

Contents

List of Tables	IX
List of Figures	XI
1 Introduction	1
2 Collective Goods, Voluntary Contributions, and Intermediation: A Literature Survey	3
2.1 Motivation	4
2.2 Models of Individual Rationality	5
2.2.1 The Public Goods Model and its Empirical Shortfalls	5
2.2.2 Warm Glow	10
2.2.3 Other Models of Individual Rationality	11
2.3 Models of Individual Morality	13
2.3.1 The Kantian Approach	14
2.3.2 Other Notions of Individual Morality	15
2.4 The Role of Intermediation	18
2.4.1 Charitable Gifts as a Signal of Status	20
2.4.2 Prestige as a Source of Extrinsic Motivation	22
2.4.3 Impact Philanthropy	24
2.5 A Compound Approach	25
2.6 Concluding Remarks	26
3 A Theoretical Approach to Strategic Donor-Fundraiser Interaction	29
3.1 Motivation	30
3.2 The Model	32
3.3 Commitment to Strategic Bounteousness	37

3.4	Extensions	42
3.4.1	Repeated Fundraising	42
3.4.2	Annoying Fundraising	43
3.4.3	Non-altruistic Giving	45
3.5	Tax Privilege of Donations	46
3.6	Concluding Remarks	52
4	An Empirical Investigation of Donor-Fundraiser Interaction	55
4.1	Motivation	56
4.2	Data Description	61
4.2.1	The GfK Charity Scope	61
4.2.2	The DZI Spenden-Almanach	64
4.2.3	The Merged Charity Market Dataset	67
4.3	Analysis	73
4.3.1	Preliminary Manipulations	73
4.3.2	Estimation Results	81
4.4	Concluding Remarks	88
5	Summary	91
	Bibliography	93
A	Appendix: Theory	103
B	Appendix: Empirics	111