

**THE
BEHAVIOURAL
INSIGHTS TEAM** ◆

IN PARTNERSHIP WITH  Cabinet Office

Field Experiments in Giving

Michael Sanders

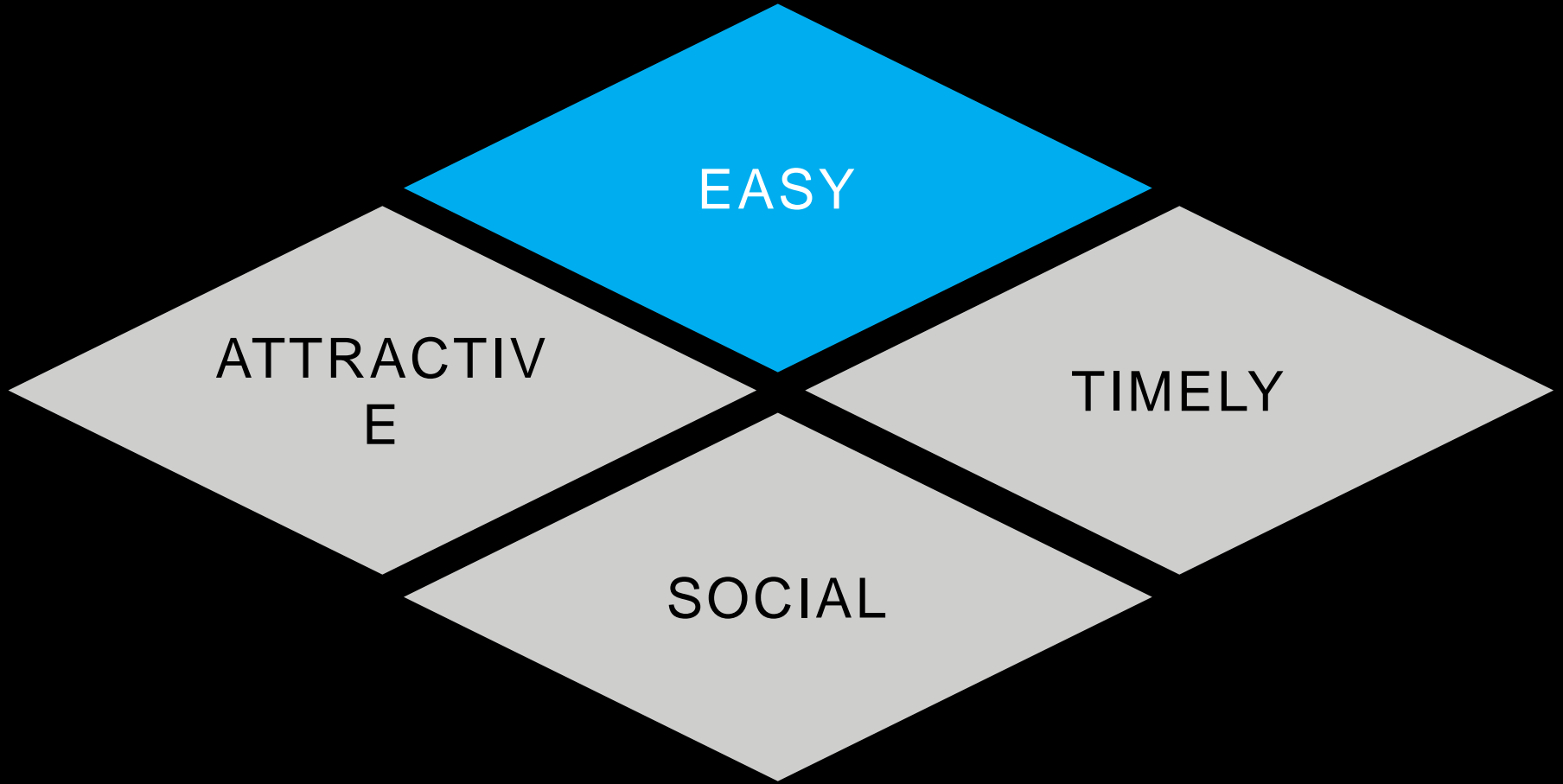
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This talk

-
- Hi
 - What is the Behavioural Insights Team?
 - Four (simple) lessons:
 - Make it easy
 - Make it attractive
 - Make it Social
 - Make it Timely
 - Four (simple) experiments
 - Face to face
 - Online solicitation
 - Organ Donation
 - Tax collection (?)

Field Experiments

-
- We can call something a field experiment if:
 - It's an experiment (typically meaning random assignment conditions)
 - It takes place in the field (typically meaning not in the lab)
 - Maybe more 'real' than a lab study, and maybe we can test some things that can't be tested in the lab
 - We give up a lot of control

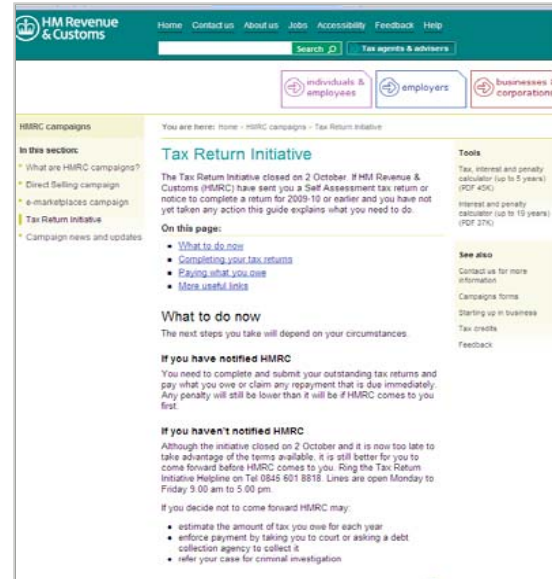
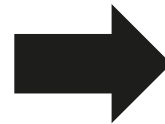


We ran a trial on the 'Tax Return Initiative' with HM Revenue & Customs

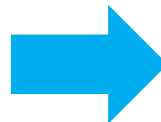
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Webpage

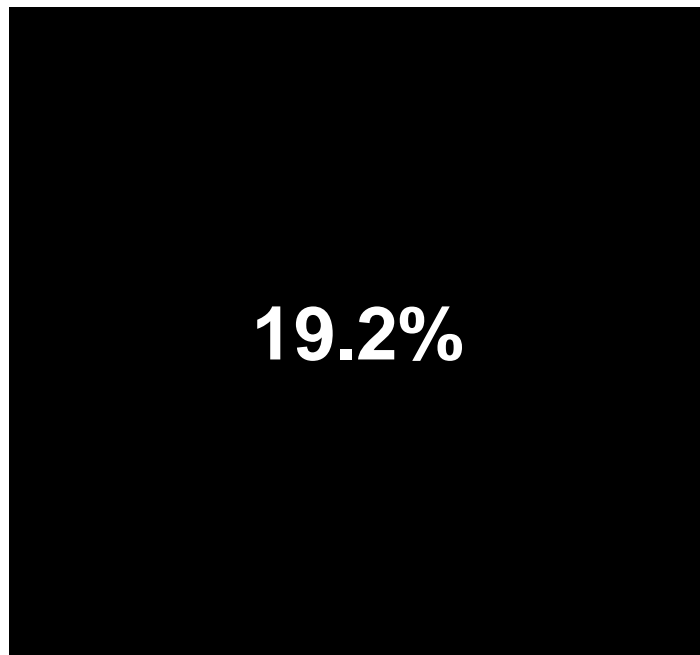


Direct to form

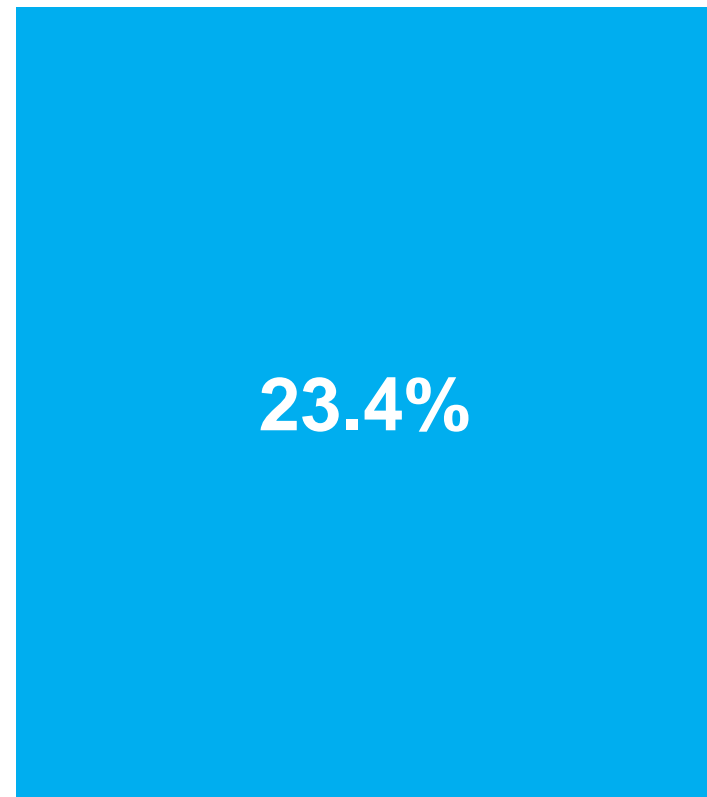


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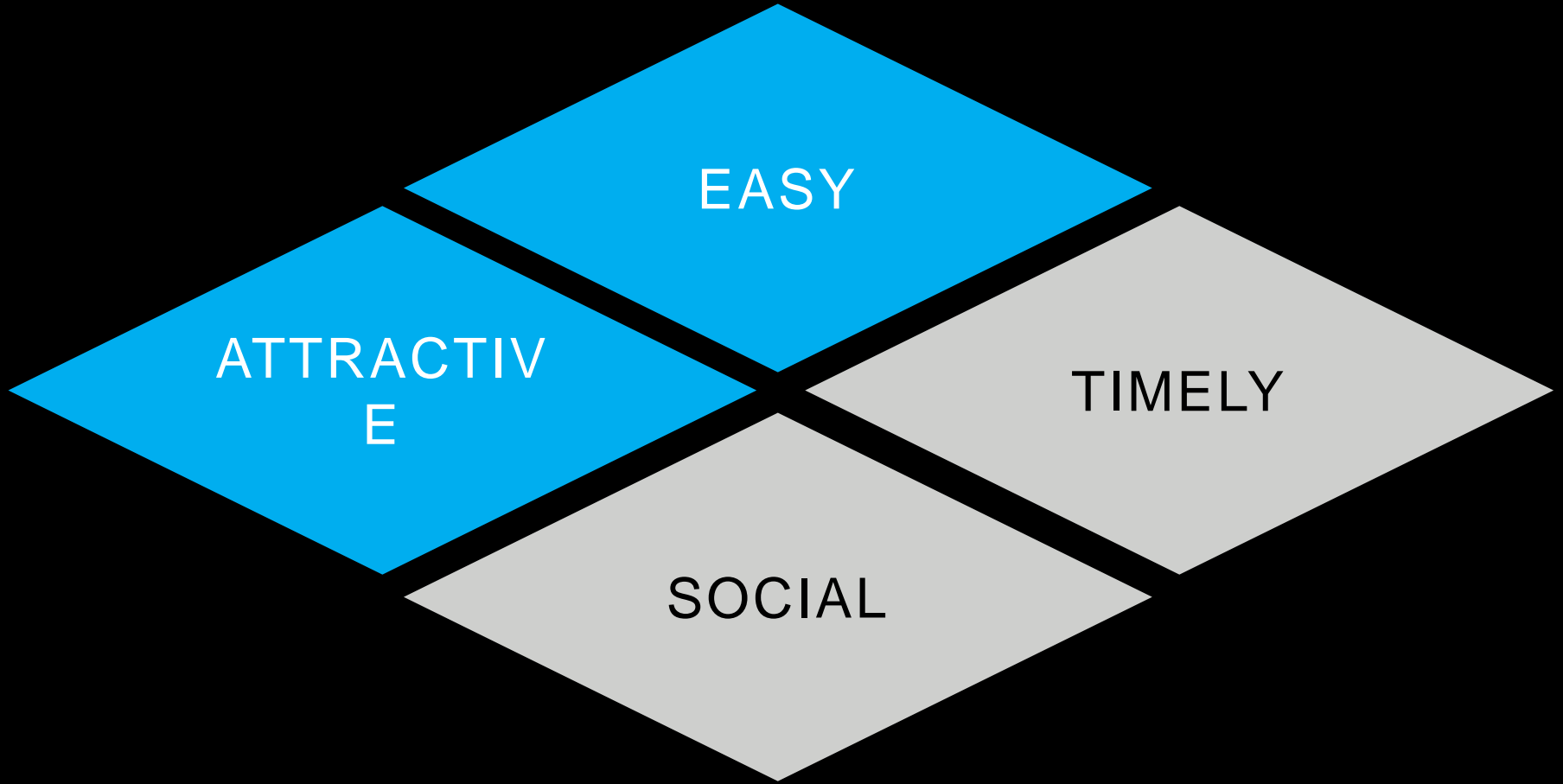
Removing small frictions seems to make a disproportionate difference



Webpage



Direct to Form



Giving in the Workplace

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- Giving in the workplace is underutilised
 - We worked with a large investment bank
 - Asking participants to donate a day's salary to charity
 - Not quite as trivial as it sounds

Emails

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- Employees of the bank are assigned to receive one of two emails:
 - Control: impersonal: “Dear Colleague”
 - Treatment: personal: “Dear Sarah”

Sweets and Volunteers

-
- Some people are greeted when they arrive at work by a volunteer
 - They are given a flier and given information about the campaign if they ask

Volunteers

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Sweets

-
- Other people were given a small packet of sweets by the volunteer
 - Sweets were branded with the logo of the campaign
 - Cost us £1.49
 - Cost to buy the sweets – approximately £0.50

Sweets

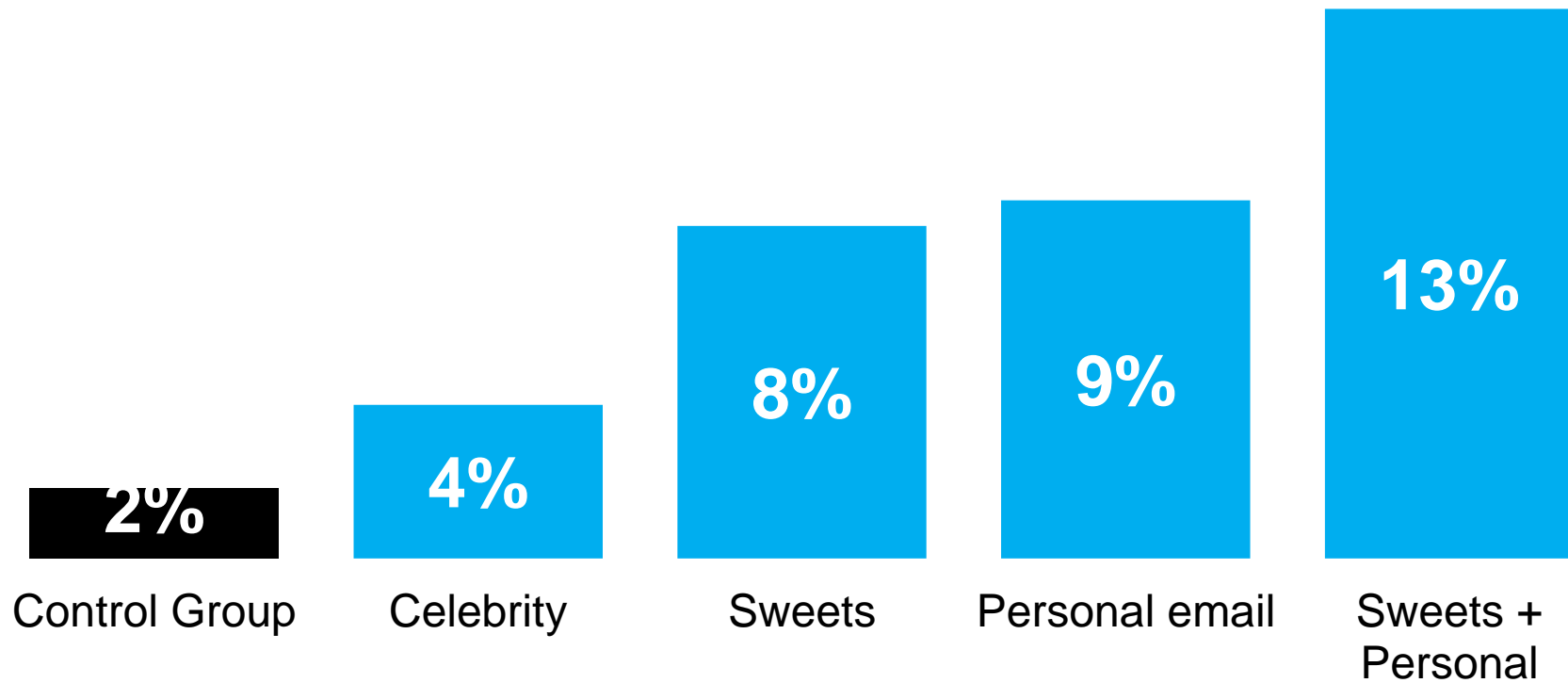


“Celebrities”

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- Celebrities visited the bank during the day to endorse the charity
 - We randomised the order in which they travelled around the buildings
 - Note inverted commas.

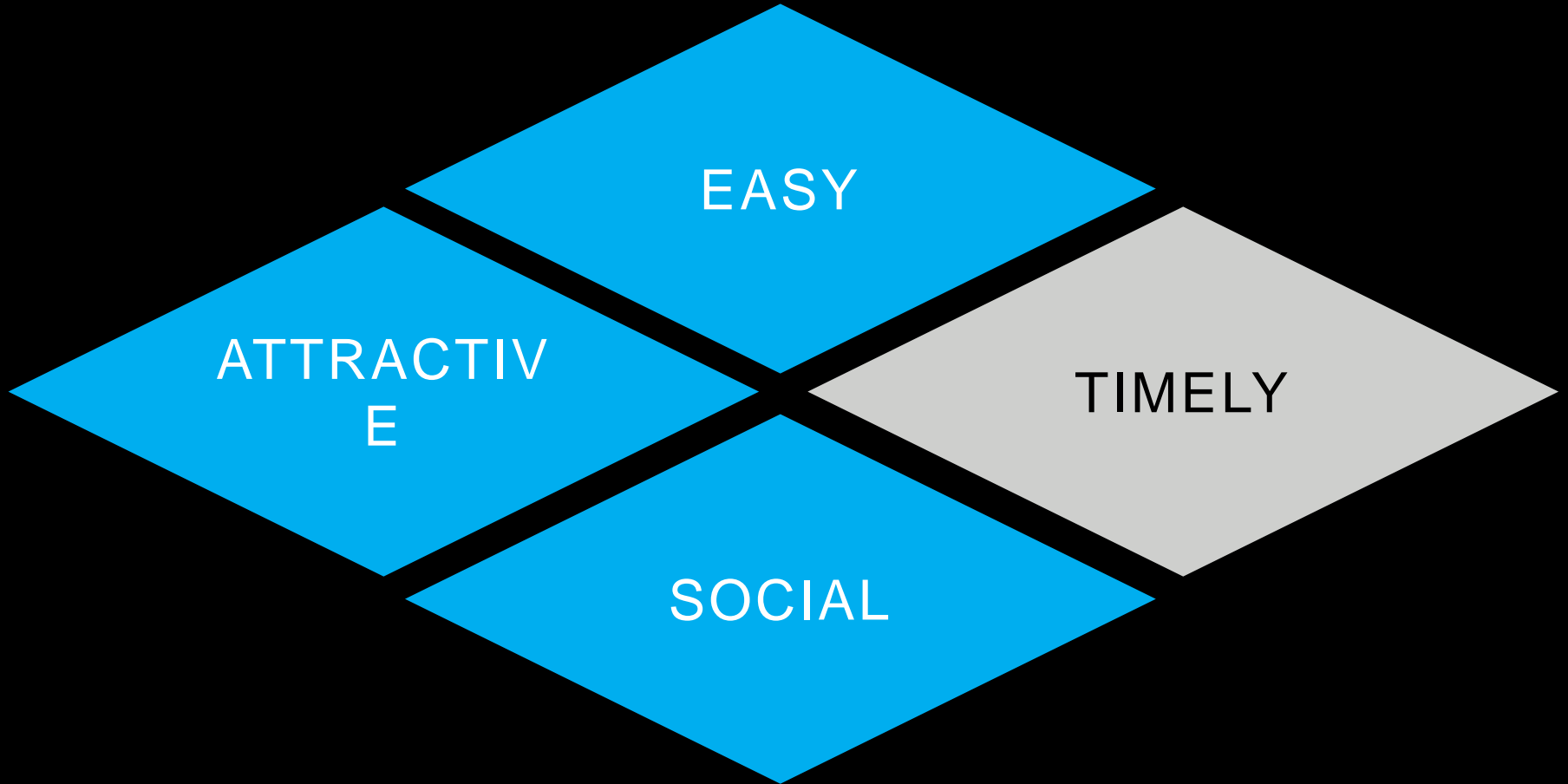
Proportion giving away a day's salary to charity

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Our trial
raised
£500,000 in
one day.





Increasing payroll giving inside government

"I wanted to do something practical to support the recovery of abused and neglected children and have made monthly donations of £15 to the NSPCC since 2000. My contributions that I make painlessly and easily from my salary are worth £18.75 per month to the NSPCC, amounting to £2,160 so far over the past 12 years. "

Harriet – a fellow HMRC employee from Bristol.

Many HMRC employees already take advantage of Payroll Giving to help worthy causes in a tax-efficient way. We are grateful for your participation!

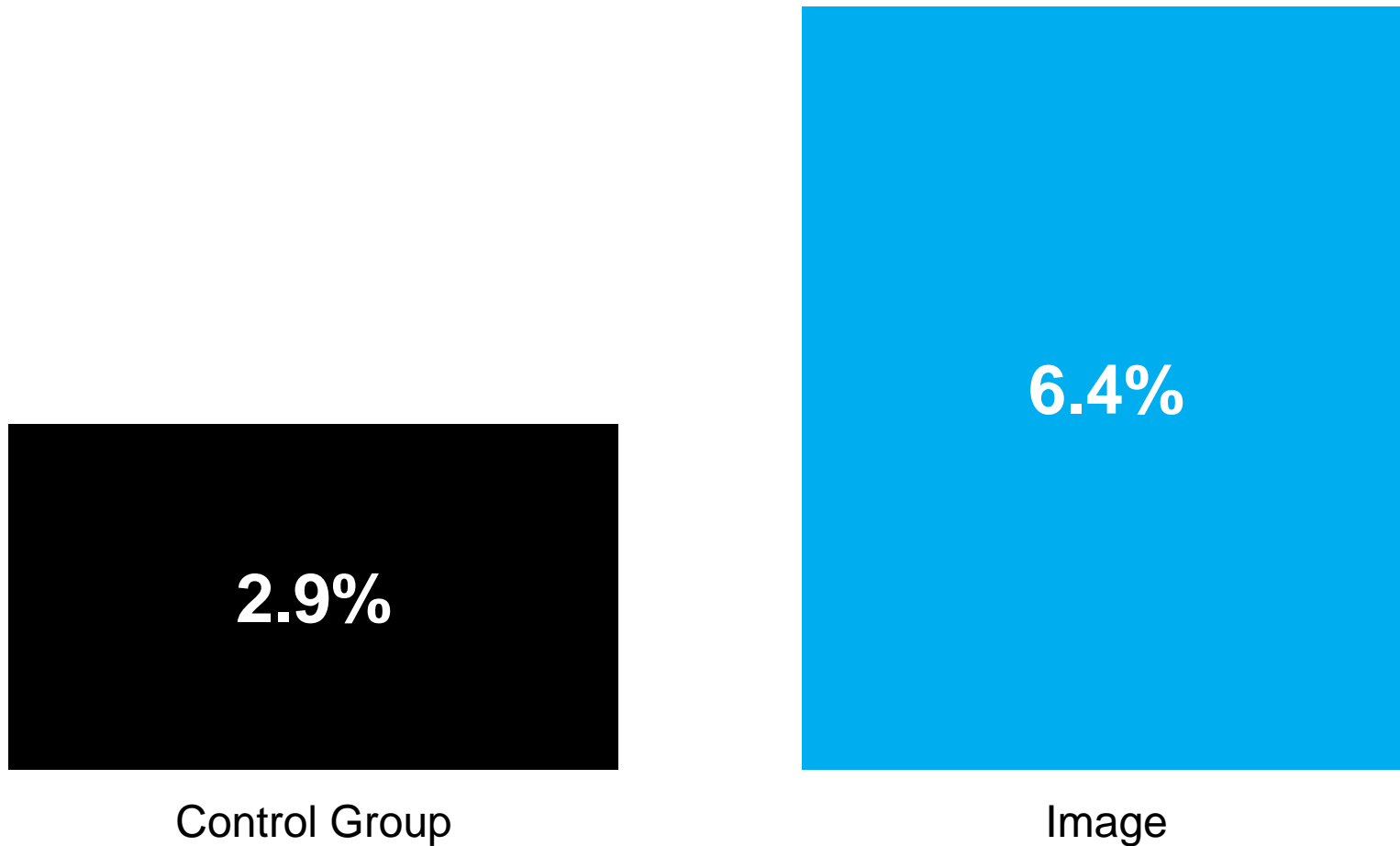
If you would like to sign up for Payroll Giving please click [here](#)

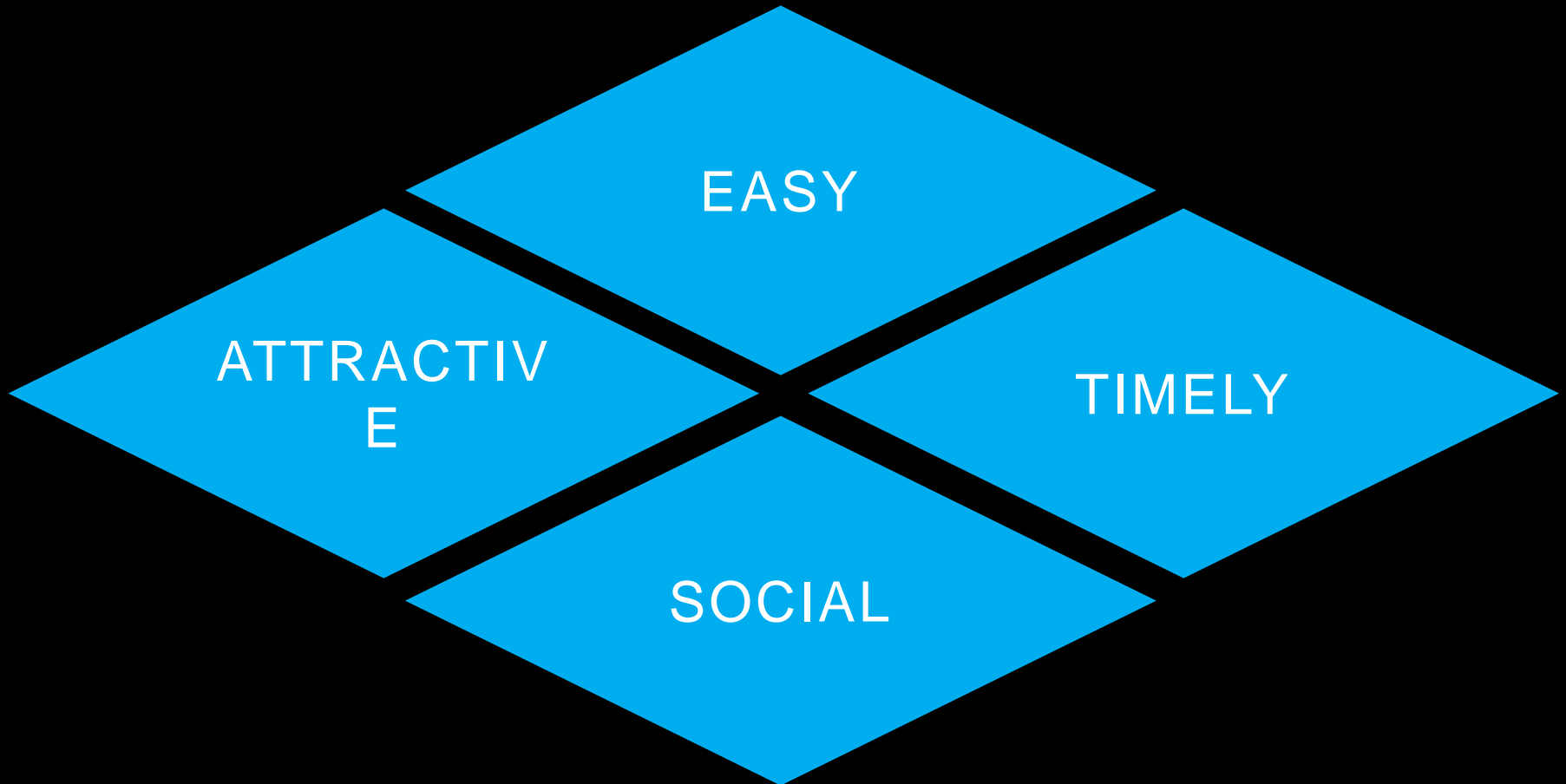
Please print off the donation form, sign it and send it to: Charitable Giving, Union Mine Road, Pitts Cleave, Tavistock, Devon, PL19 0PW

For more information, please click [here](#) (HMRC intranet)



The image of a colleague more than doubled the number of people who signed up





Organ Donation

-
- About 1000 people die each year in the UK due to not having enough organs
 - Many of these would be preventable if
 - More people signed up to the organ donation register
 - More young people start driving motorcycles
 - The former seems like a more appropriate area for government to intervene
 - We have a powerful tool available, but choose not to use it.

Renew a tax disc

[Make a SORN declaration](#)

[Apply for an HGV vehicle tax disc](#)

[Calculate vehicle tax rates](#)

Before you start

To apply online you'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

Apply on the DVLA website:

[Apply now >](#)

You will need

Tax disc renewal letter (V11)



Apply using the new service BETA

This is a 'beta' service - find out [what this means for you](#).

You'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

[Apply now](#)

Other ways to apply

By phone

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Join > or [find out more.](#)

1. Control

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.

Join > or [find out more.](#)

2. Norm

GOV.UK


Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.



Join > or [find out more.](#)

3. Norm & Picture

GOV.UK



Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.



organdonation.nhs.uk


Join > or [find out more.](#)

4. Norm & Logo

GOV.UK

Home

Service

 Thank you.

Please join the NHS Organ Donor Register.

Three people die every day because there are not enough organ donors.


[Join >](#) or [find out more.](#)

5. Three Die

GOV.UK

Home

Service

 Thank you.

Please join the NHS Organ Donor Register.

You could save or transform up to 9 lives as an organ donor.


[Join >](#) or [find out more.](#)

6. Nine Lives

GOV.UK

Home

Service

 Thank you.

Please join the NHS Organ Donor Register.

If you needed an organ transplant would you have one? If so please help others.


[Join >](#) or [find out more.](#)

7. Reciprocity

GOV.UK

Home

Service

 Thank you.

Please join the NHS Organ Donor Register.

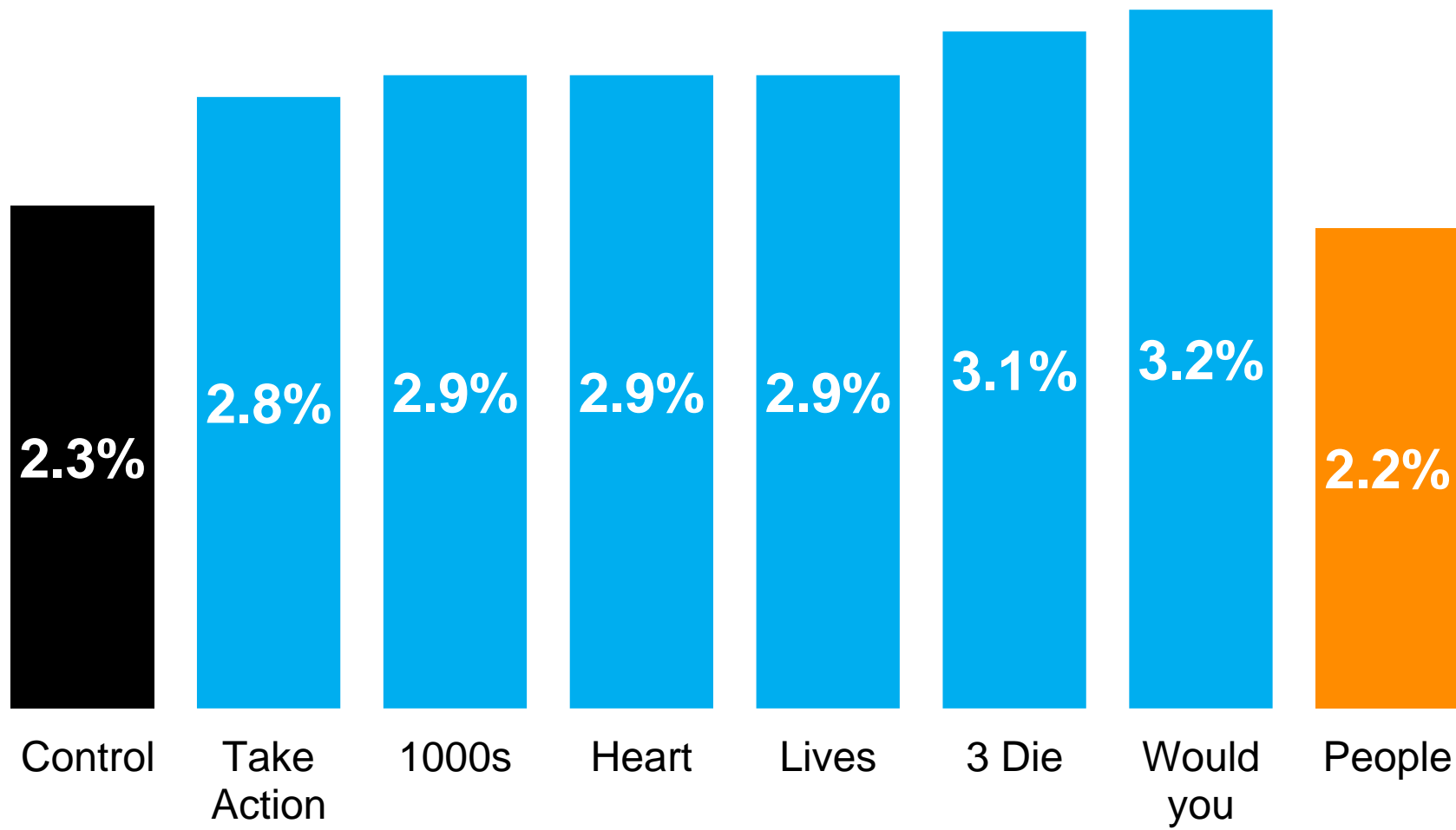
If you support organ donation please turn your support into action.

[Join >](#) or [find out more.](#)

8. Action

Name	Message	Image
1. Control		
2. Norm	Every day thousands of people who see this page decide to register.	
3. Norm & Picture	Every day thousands of people who see this page decide to register.	Group of people
4. Norm & Logo	Every day thousands of people who see this page decide to register.	NHS Logo
5. Three Die	Three people die each day because there are not enough organ donors.	
6. Nine Lives	You could save or transform up to nine lives as an organ donor.	
7. Reciprocity	If you needed an organ transplant would you have one? If so, please help others.	
8. Action	If you support organ donation, please turn you support into action.	

Proportion joining the organ donor register after a simple online prompt



Our organ
donation trial
will add
100,000
organ donor
registrations
each year.



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Summary

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- A few examples of field experiments
 - Vary in their environment
 - Vary in their complexity
 - Vary in their audience
 - Show how insights from other places can be brought into the field – to great effect – and tested
 - We don't know what works



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Michael Sanders

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