely, then asked how much (£0 - £20)

2. EMAIL

Thinking about the appeal you've just seen, irrespective of whether you donated or not, which of the following best describes you personally? If asked by the organisation making the appeal ...

- I would be very likely to sign up via email to receive further information
- I would be somewhat likely to sign up via email to receive further information
- I would be somewhat unlikely to sign up via email to receive further information
- I would be very unlikely to sign up via email to receive further information
- Don't know

3. EFFICACY

Thinking about the video appeal you have just seen, how much of a difference, if any, do you think donations made by people like you can make to people's lives in poor countries?

- 0 - Can't make any difference at all
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Can make a great deal of difference
- Don't know

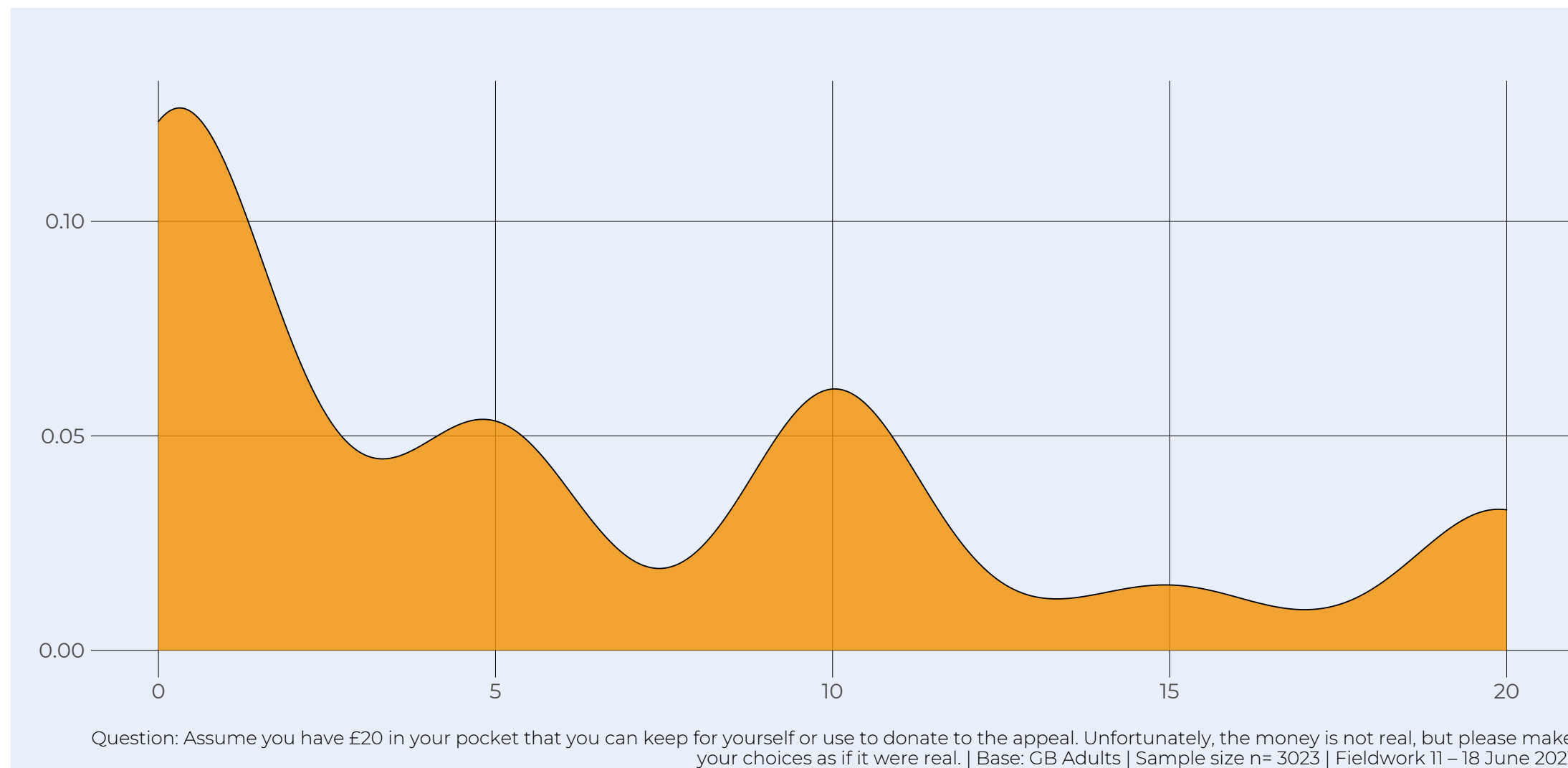
4. EMOTIONS

Which of the following emotions, if any, would you associate with the image above? (*Tick all that apply*)

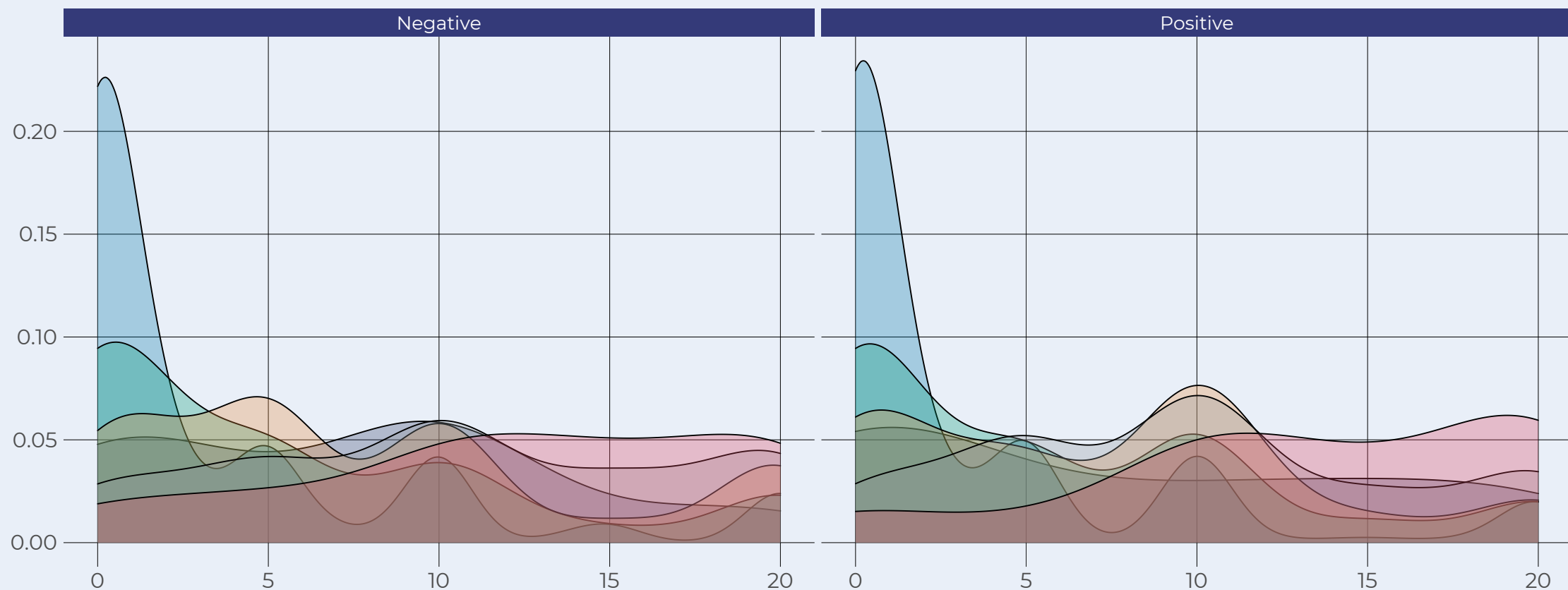
- Surprise
- Awe
- Pride
- Joy
- Hope
- Solidarity
- Pity
- Guilt
- Discomfort
- Disgust
- Anger
- Fear
- None of these
- Don't know



DONATIONS DISTRIBUTION



DISTRIBUTION OF DONATIONS BY SEGMENT & TYPE



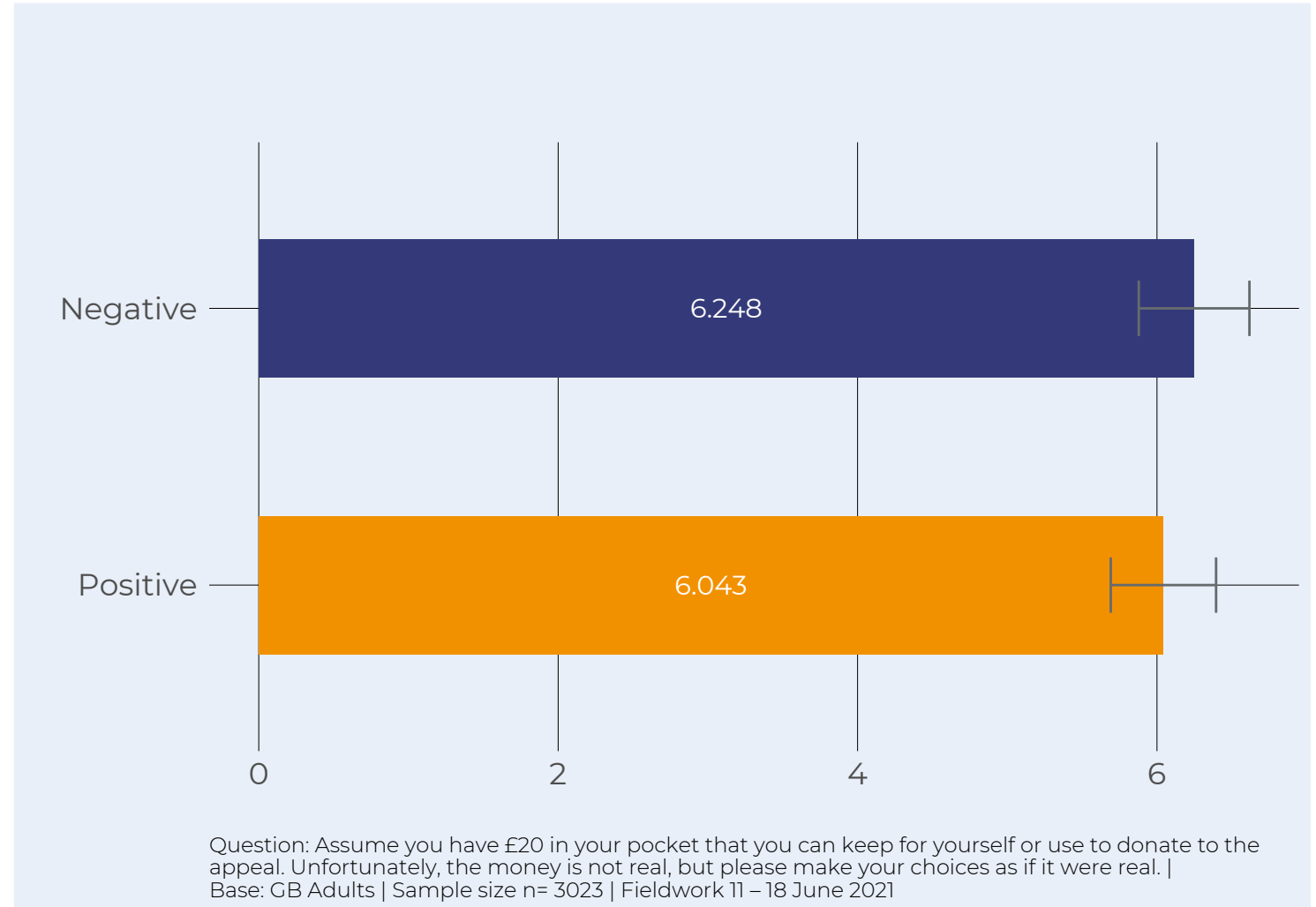
■ Negatively Engaged ■ Totally Disengaged ■ Marginally Engaged ■ Transactionally Engaged ■ Purposively Engaged ■ Fully Engaged

Question: Assume you have £20 in your pocket that you can keep for yourself or use to donate to the appeal. Unfortunately, the money is not real, but please make your choices as if it were real. | Base: GB Adults | Sample size n= 3023 | Fieldwork 11 – 18 June 2021

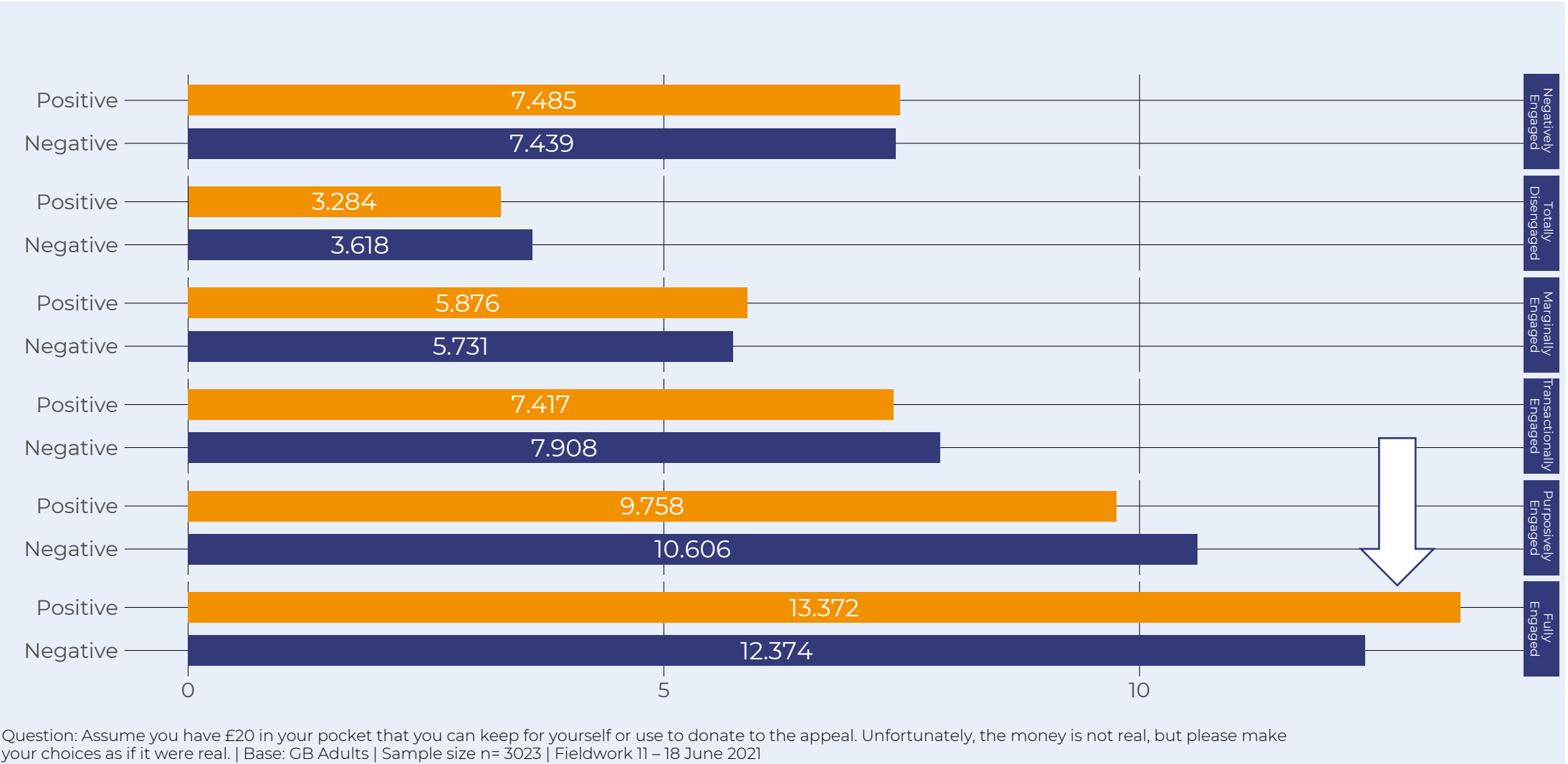


1. DONATIONS BY POSITIVE AND NEGATIVE APPEALS

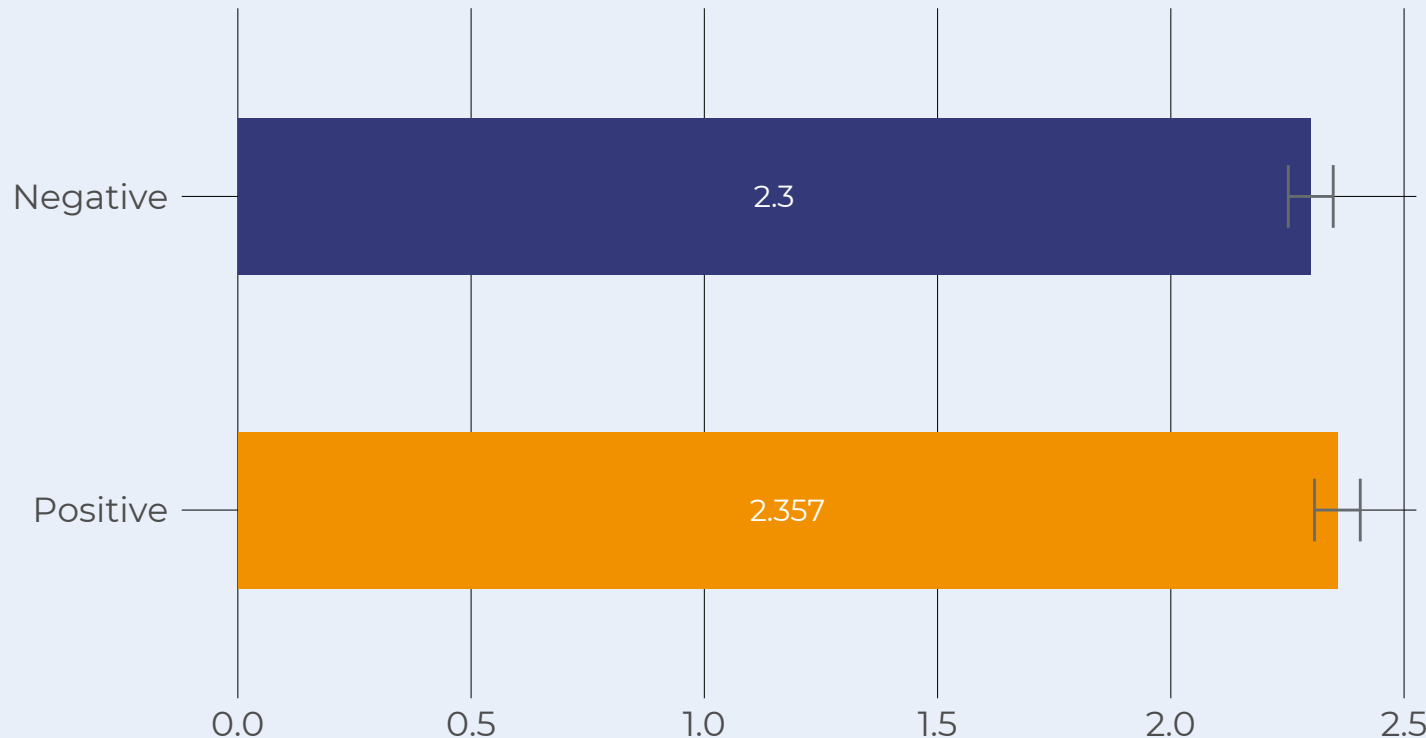
- While negative appeals garnered slightly more (£6.25) than positive appeals (£6.04), the differences are not statistically meaningful.
- Evidence that positive appeals can raise as much as negative ones.



1. DONATIONS BY DEL SEGMENTATION



1. NO DIFFERENCES IN LIKELIHOOD TO SIGN UP FOR DIRECT DEBIT BASED ON APPEAL TYPE

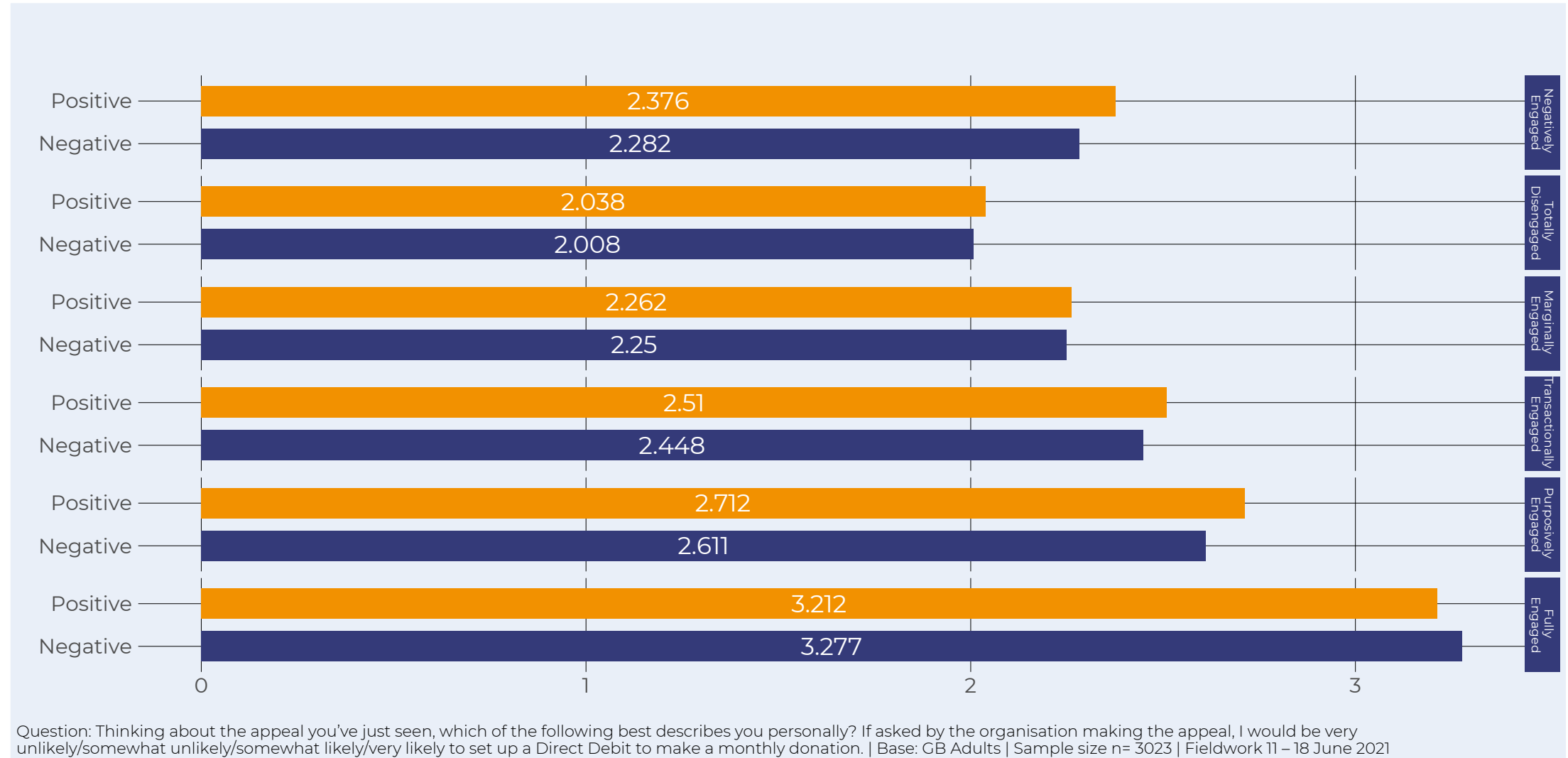


- For those respondents who made a donation, we asked how likely they would be to set up a monthly Direct Debit if asked by the organisation sponsoring the appeal.
- There was no statistical difference in likelihood to sign up for respondents who saw a positive or negative appeal.

Question: Thinking about the appeal you've just seen, which of the following best describes you personally? If asked by the organisation making the appeal, I would be very unlikely/somewhat unlikely/somewhat likely/very likely to set up a Direct Debit to make a monthly donation. | Base: GB Adults | Sample size n= 3023 | Fieldwork 11 – 18 June 2021



1. LIKELIHOOD OF SIGNING UP FOR DIRECT DEBIT BY DEL SEGMENTATION



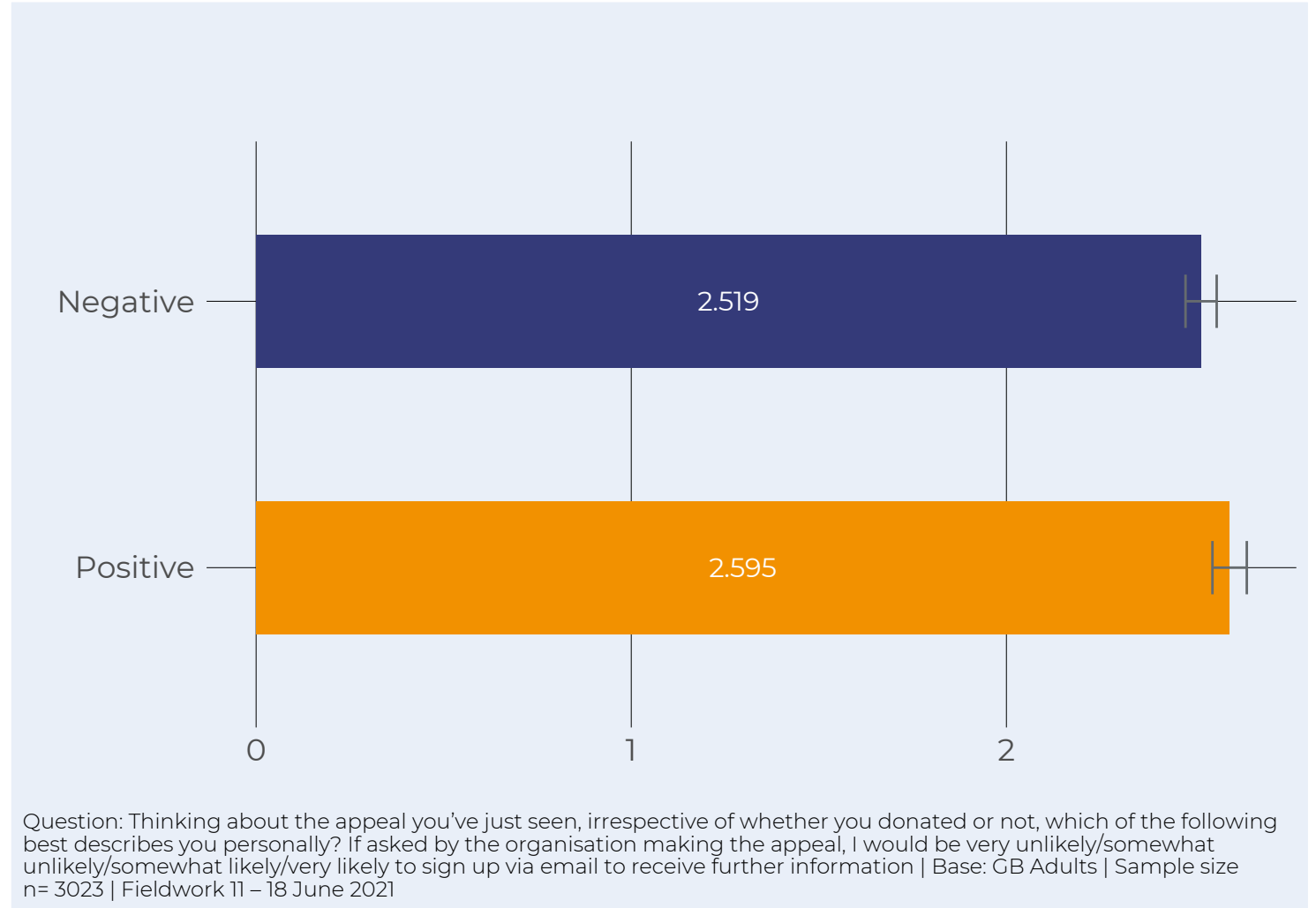
WOULD DONORS DONATE AGAIN?

- We found no difference between those who saw the positive or negative appeal in the likelihood of donating again.
 - Nor did we find any difference in the average amount respondents said they would donate.

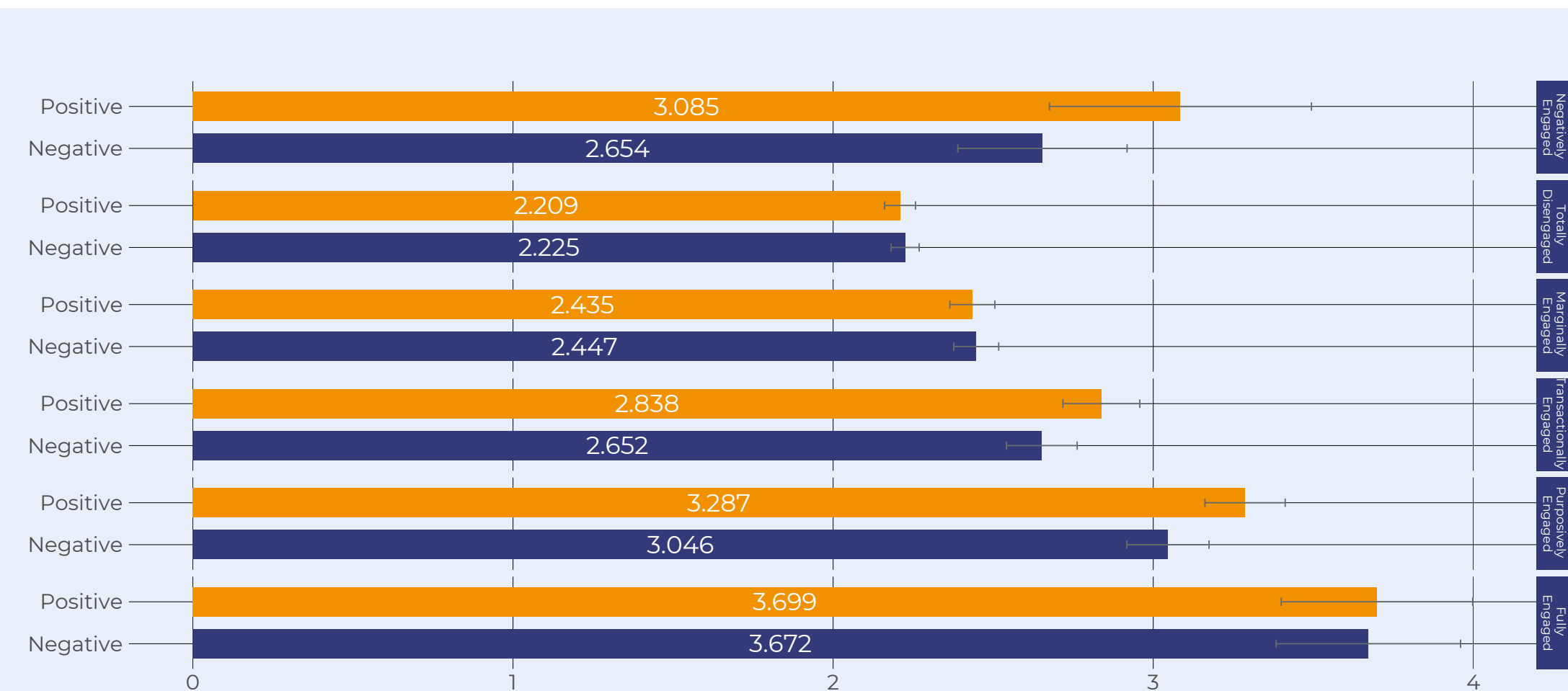


2. POSITIVE APPEALS INCREASE LIKELIHOOD OF EMAIL SIGN-UP

- Respondents who received the positive appeal were more likely to say they would be more likely to sign up via email to receive additional information.
- The size effect is not large between the two appeals types, but they are statistically meaningful.



2. EMAIL SIGN-UP BY SEGMENTATION

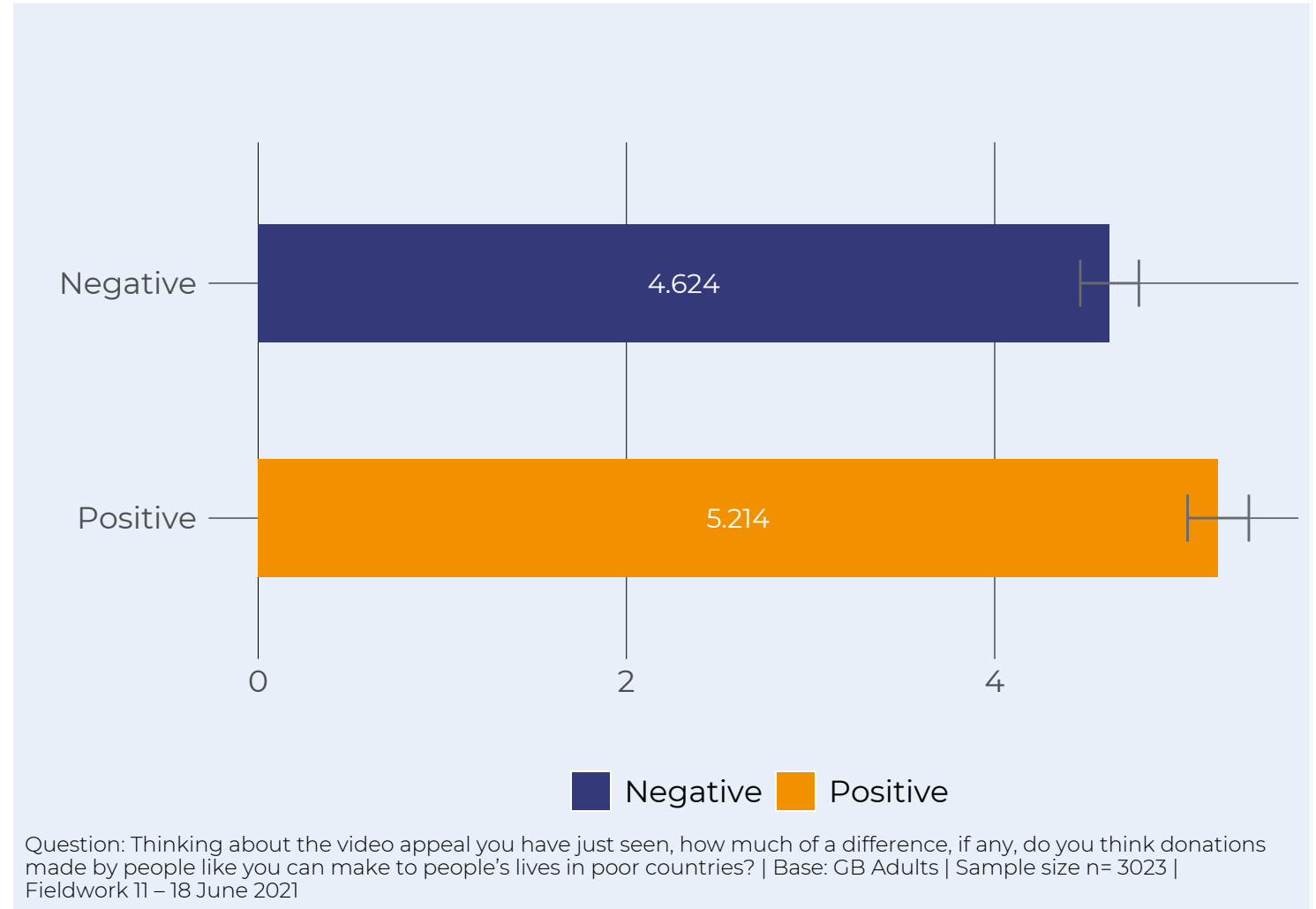


Question: Thinking about the appeal you've just seen, irrespective of whether you donated or not, which of the following best describes you personally? If asked by the organisation making the appeal, I would be very unlikely/somewhat unlikely/somewhat likely/very likely to sign up via email to receive further information |
Base: GB Adults | Sample size n= 3023 | Fieldwork 11 – 18 June 2021

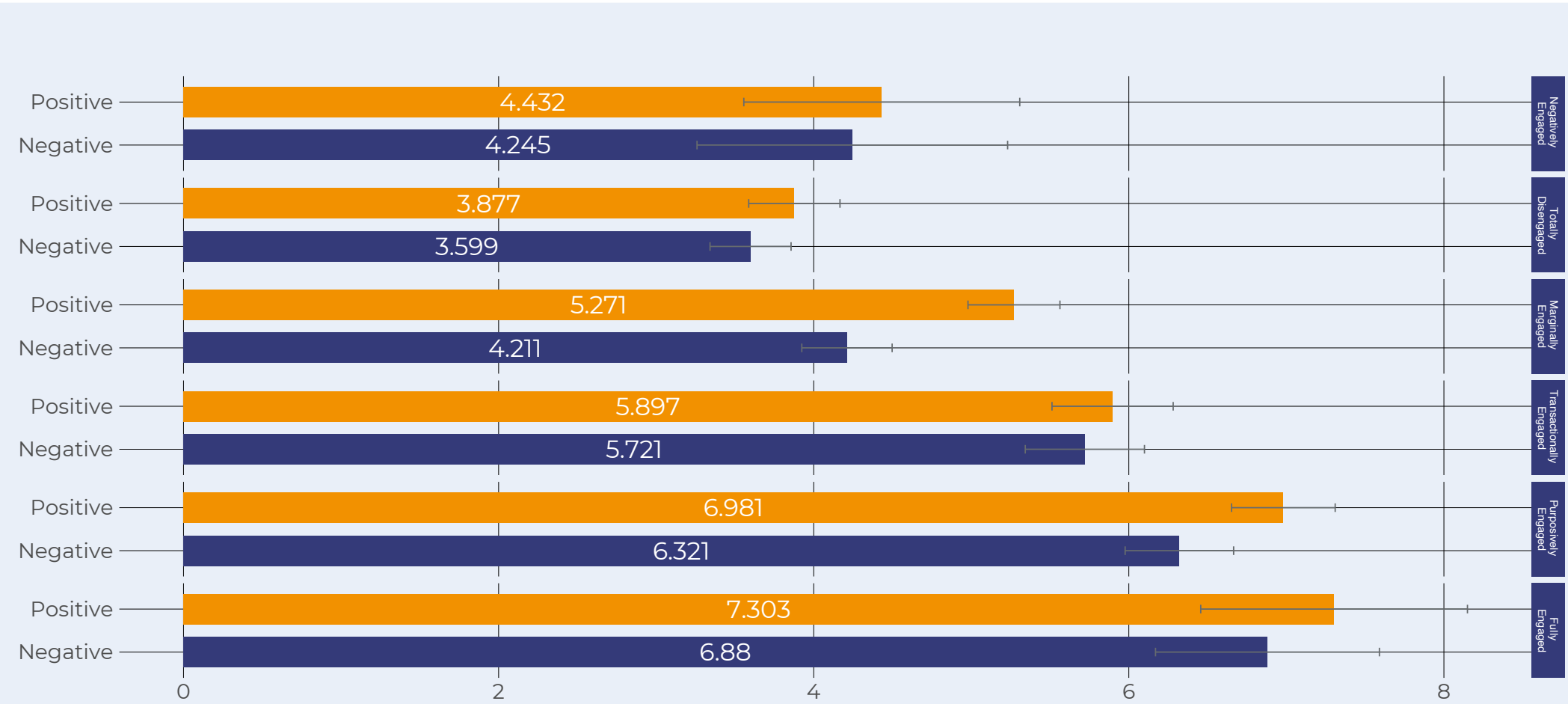


3. POSITIVE APPEALS INCREASE PERCEIVED EFFICACY

- We find evidence that positive appeals increase respondent's perceived efficacy. Those who saw the positive appeal scored 5.2 (0 – *Can't make any difference at all* to 10 – *Can make a great deal of difference*) compared to those who saw the negative appeal who scored 4.6 on average.
- Some evidence of spillover effects of negative appeals.

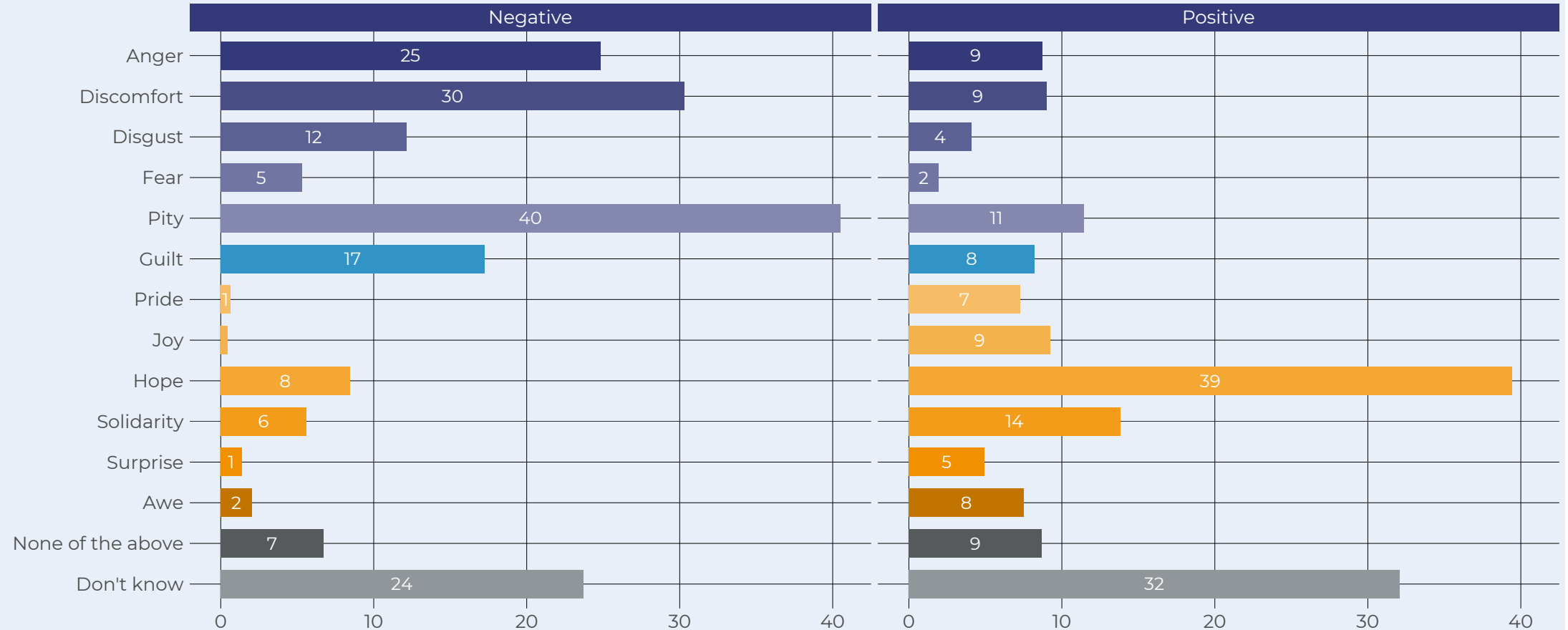


3. PERCEIVED EFFICACY BY SEGMENTATION



Question: Thinking about the video appeal you have just seen, how much of a difference, if any, do you think donations made by people like you can make to people's lives in poor countries? | Base: GB Adults | Sample size n= 3023 | Fieldwork 11 – 18 June 2021

4. APPEALS TRIGGER A RANGE OF EMOTIONS: MOST FREQUENTLY PITY & HOPE



Question: Which, if any, of the following words generally describe your feelings while watching the video? (Please tick up to four options) | Base: GB Adults | Sample size n= 3023 | Fieldwork 11 – 18 June 2021



3. IMAGE DONATION



How did respondents
choose to donate their
money given static
appeals with different
images?

APPROACH: IMAGE TASKS

1. SINGLE DONATION

Respondents were randomly allocated to one of 21 mocked up appeals, using the images described above.

Asked to imagine they have £20, would they donate none, some, or all

- £0 - £20

2. FORCED CHOICE

Subsequently respondents were then shown two appeals side-by-side and asked how much they would give to Appeal A, Appeal B or keep for themselves. We were interested here in finding out what happens when images are juxtaposed or competing for attention.

Asked to imagine they have £20, would they donate none, some, or all

- £0 - £20

The task was repeated four times.

3. EMOTIONS

Which of the following emotions, if any, would you associate with the image above? (*Tick all that apply*)

- Surprise
- Awe
- Pride
- Joy
- Hope
- Solidarity
- Pity
- Guilt
- Discomfort
- Disgust
- Anger
- Fear
- Don't know

4. ATTENTION AND TEXT

We also asked respondents to select the parts of the image that captures their attention the most, and to use their own words to describe the words that they associate with the image.

Analysis forthcoming.



21 IMAGES FROM MORE NEGATIVE TO POSITIVE

NEGATIVE IMAGERY

Example below. The images tend to show scenes of destitution and clear need. Often portray people as passive and desperate.



NEUTRAL IMAGERY

Example below. The images tend to show the reality of daily life in many countries. Mostly portray people with agency doing normal things, making a living.

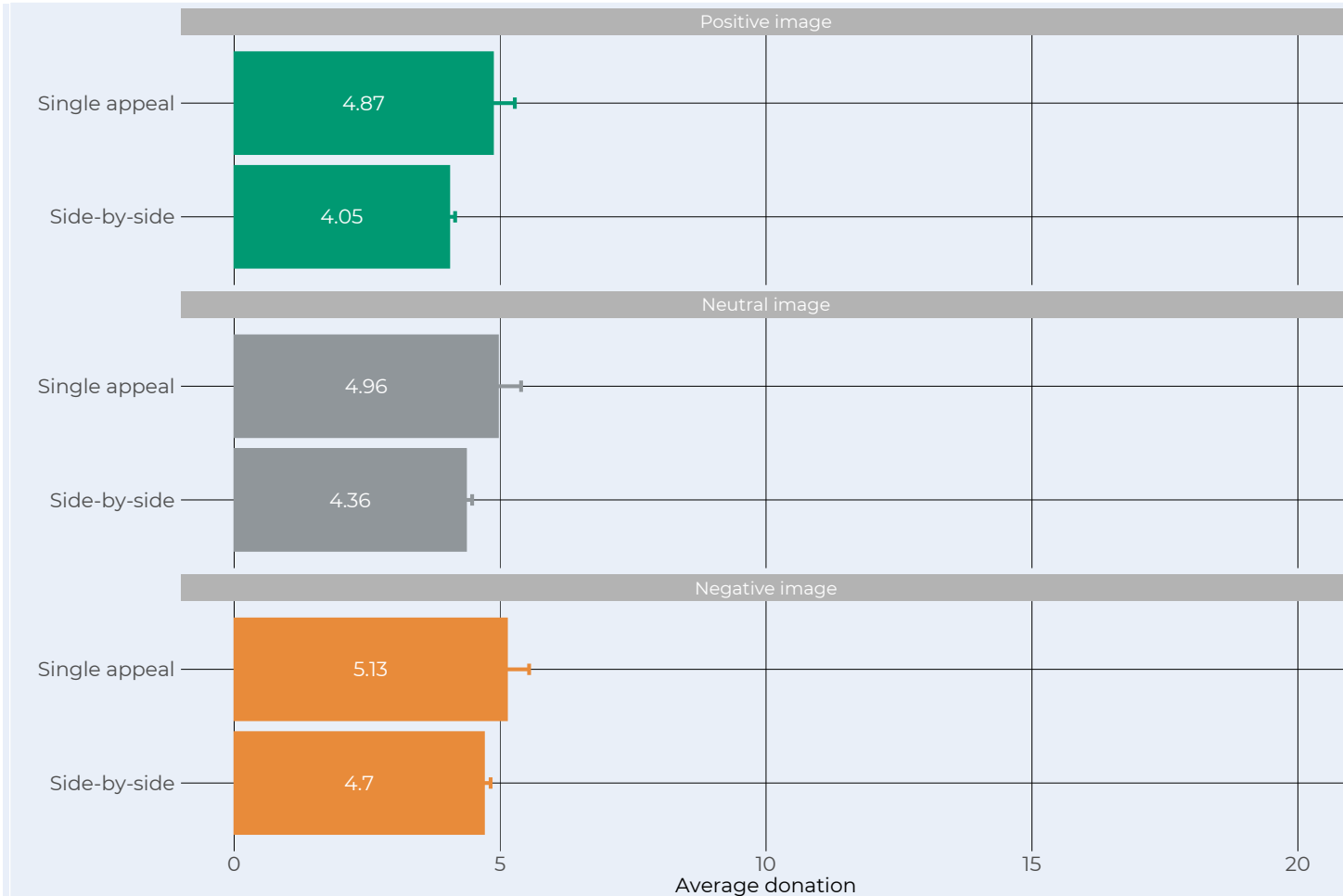


POSITIVE IMAGERY

Example below. The images tend to show happiness, smiling faces, and a sense of progress. Mostly portray people as triumphant and overcoming.



DONATIONS HIGHER FOR NEGATIVE APPEALS



£4.99

was the average intended donation amount across the image-based appeals

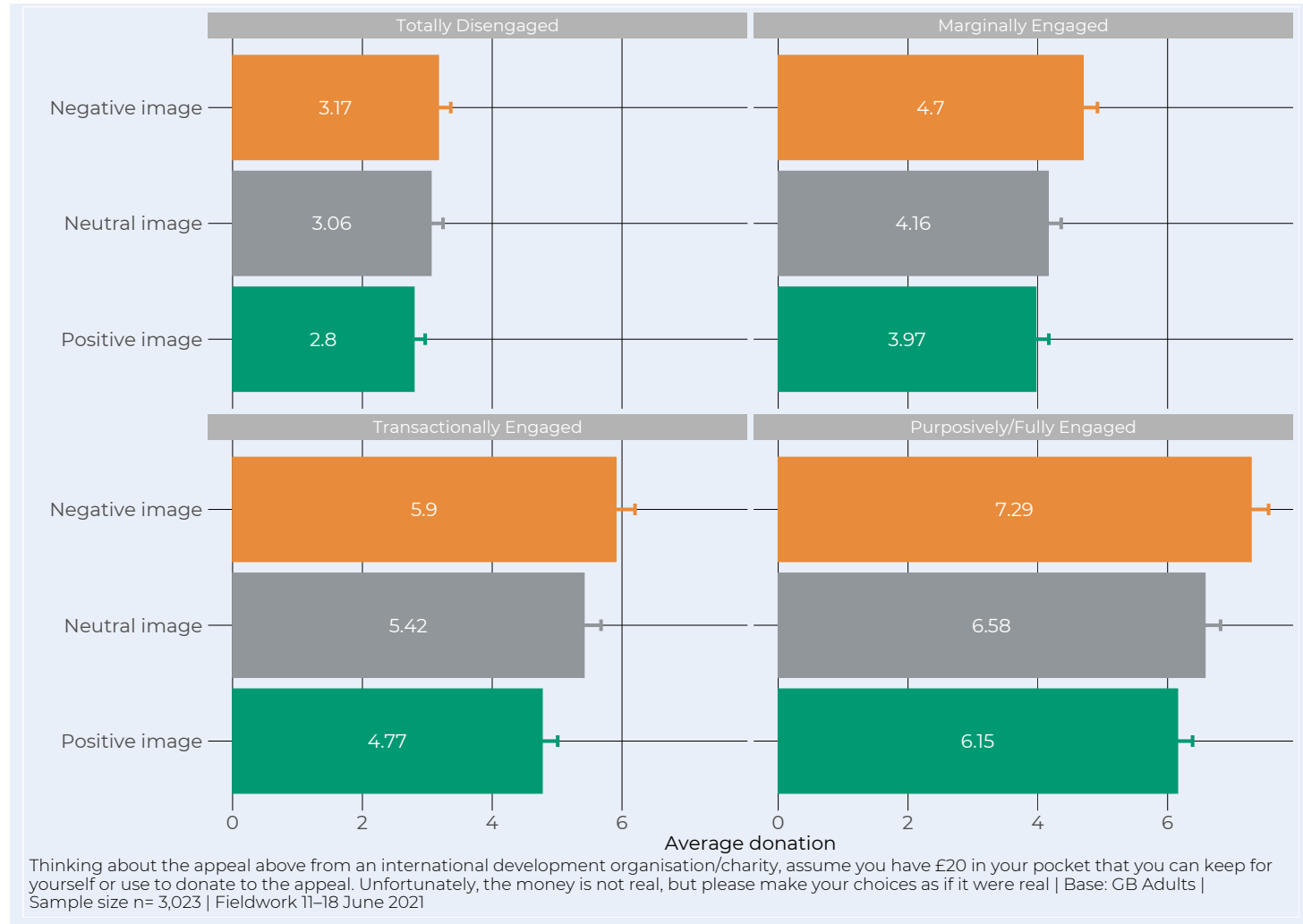
Average donations for a single image-based appeal was £4.99. When shown a single image, respondents gave the same (statistically indistinguishable) amount as a donation.

However, when shown two appeals side-by-side, respondents gave slightly less overall (£4.37 split between the two appeals, the rest retained) and **negative appeals received significantly more** than the the neutral and positive appeals.

Thinking about the appeal above from an international development organisation/charity, assume you have £20 in your pocket that you can keep for yourself or use to donate to the appeal. Unfortunately, the money is not real, but please make your choices as if it were real | Base: GB Adults | Sample size n= 3,023 | Fieldwork 11-18 June 2021



ALL SEGMENTS RESPOND IN SIMILAR WAYS



Looking at five of the DEL segments, and treating Purposively and Fully Engaged as one, it's apparent that – as expected – that **more engaged segments say that they will donate significantly more money** (more than doubling from Totally Disengaged to Fully Engaged).

But it is also apparent that the 'shape' of the different types of appeals is the same across the different groups, with **negative appeals raising more money regardless of engagement**.

These results are just from the side-by-side exercise, and reflect the overall results, where the images that we coded as negative, raised higher donation amounts.

But what happens when we remove our framing and look at how respondents evaluated the images?

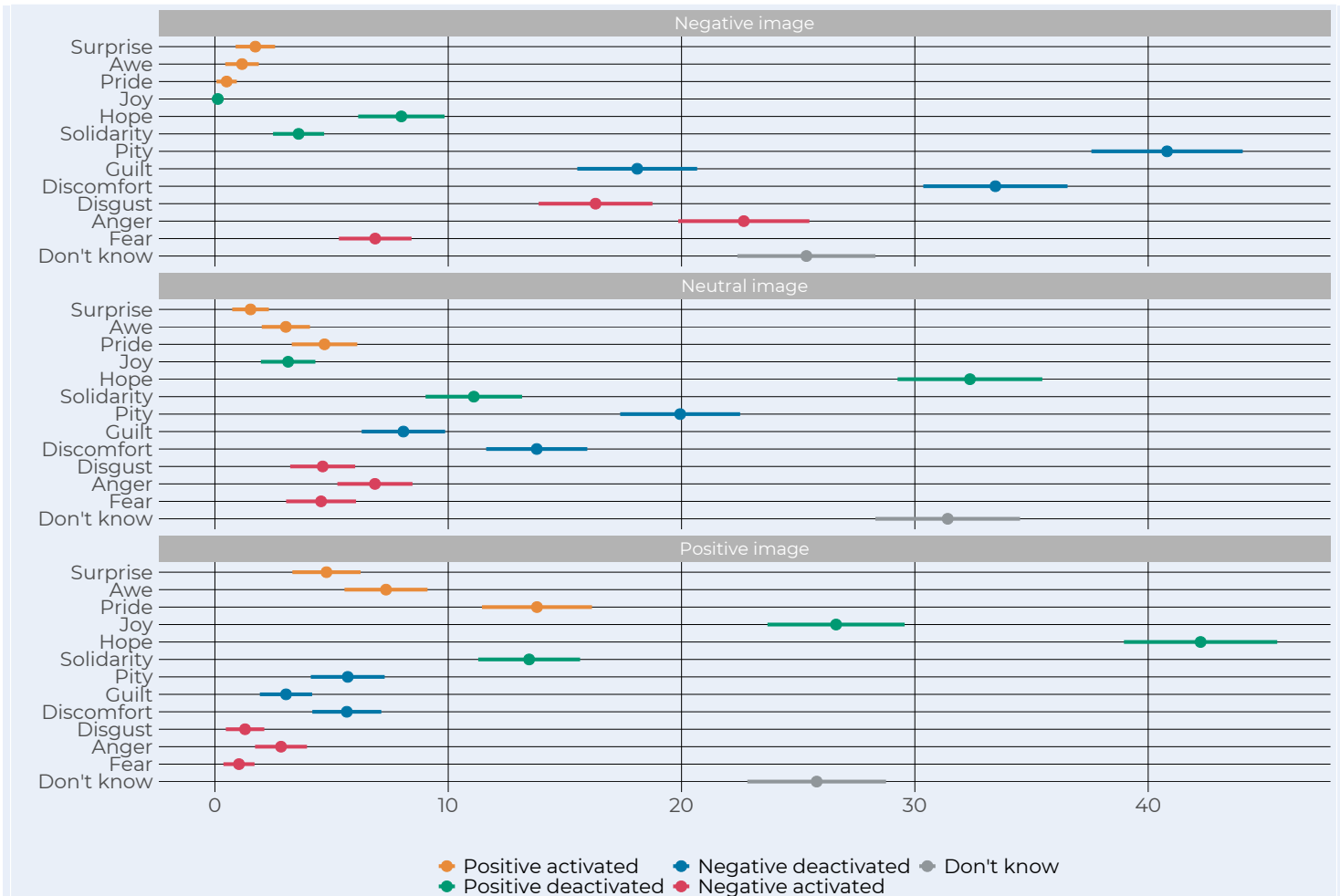


4. IMAGE EVALUATION



How did respondents
evaluate their emotional
responses to images used
in different appeals?

DIFFERENT APPEALS TRIGGER DIFFERENT EMOTIONS



Question: Which of the following emotions, if any, would you associate with the image above? (Tick all that apply) | Base: GB Adults | Sample size n= 3,023 | Fieldwork 11–18 June 2021



41%

of respondents reacted to negative images with a sense of pity

The three categories of appeals elicited strikingly different emotions, and for the most part confirm the categorisation.

Negative appeals were most likely to elicit **pity** (41%) and **discomfort** (34%).

Neutral appeals were most likely to elicit **hope** (32%) and **pity** (20%).

Positive appeals were most likely to elicit **hope** (42%) and **joy** (27%).



EMOTIONS RULE

What happens when you look at the effect of emotional ratings of each image on donation amounts?

Spoiler: When you adjust for the emotional 'scores' given to each appeal then the category effect disappears.



DISCOMFORT, HOPE, ANGER AND SOLIDARITY

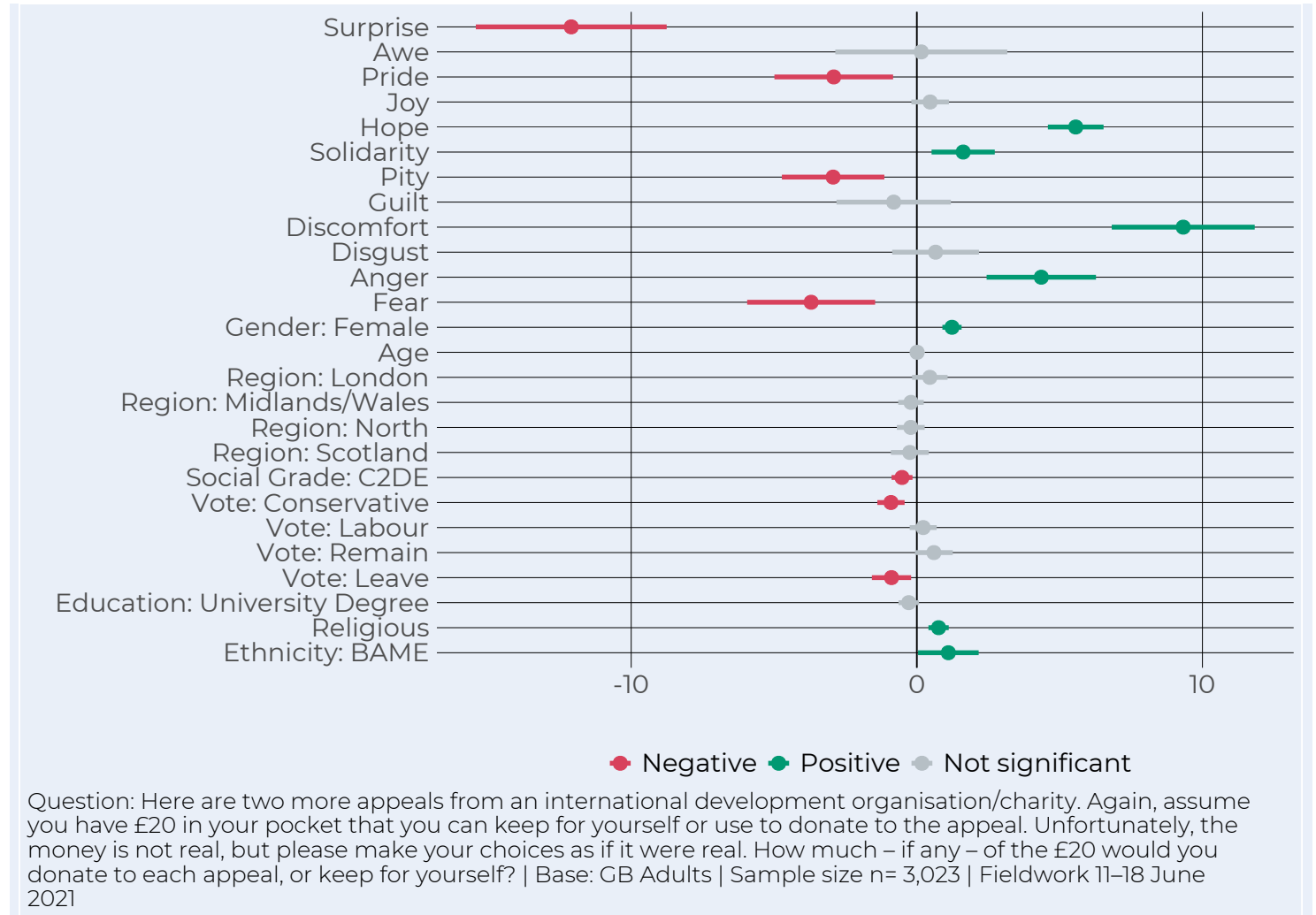
When you model what is correlated with higher levels of donations, and adjust for the emotional 'scores' given to each appeal, then the category effect disappears.

The results tell us that appeals with higher scores on **discomfort, hope, anger, and solidarity** will raise more money.

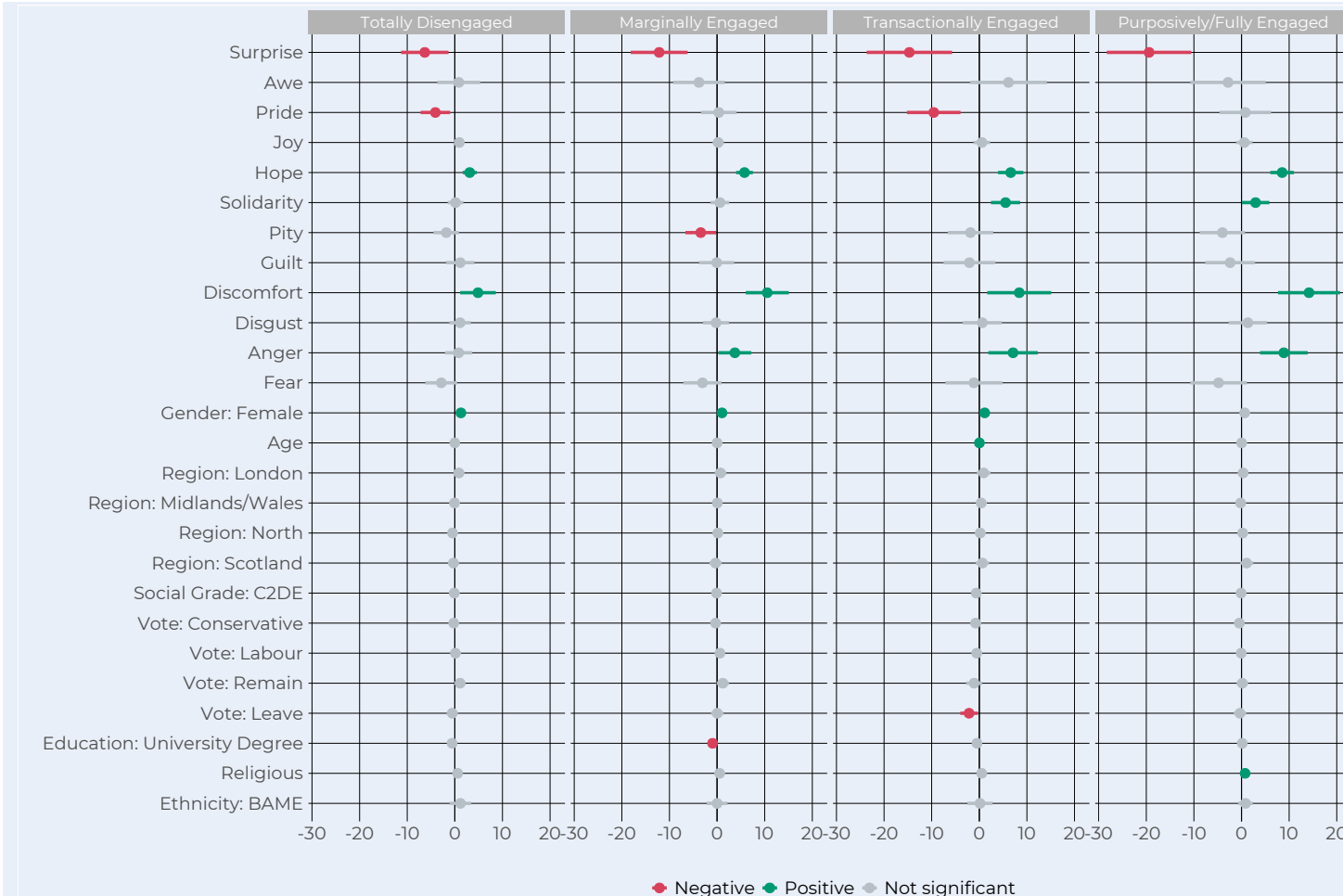
Appeals that trigger **fear, pity, pride, and surprise** get smaller donation amounts.

This does not suggest that the categories are 'wrong', it is just that very specific emotions are important in different ways.

Most strikingly, we should be alert to **the different donation responses that images that are higher on pity and discomfort produce.**



THIS RESULT IS CONSISTENT ACROSS SEGMENTS



Question: Here are two more appeals from an international development organisation/charity. Again, assume you have £20 in your pocket that you can keep for yourself or use to donate to the appeal. Unfortunately, the money is not real, but please make your choices as if it were real. How much – if any – of the £20 would you donate to each appeal, or keep for yourself? | Base: GB Adults | Sample size n= 3,023 | Fieldwork 11-18 June 2021

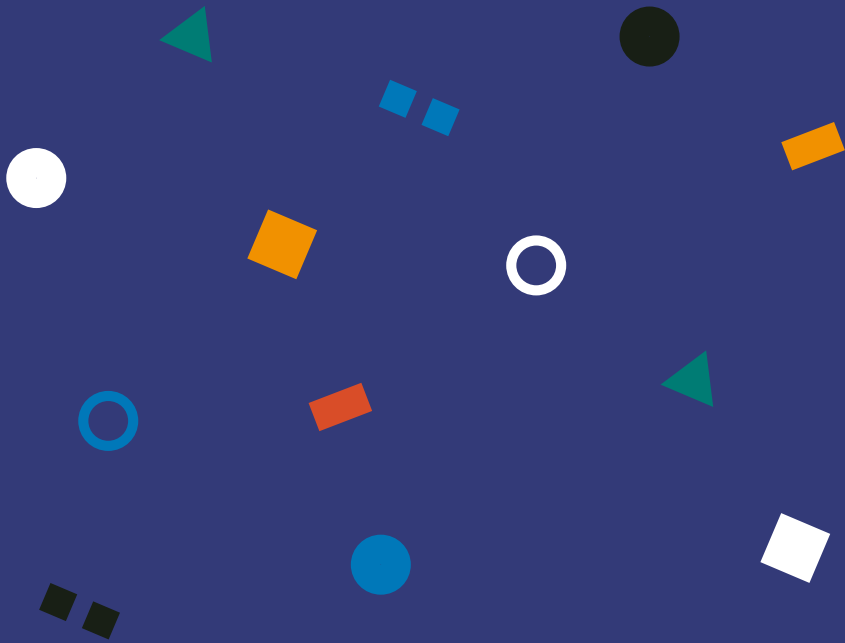
The model is stable and consistent across the DEL segments. **Discomfort and hope work for all segments**, and solidarity and anger for most.

Almost all socio-demographics are no longer significant. Surprise and pride are negatively correlated with donations for most segments and **pity is negatively correlated with donations for the Marginally Engaged**. Suggesting that organisations should be especially careful in trying to appeal to this group through pity-based imagery.

This raises a number of questions, including: Is it possible to make people feel discomfort and hope together? Why does surprise have such a negative effect? (Is the result driven by a couple of images?) What is the anger that people are reporting?



5. KEY LEARNINGS & INSIGHTS



KEY LEARNINGS & INSIGHTS - VIDEOS



NO DIFFERENCE IN AVERAGE DONATION

There is no fundraising penalty for using positive appeals. Positive appeals get higher average donations among **Fully Engaged** audience, but not for other groups.



POSITIVE APPEALS LEAD TO EMAIL SIGN- UP

Respondents who received the positive appeal were more likely to say they would **sign up to email**. Provides knock on effects for activating new supporters.



POSITIVE APPEALS INCREASE EFFICACY

Evidence that positive appeals **increase efficacy** or feeling that donation makes a difference. This is true for **all DEL audiences**.



PITY & HOPE

Negative appeals are more likely to trigger **pity** and positive appeals are more likely to trigger feelings of **hope**. Both, alongside **discomfort**, increase donations.



NEGATIVE APPEALS REFLECT REALITY

Negative appeals are seen to be more **accurate** of typical living conditions in poor countries.



THE PRICE WE PAY?

The price we pay is in the **externalities of the negative appeals**. The income raised is consistent across both types, but there are knock on effects for actions & efficacy.



KEY LEARNINGS & INSIGHTS – IMAGES



NO DIFFERENCE IN AVERAGE DONATION

When shown a single image appeal, there is **no fundraising penalty** for using **positive** appeals.



NEGATIVE APPEALS TEND TO WIN HEAD- TO-HEAD

However, when people are shown two appeals side-by-side, they tend to **give more, on average, to negative** appeals.



CONSISTENT RESULTS ACROSS SEGMENTS

While more engaged respondents pledge more money on average, **all segments react in the same way** to positive and negative appeals.



HOW DO YOU WANT PEOPLE TO FEEL?

Negative images elicit **pity** (41%) and **discomfort** (34%); neutral ones **hope** (32%) and **pity** (20%); and positive ones **hope** and **joy** (27%).



IT'S NOT PITY, IT'S DISCOMFORT

Appeals that trigger **discomfort**, **hope**, **anger**, and **solidarity** will raise more money. Fear, pity, pride, and surprise raise less.



WHAT IS TO BE DONE?

Is it possible to produce positive appeals, that make people feel hopeful, but also discomfort, and increase donations while not damaging support and efficacy?



DATA AND USE

DATA

The data for this deck come from the DEL June Sandbox (base n=3,023). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 11-18 June 2021.

USE

DEL data and analysis are a public good and can be used and shared with the appropriate citation.

CITATION

Hudson, J., Hudson, D., Morini, P., Oh, S. & Anders, M. 2021. *The price we pay for the money we raise*. London: Development Engagement Lab.

ABOUT DEVELOPMENT ENGAGEMENT LAB (DEL)



DEL is a research organisation examining public attitudes and engagement with sustainable development and conducts research in France, Germany, Great Britain and the United States. Formerly known as the Aid Attitudes Tracker, DEL deploys three survey instruments: the Tracker, the Sandbox and the Panel.

BILL & MELINDA
GATES foundation



DEL is funded by the Bill & Melinda Gates Foundation and based at University College London and the University of Birmingham.



You can find out more about DEL's publications on our website – www.developmentcompass.org – by following us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab), or get in touch at del@ucl.ac.uk.



**DEVELOPMENT
ENGAGEMENT
LAB**



**UNIVERSITY OF
BIRMINGHAM**

The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

Cover photo: XXX