

Effective Giving Behavior

Citation for published version (APA):

Kretschmer, J. (2024). *Effective Giving Behavior: How Pledges, Fairness, and Information Influence Charity Choices*. [Doctoral Thesis, Maastricht University]. Maastricht University. <https://doi.org/10.26481/dis.20241216jk>

Document status and date:

Published: 01/01/2024

DOI:

[10.26481/dis.20241216jk](https://doi.org/10.26481/dis.20241216jk)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

www.umlib.nl/taverne-license

Take down policy

If you believe that this document breaches copyright please contact us at:

repository@maastrichtuniversity.nl

providing details and we will investigate your claim.

Propositions accompanying the doctoral thesis

Effective Giving Behavior

How Pledges, Fairness, and Information Influence Charity Choices

Janek Kretschmer

December 16, 2024

1. Most charitable donations still go to organizations with unknown or relatively low cost-effectiveness. [Chapter 1]
2. Social welfare can be improved when more charitable donations reach the most cost-effective interventions. [Chapter 6]
3. Fairness is deeply embedded in donation behavior, making it challenging for highly effective charities to secure full donations based purely on effectiveness. [Chapter 2]
4. Cost-effectiveness only increases donations when it aligns with or surpasses donors' preconceived expectations. Consequently, presenting relative cost-effectiveness information results in higher donations because relative cost-effectiveness exceeds donors' expectations. [Chapter 3]
5. Giving pledges create a reference point for future donation amounts, simplifying the decision-making process and enabling donors to focus more on evaluating the cost-effectiveness of charitable options. [Chapter 4]
6. Offering pledges as part of fundraising strategies can increase donations to highly effective charities. [Chapter 4]