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Redesigning the Donation Box: The Effect of Animal Banks on Donations for Animal Welfare



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Abstract Some recent studies have shown that physical objects present in the environment can affect altruism. This effect was demonstrated in the context of fundraising for animals. Different banks were placed near the cash register in eight bakeries with a message explaining that the solicitation was for animal welfare. The banks were either in the shape of a dog, a cat, a cow, a pig, or a classic cube. Results showed that more donations were given with the dog and cat banks, whereas no difference in donations was found among the three other banks.

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