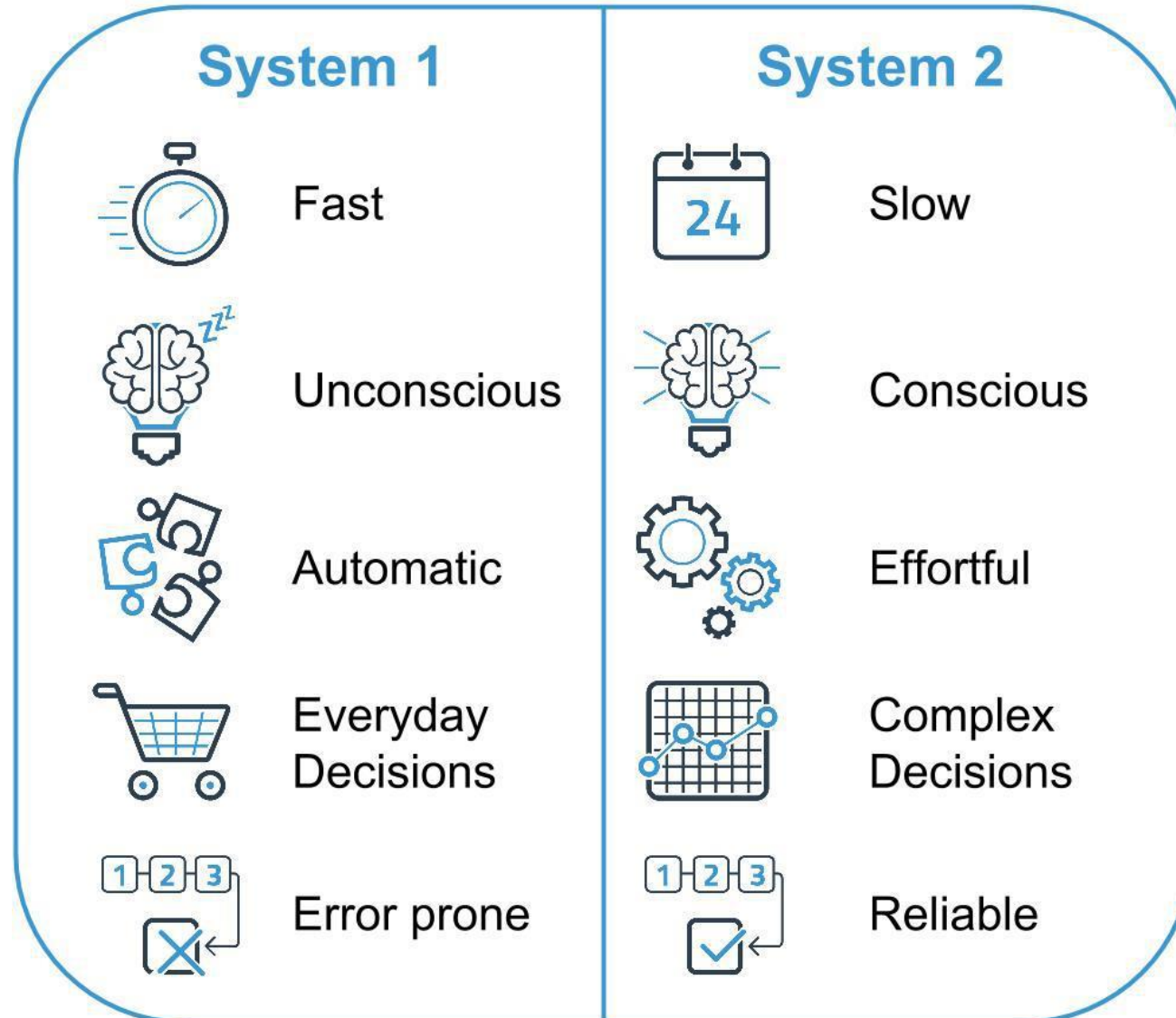


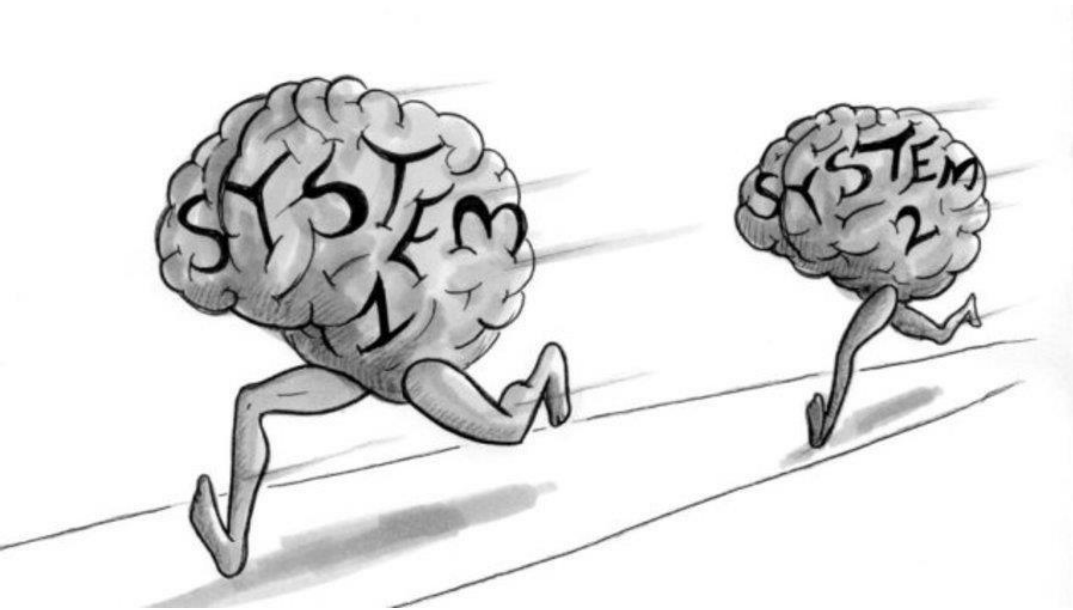
Applying a test and learn methodology to Behavioural Economics

Webinar – 6th November 2019

Kahneman – System 1 and System 2

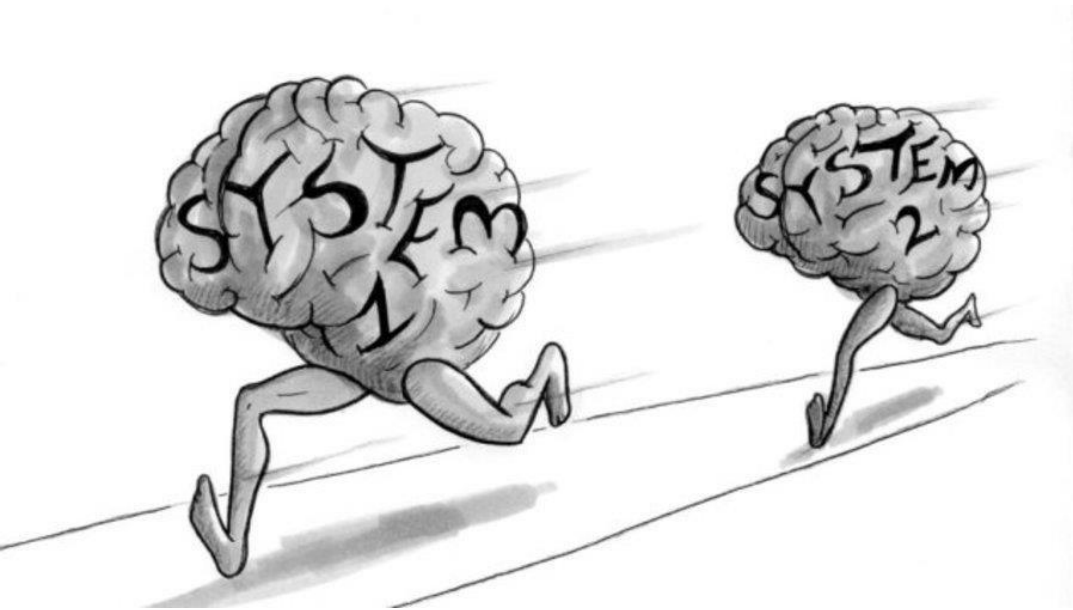


Thinking, Fast and Slow



What's 1 + 1?

Thinking, Fast and Slow



What's 17×24 ?

Test & learn

1. Cerebral Palsy Alliance – Telemarketing
2. The Stroke Foundation – Mail
3. The Smith Family – Mail & Telemarketing



Cerebral Palsy Alliance - Telemarketing

Test 1: Increase sense that with people like them gender / age are leaving GiWs - Use Women or Men depending on gender

Many of our wonderful supporters women, just like you, are considering leaving a gift in their Will to babies, children, adults living with cerebral palsy and our future generations.

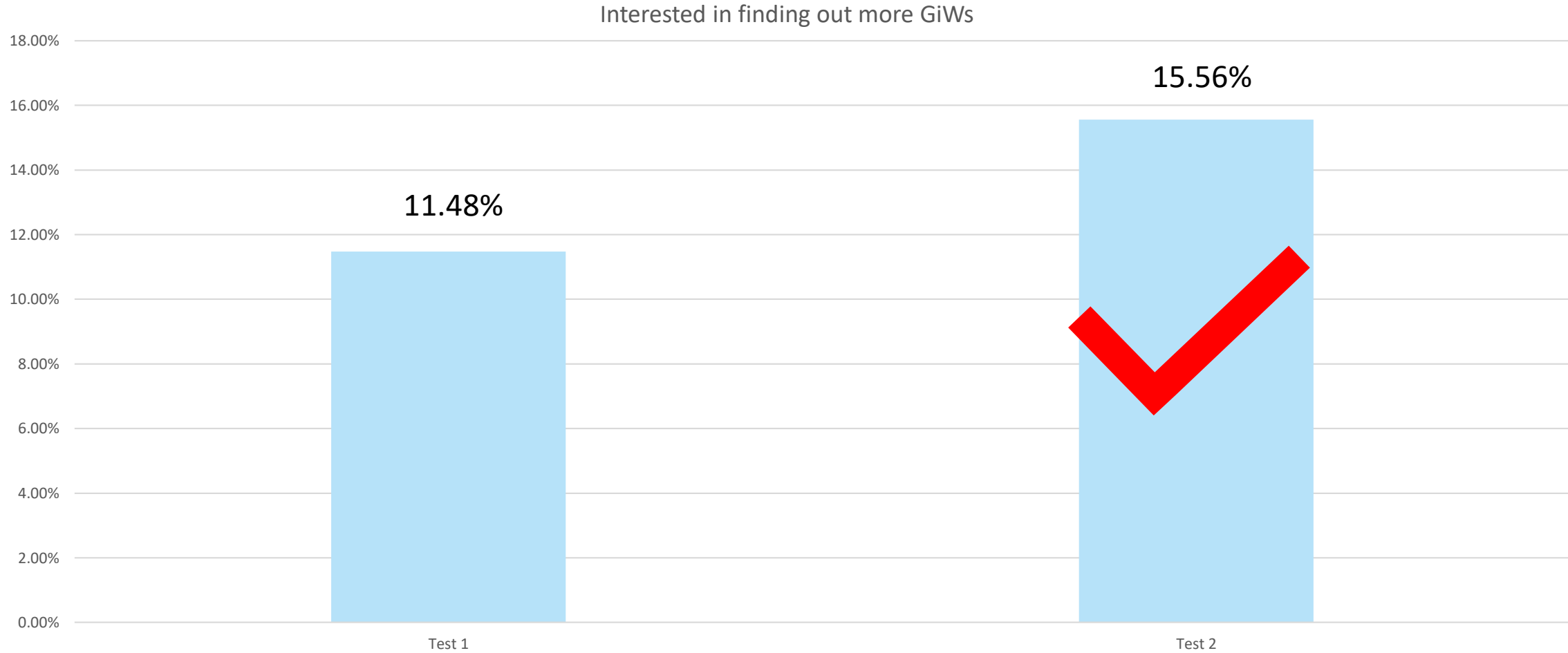
Test 2: Determine if people agree with the attitude statements. We find that agreement before being asked the questions for GiW increases a positive response.

Standard: “People leave gifts of all sizes. You don’t have to be wealthy to leave a gift in your Will as every dollar has the power to save lives. Anyone can leave a gift in their Will.”

“Wouldn’t you agree?”




Telemarketing



The sample size is small, however, at 90% confidence interval this is significant
n=620

Stroke Foundation – Mail

CONFIDENTIAL
Gift In Will Reply Form



Yes. <I/We> would like to help create a future free from stroke by considering a gift to the Stroke Foundation in <my/our> <Will/s>.


It would help the Stroke Foundation enormously if you could let me know your thoughts about including <a gift/gifts> in your <Will/s>.

Please tick the box that applies to you:

- <I/We> have already included <a gift/gifts> to the Stroke Foundation in <my/our> <Will/s>
- <I/We> <am/are> planning on including <a gift/gifts> to the Stroke Foundation in <my/our> <Will/s> the next time <I/we> update <it/them>
- <I/We> <am/are> thinking about including <a gift/gifts> in <my/our> <Will/s> at some point in the future
- <I/We> <am/are> unlikely to include gifts to charities in <my/our> <Will/s>
- <I/We> would like to speak to someone about this. You can contact <me/us> on phone number:

F-4099981/Conf

CONFIDENTIAL
Gift In Will Reply Form



Yes. <I/We> would like to help create a future free from stroke.

Please tick any box that applies to you:

- <I/We> believe that anyone can include a gift in their Will
- <I/We> believe that Gifts in Wills play an important role in society
- <I/We> trust the Stroke Foundation to use gifts wisely

It would help the Stroke Foundation enormously if you could let me know your thoughts about including <a gift/gifts> in your <Will/s>.

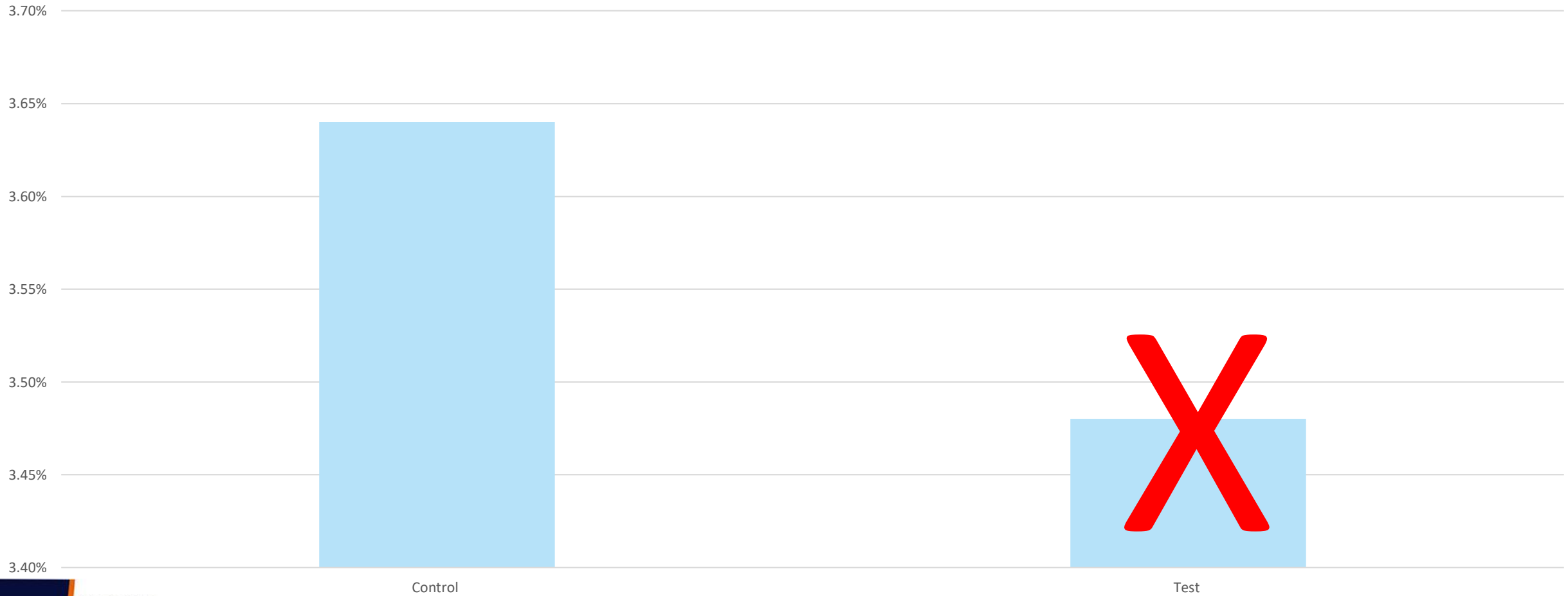
Please tick any box that applies to you:

- <I/We> have already included <a gift/gifts> to the Stroke Foundation in <my/our> <Will/s>
- <I/We> <am/are> planning on including <a gift/gifts> to the Stroke Foundation in <my/our> <Will/s> the next time <I/we> update <it/them>
- <I/We> <am/are> thinking about including <a gift/gifts> in <my/our> <Will/s> at some point in the future
- <I/We> <am/are> unlikely to include gifts to charities in <my/our> <Will/s>
- <I/We> would like to speak to someone about this. You can contact <me/us> on phone number:

F-4099981/Conf

Results - Mail

Interested in finding out more GiWs



There is no significant difference at 80%, 90% or 95% confidence



<https://www.behaviouralinsights.co.uk/>

Coined the term : Behavioural Insights

Created Test + Build

Test & Build



TEST + BUILD

Dashboard Projects Templates

Karen Armstrong

laC RCT 1

Overview Answers Designs Data Files Comments Reports Settings

Field of work
Charitable giving

Communication type
Letter

Send out date
Sat 07/12/2019

Progress

You've almost completed the **EXPLORE** section, the first stage of TEST + Build. It's time for you to conduct your research.

You can start the next phase (**EXPLORE**) once BIT researchers have reviewed the answers you provided in the **TARGET** phase.

1 ✓ Completed



TARGET
Set your objective

Answer a series of questions to draw out the finer details on the problem you'd like to solve.

[View answers](#)

2



EXPLORE
Understand the context

Conduct research with your customers to get a better understanding of their situation, and adopt a user centred approach to your work.

3



SOLUTION
Adapt your message

Create your new communications messages drawing on insights from the behavioural sciences.

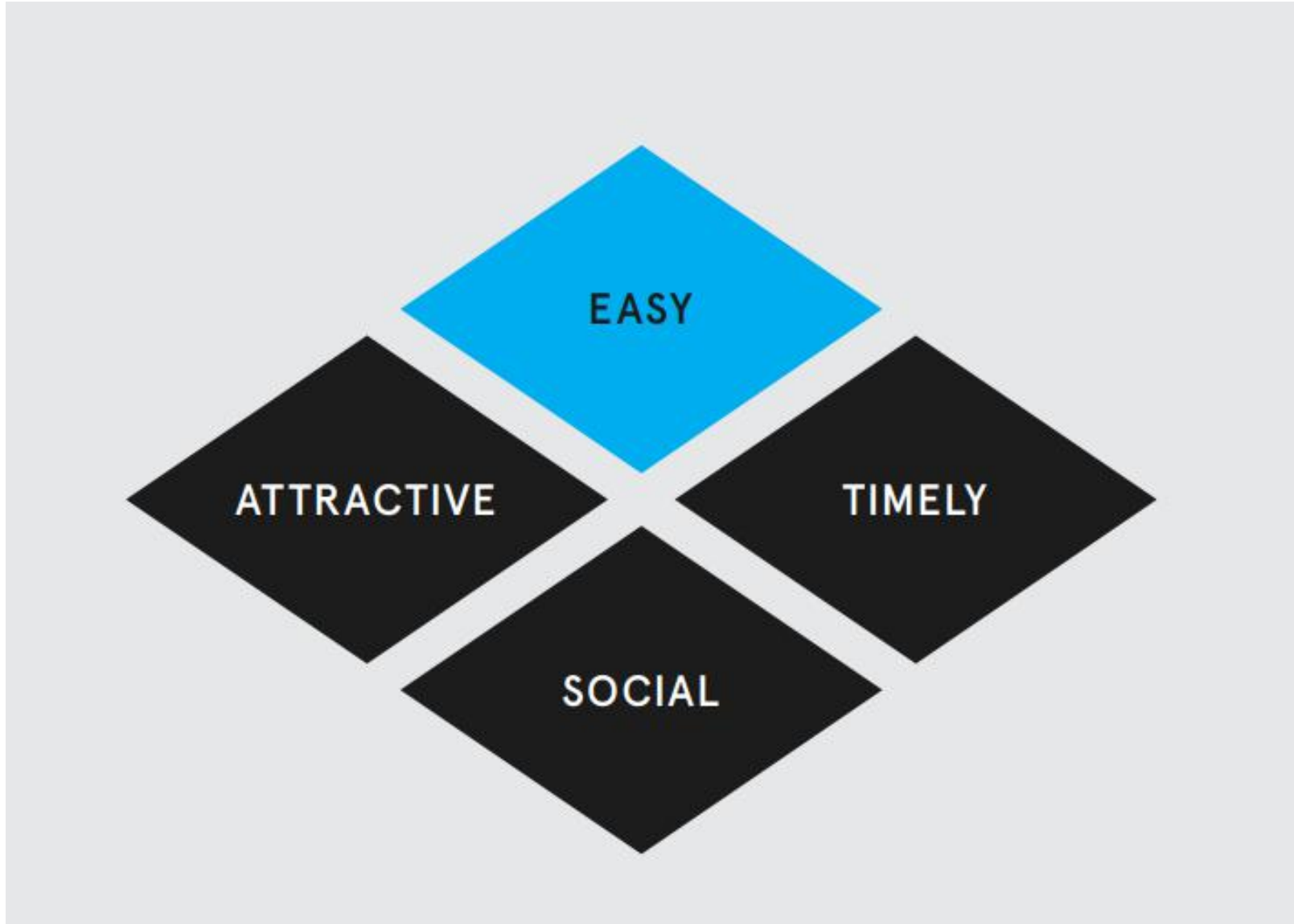
4



TRIAL
Measure the outcome

Send out your communications, monitor and upload your data. Find out whether your campaign has been effective.

EAST Framework



Easy



Defaults
Reduce effort
Simplify messages

Attractive



Attention Incentives

Norms

Networks

Commitments

Timely



Receptive Immediacy Intention-action gap

Target



To increase the proportion of warm donors of The Smith Family expressing an interest in leaving a bequest as a result of a direct marketing and telemarketing campaign.

RCT 1 : Guide to Include a Gift in your Will



A4 folded to A5

Behaviour Change

Increase the number of response to a Gifts in Wills Direct Mail Pack

Target Audience

People over 65 yrs who have been identified as warm prospects. Higher % female.

Timing

RCTs can run September, October, November

Purpose

Valuable, informative and trusted source information that's valued as a free gift.

RCT 2 : Telemarketing Script



Behaviour Change

Increase the number of response to a Gifts in Wills Telemarketing call

Target Audience

People over 65 yrs who have been identified as warm prospects. Higher % female.

Timing

RCTs can run October - February

Purpose

Script amendment to increase consideration

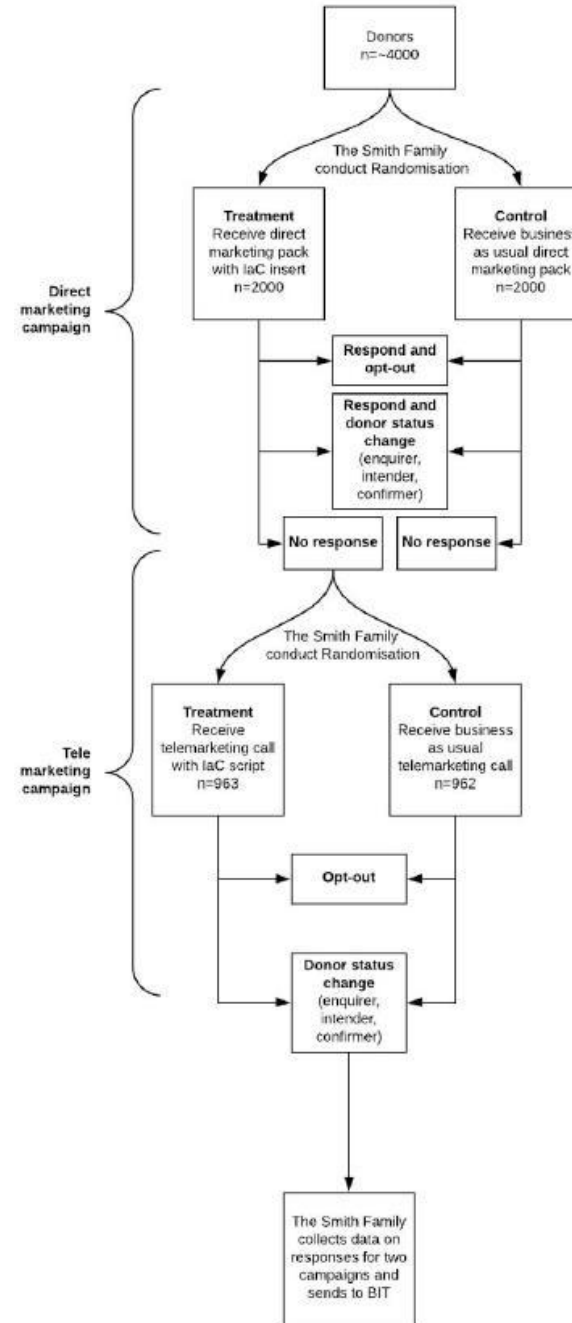
Solution - Trial Design



Supporters n=4,000
50/50 split

Supporters n=1,925
50/50 split

Enquirer
Intender
Confirmed



Front cover

DRAFT

FINAL



include *a charity*
Help the work live on.

Two thirds of **Australians** EITHER DEFINITELY WANT TO LEAVE SOMETHING TO CHARITY OR ARE UNDECIDED.

HAVE YOU THOUGHT ABOUT A **GIFT TO CHARITY** AND THE LASTING LEGACY YOU CAN LEAVE?

ONLY ONE IN TWELVE CURRENTLY DO INCLUDE A BEQUEST TO CHARITY IN THEIR WILL.

Many people, just like you, are leaving **gifts to charities** in their Will

HAVE YOU THOUGHT ABOUT A **GIFT TO CHARITY** AND THE LASTING LEGACY YOU CAN LEAVE?

Emphasise
FREE
&
EASY

ENJOY THIS FREE GUIDE:
6 SIMPLE STEPS TO MAKE A LASTING DIFFERENCE

includeacharity.com.au

ENJOY THIS **FREE GUIDE** TO HELP MAKE THE RIGHT DECISION.

Inside front & back cover



Paul Evans, a partner with Makinson d'Apice Lawyers and we thank him for his pro bono advice for Include a Charity.

Paul suggests that before you update your Will ask yourself *"Are there any causes or charities that are particularly important to you? Have you considered leaving them a gift in your Will?"*

Paul says *"Many people are open to the idea of charitable bequests. They not only assist charities to continue their good work, they also allow clients to make a personal statement of support about causes that are important to them. Solicitors raising the issue of bequests at the time of drafting a Will could generate millions of dollars of support for Australian charities."*

A common myth is people think you have to be wealthy to leave a charitable gift in your Will, but Mr Evans says this is not the case.

"Anyone can leave a gift from their estate, no matter what size. Any gift means a great deal to a charity."

includeacharity.com.au



You can help create a better world for future generations



With your help, the next generation of poor Australian children doesn't have to become the next generation of poor Australian adults.



Your gift could help preserve our best loved landscapes



Your gift is an opportunity to give back to a charity that's helped your loved ones

DIFFERENT TYPES OF GIFTS

Percentage or fractional:

A gift expressed as a percentage or fraction of your Estate. This takes into account the changing value of your Estate, due to factors such as inflation, property fluctuations and changes to the composition of your Estate over time.

Whole estate:

This comprises your entire Estate and may be a very significant gift.

Pecuniary or specific:

A pecuniary or specific gift clearly specifies the gift: it can be money, property, stocks and/or shares.

Residual gifts:

A residual gift is the remainder of your Estate after first leaving gifts to other beneficiaries and payment of any financial commitments, funeral arrangements etc.

Conditional gifts:

This may be gifts dependent on certain conditions being met.

include a charity
Help the work live on.

include a charity
Help the work live on.

Back cover

6 STEPS TO WRITE YOUR WILL

Many generous Australians leave gifts in their Wills to charity. It has become an important financial contribution to charities and is vital for ensuring their work continues into the future. All gifts, large and small, make a difference.

Select your beneficiaries

Think about everything you own (your estate and assets). You can leave these to your loved ones and your favourite charities. To consider those charities, visit includeacharity.com.au

Decide on your distribution

There are different types of gifts you can give to charity, but all will make a lasting impact (see reverse page for guidance). Don't forget your superannuation. This is not typically covered by your Will as it is held by a trustee. You could choose to add your super to your estate and gift it to your favourite charity.

Choose an Executor

This is the person who will ensure your final wishes are carried out. Alternatively, if you don't have a suitable nominee, you can select a State Trustee and their fees are paid from the money you leave behind.

Write your Will

We recommend writing a Will with a solicitor to ensure it is a recognised legal document.

Signing

Sign in front of two witnesses who are over 18 years old and not beneficiaries. Make sure each page has your complete signature. Everyone should then use the same pen to sign and date the last page.

Keeping it safe

Make sure you give your executors a copy of your Will or keep it in a safe, secure. Let your loved ones know about your charitable gift so your wishes are carried out.


1. Reduce the number of steps
2. Add tick boxes / timelines
3. Add actions – where to seek help etc

The Smith Family program



"The Smith Family helped me believe in myself and they helped me fit in at school. My life is completely different now."

Rhiannon in Year 8.




Rhiannon with her grandmother, Teresa.

With your help, the next generation of poor Australian children doesn't have to become the next generation of poor Australian adults.

For more information on how to leave a legacy to The Smith Family please contact:

Jakki Travers,
Gifts in Wills Manager
02 9085 7118
or toll free 1800 024 069
or visit thesmithfamily.com.au



everyone's family

GIFTS IN WILLS
A gift for the future

TM Script

“

You may remember as well that it contained a guide to leaving a gift in your will from an organisation called Include a Charity. Include a Charity found that many people wanted to leave a gift in their will but did not know how to do so. So, they created this guide listing 6 simple steps that anyone can take to leave a gift in their Will to charity.

Here at The Smith Family, many of our donors left us a gift in their Will last year because they wanted to honour and recognise their parents and loved ones whilst also leaving the world a better place and helping those that needed it most.

I know that the thought of writing your Will can be daunting and may not be a priority right now, but it can be quick and easy, and we can help along the way.

I wondered if this is something that you have ever considered doing?

”

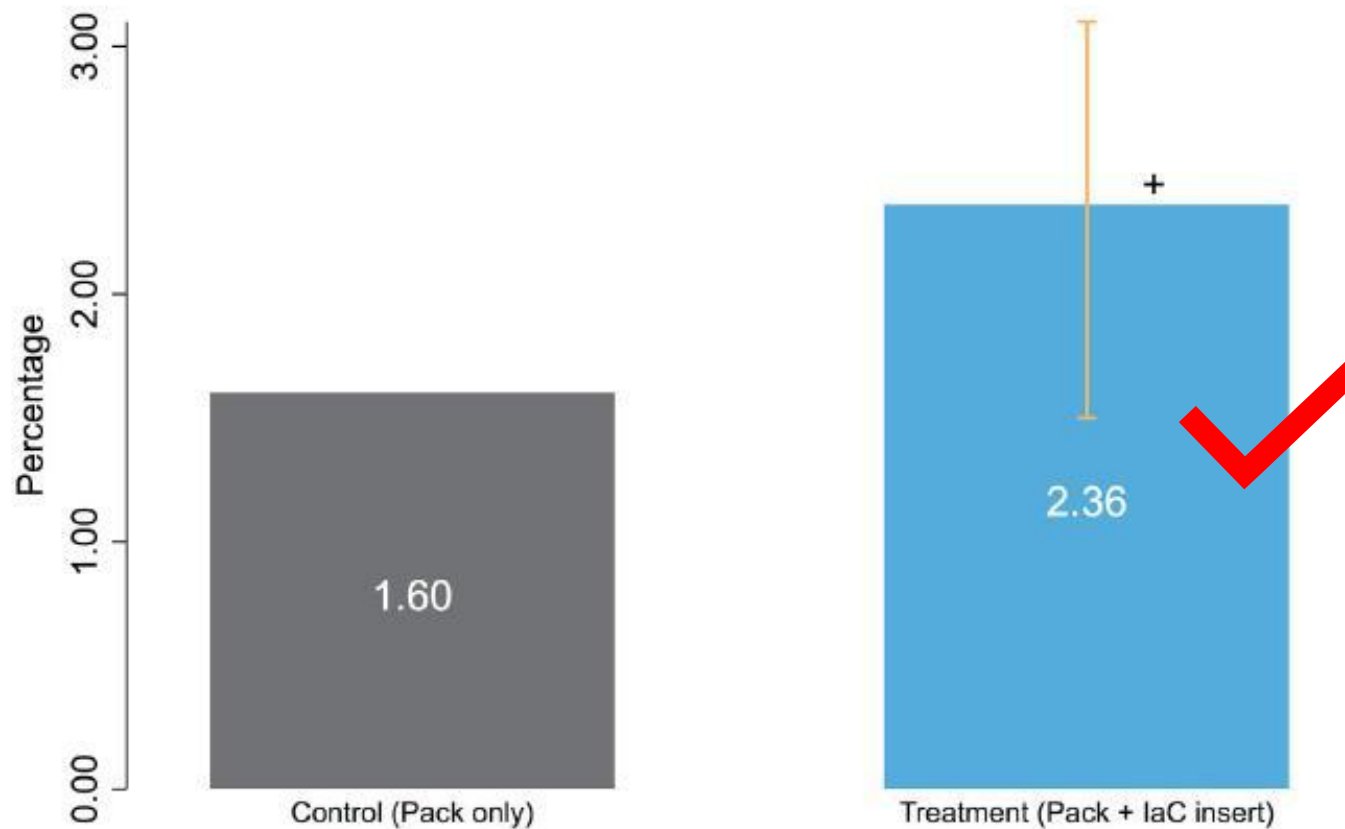
include *a charity*
Help the work live on.

Randomisation



=RAND()

DM Results – response rate

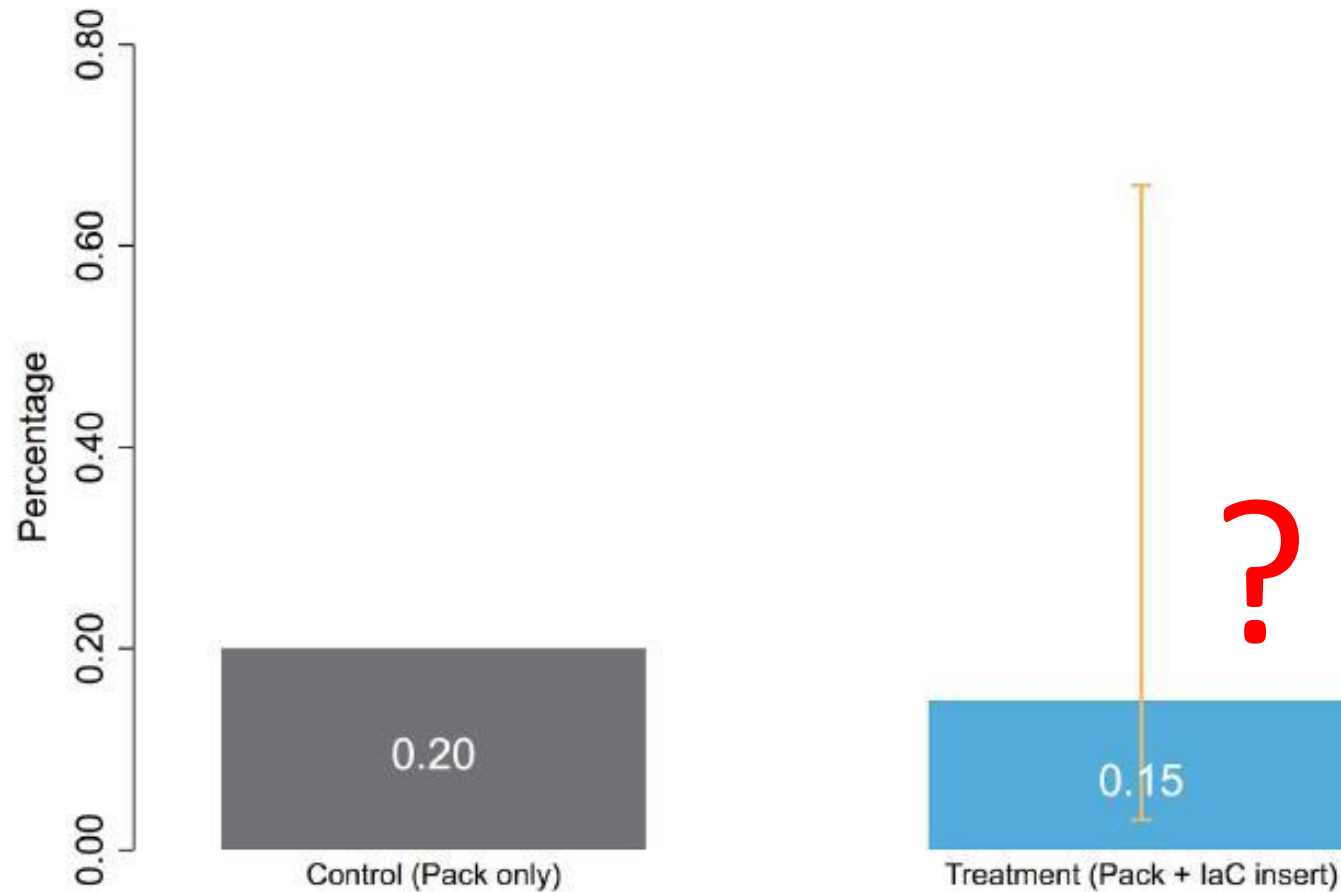


N=4,000

Primary analysis

** p<0.01, * p<0.05, + p<0.1

DM Results – Confirmed, intender, enquirer

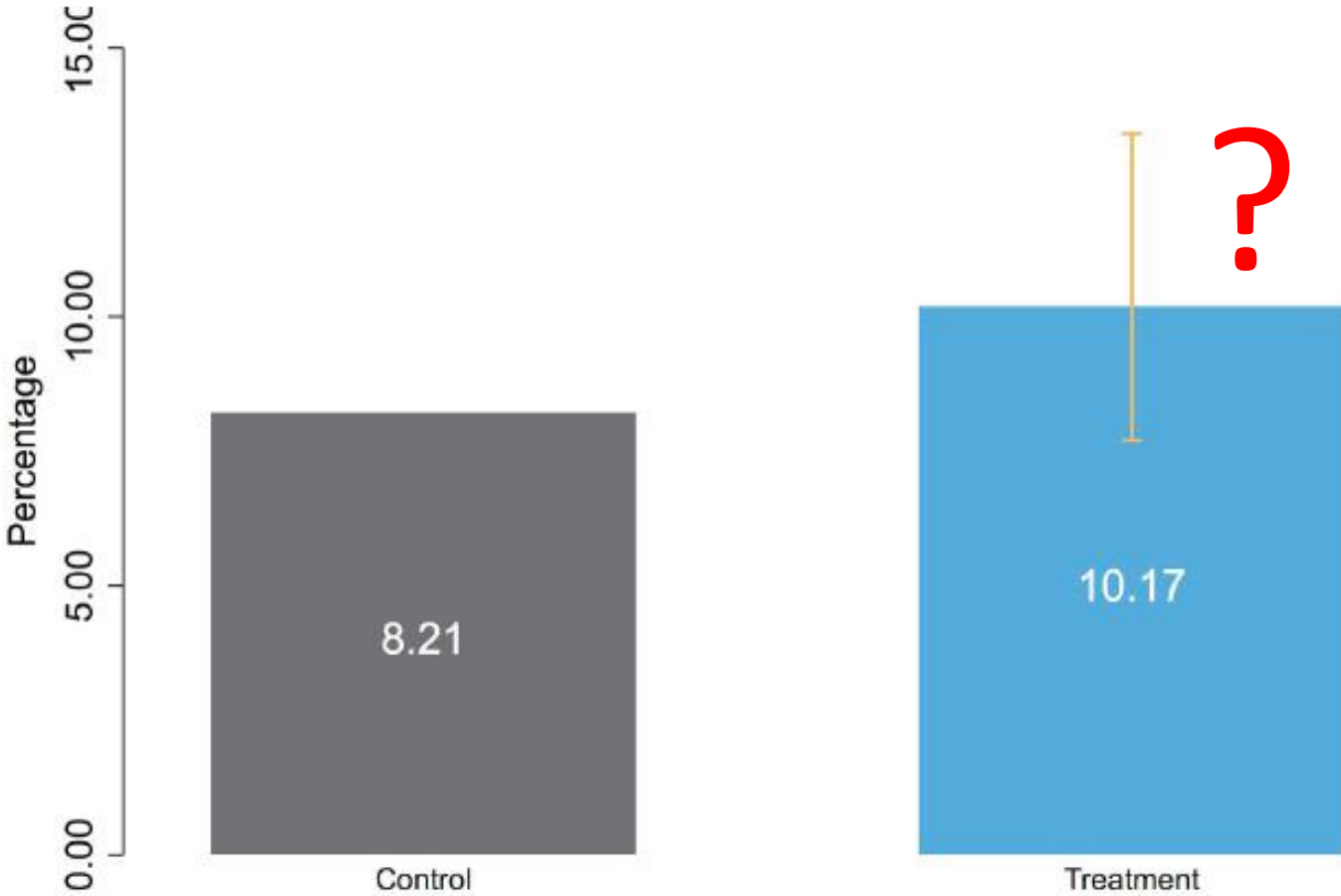


N=4,000

Secondary analysis

** p<0.01, * p<0.05, + p<0.1

TM Results



N=1,925

Primary analysis

** p<0.01, * p<0.05, + p<0.1

Power calculations

Trial 1 - RR ✓

Trial 2 ✗

Nice calculator to help: <https://clincalc.com/stats/samplesize.aspx>

What's next



1. Simplify
2. Salience
3. Timely

Another interesting trial

Country: UK Trial length: 1 week
Date: May 2018 Sample: 200,000 per condition



Our ideas

Our six new donation envelope designs included the following:

- 1. Hand delivered stamp**
“Hand Delivered, Hand Collected, by your local volunteer” stamp.
Strategy: Labour Illusion
- 2. Urgency**
“We’re collecting donations this week only!” banner.
Strategy: Scarcity
- 3. Appeal**
“Appeal. Donation Envelope” banner.
Strategy: Cognitive Ease
- 4. Orientation**
Portrait orientation envelope to give cues that it was an envelope rather than a leaflet.
Strategy: Affordance Cues
- 5. Gift Aid**
Highlighting the benefits of Gift Aid
“Boost your donation by 25% for free”.
Strategy: Salience
- 6. Weight**
Using thicker paper stock to increase the perceived value of the envelope.
Strategy: Costly Signalling



- Orientation **+17%**
- Weight **+14%**
- Hand Delivered Stamp **+13%**
- Appeal **+10%**

Specifically, the Orientation and Hand Delivered Stamp drove return rates, the Weight envelope drove average donations, and Appeal drove both.

Ogilvy 2019

Thank you

[A full copy of the report is available here](#)

more Awareness
Learning Money
Insight Ideas
Innovation Impact
Strategy Value
Effectiveness