

**What Makes Green Persuasion Effective?
Evidence from a Community-Financed Sanitation Program in Indonesia**

Hide-Fumi Yokoo* and Tetsuya Harada†

Online Appendix

(Not for publication)

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* Corresponding author, Hitotsubashi University and National Institute for Environmental Studies, Japan
(hidefumi.yokoo@r.hit-u.ac.jp)

† Japan International Cooperation Agency (JICA)

A. Additional Figures



Figure A1: Picture of Talang Kelapa

Notes: This figure shows the satellite image of Talang Kelapa ward (Kelurahan) where is the study site. The six targeted neighborhood associations (Rukun Tetanga; RT) are shown (RT: 20, 25, 27, 52, 61, 62, 77, 79). In June 2014, there are 1,642 households in 16 neighborhood associations of the northern part of Talang Kelapa ward.

TPS-3R MAJU JAYA



TPS-3R Maju Jaya merupakan fasilitas pengelolaan sampah 3R (*reduce, reuse and recycle*) yang dibangun oleh pemerintah dengan tujuan untuk mengurangi sampah yang dibuang ke TPA. Fasilitas ini mengolah sampah rumah tangga yang telah dipilah menjadi 3 kategori: sampah organik dapat dibuat menjadi kompos, sampah daur ulang (*recycle*) yang bernilai ekonomi dapat dijual ke Bank Sampah Sakura dan terakhir sampah lainnya akan dibawa/dibuang ke TPA. TPS-3R ini dikelola oleh kelompok masyarakat yang bernama **Kelompok Swadaya Masyarakat (KSM) MAJU JAYA**

Fasilitas TPS-3R Maju Jaya

- Mesin pencacah organik
- Mesin pencacah plastik
- Fasilitas pengomposan
- Bank Sampah Sakura
- Pusat pelatihan kerajinan daur ulang sampah



Motor sampah Bank Sampah **SAKURA**



Keuntungan bergabung bersama KSM Maju Jaya:

- Berbasis masyarakat
- Pengambilan sampah setiap hari (termasuk hari minggu)
- Lingkungan menjadi bersih dan sehat
- Mendukung program pemerintah dalam mengurangi sampah



Bagaimana bergabung dengan KSM Maju Jaya:

Cukup mendaftarkan:

- Nama
- Alamat
- No. Hp

Silahkan menghubungi:

KSM Maju Jaya

Perumnas Talang Kelapa
(belakang SMA 22 Talang Kelapa)

Rt no [redacted] Malizon [redacted]

IG: @ [redacted] fb: [redacted] @gmail.com

Figure A2: Top side of the flyer (same for all the three groups)

Notes: This figure shows the top side of the flyer used in the solicitation. The top side of the flyer is consistent for all the three groups.

Selamatkan lingkungan
dengan merubah kebiasaanmu



Figure A3: Bottom side of the flyer for the ENV treatment

Note: The message means “Save the environment by changing your habits.”

Selamatkan generasi dengan merubah kebiasaanmu



Figure A4: Bottom side of the flyer for the HTC treatment

Note: The message means “Help the children by changing your habits.”

1 **B. Scripts used in solicitations**

2
3 **Door-to-door solicitation project of TPS-3R Maju Jaya: February 2017**
4 **Solicitation scripts (Control group)**

5
6 This version: Afternoon February 6, 2017

7
8 (If a minor answers the door, please request to speak to a parent. Never enter a house unless a parent allows you to
9 do so.)

10
11 Solicitor: Good morning/afternoon, Sir/Madam, how are you doing?

12 My name is _____. I live in Talang Kelapa, RT____, and am a member of KSM.

13
14 (Hand the flyer to the resident).

15
16 For now, where do you throw your solid waste?

17
18 (If the answer is a contract with a primary collector, go to line 22 and 23)

19 (If the answer is litters, burns, buries, or throws waste, go to line 25).

20
21
22 Okay, you have a contract with a primary collector.

23 When did you start the contract?

24
25 Have you ever heard about TPS-3R Maju Jaya and the Sakura Waste Bank in Talang Kelapa?

26
27 (Indicate photos of a truck and KSM members on the flyer).

28
29 For your information, TPS-3R Maju Jaya is a waste management facility and collection service operated by KSM
30 members in Talang Kelapa.

31 We collect solid waste from your home and use it as resources to produce compost and reduce residuals, which we
32 bring to TPA.

33 Our waste management separates solid waste into three types as follows:

- 34
35 - Organic waste, which can be utilized for compost.
36 - Recyclable materials, which have economic value, can be sold to the Sakura Waste Bank.
37 - Residual waste, which is taken to TPA.

38
39 (Explain the differences between TPS-3R Maju Jaya and the Sakura Waste Bank if a main solicitor finds that it is
40 required).

41
42 Are you a customer of the waste collection service provided by KSM?

43 If not, it will be beneficial if you join our membership.

44 Your membership will ensure that your waste is collected every day, including on Sunday.

45
46 Our activity is community based, and not business oriented.

47 Our members include 2 RT leaders, and 10 cadres.

48 Right now, we have 166 HHs.

49 Our dream is to expand our customers up to 500 HHs within Talang Kelapa.

50

51 For now, this is your best choice.
52 To become a member of waste collection by KSM.
53 The price is affordable.
54 You only need to pay Rp 20,000 per month.
55 Although our service is slightly expensive than that of primary collectors, we collect waste more frequently.
56 Remember that only our efforts can reduce organic waste.
57
58 Would you like to join now?
59 If you feel that KSM's service is unsatisfying, it is also very easy to discontinue membership.
60 You can contact the organizer by phone, SMS, or directly speak to the operator.
61
62 If you join today, we will start our service from tomorrow.
63
64 (If the answer is no, go to line 71. If the answer is yes, go to line 90.)
65
66 You can join later at any time.
67 You do not need to decide now.
68 Please consider our offer after discussing with your family.
69
70 May I know your name and phone number?
71
72 (The surveyor writes down name and phone numbers).
73
74 This does not mean you are joining us; it is only to help us contact with you later and explain our work in more
75 detail.
76
77 Your participation will keep the environment clean and help the government of Palembang City to reduce solid
78 waste thrown in the TPA.
79
80 Thank you so much for your time. It was a pleasure meeting you.
81 Please do not forget to join us, Sir/Madam.
82
83 END
84
85 (If the answer is yes, a surveyor writes down name and phone numbers).
86
87 Every 5th, the organizer or operator will give a receipt and retribution ticket from the Government of Palembang
88 City.
89
90 Thank you so much for your time. It was a pleasure meeting you.
91 Thank you for joining us, participating in keeping the environment clean, and helping the Government of
92 Palembang City reduce solid waste thrown in the TPA.
93
94 END

1 **Door-to-door solicitation project of TPS-3R Maju Jaya: February 2017**
2 **Solicitation scripts (ENV Treatment)**
3
4

5 This version: Afternoon February 6, 2017
6

7 (If a minor answers the door, please request to speak to a parent. Never enter a house unless a parent allows you to
8 do so.)
9

10 Solicitor: Good morning/afternoon, Sir/Madam, how are you doing?

11 My name is _____. I live in Talang Kelapa, RT____, and am a member of KSM.
12

13 (Hand the flyer to the resident).
14

15 For now, where do you throw your solid waste?
16

17 (If the answer is a contract with a primary collector, go to line 22 and 23)

18 (If the answer is litters, burns, buries, or throws waste, go to line 25).
19
20

21 Okay, you have a contract with a primary collector.

22 When did you start the contract?
23

24 Have you ever heard about TPS-3R Maju Jaya and the Sakura Waste Bank in Talang Kelapa?
25

26 (Indicate photos of a truck and KSM members on the flyer).
27

28 For your information, TPS-3R Maju Jaya is a waste management facility and collection service operated by KSM
29 members in Talang Kelapa.

30 We collect solid waste from your home and use it as resources to produce compost and reduce residuals, which we
31 bring to TPA.

32 Our waste management separates solid waste into three types as follows:
33

- 34 - Organic waste, which can be utilized for compost.
- 35 - Recyclable materials, which have economic value, can be sold to the Sakura Waste Bank.
- 36 - Residual waste, which is taken to TPA.
37

38 (Explain the differences between TPS-3R Maju Jaya and the Sakura Waste Bank if a main solicitor finds that it is
39 required).
40

41 Are you a customer of the waste collection service provided by KSM?

42 If not, it will be beneficial if you join our membership.

43 Your membership will ensure that your waste is collected every day, including on Sunday.
44

45 Our activity is community based, and not business oriented.
46

47 So, Sir/Madam, please look at this photo.
48

49 (If the answer to the question in line 16 is litters, burns, buries, or throws waste, indicate photos of floods and
50 illegal dumping on the bottom side of the flyer).

51 (If the answer is a contract with a primary collector, show the photos of TPA directly, and go to line 66).
52
53 If we continue littering, our community will become messy and the environment will suffer.
54 It may even result in floods.
55 Also, burning waste is not good for the environment.
56 It generates smoke and affects our health.
57 It is better to gain membership for waste collection by KSM.
58
59 Here is the next photo.
60 (Indicate photos of TPA on the bottom side of the flyer).
61
62 Our disposed waste will finally go to TPA Sukawinatan.
63 This is the current situation in TPA Sukawinatan.
64 If we do not decrease solid waste, the TPA will no longer be able to support us, Sir/Madam.
65 If the TPA is full, where will we throw our waste?
66 Let us produce compost and decrease waste.
67 Save the environment by changing your habits.
68
69 Our members include 2 RT leaders, and 10 cadres.
70 Right now, we have 166 HHs.
71 Our dream is to expand our customers up to 500 HHs within Talang Kelapa.
72
73 For now, this is your best choice.
74 To become a member of waste collection by KSM.
75 The price is affordable.
76 You only need to pay Rp 20,000 per month.
77 Although our service is slightly expensive than that of primary collectors, we collect waste more frequently.
78 Remember that only our efforts can reduce organic waste.
79
80 Would you like to join now?
81 If you feel that KSM's service is unsatisfying, it is also very easy to discontinue membership.
82 You can contact the organizer by phone, SMS, or directly speak to the operator.
83
84 If you join today, we will start our service from tomorrow.
85
86 (If the answer is no, go to line 97. If the answer is yes, go to line 116.)
87
88 You can join later at any time.
89 You do not need to decide now.
90 Please consider our offer after discussing with your family.
91
92 May I know your name and phone number?
93
94 (The surveyor writes down name and phone numbers).
95
96 This does not mean you are joining us; it is only to help us contact with you later and explain our work in more
97 detail.
98
99 Your participation will keep the environment clean and help the government of Palembang City to reduce solid
100 waste thrown in the TPA.

101
102 Thank you so much for your time. It was a pleasure meeting you.
103 Please do not forget to join us, Sir/Madam.
104
105 END
106
107 (If the answer is yes, a surveyor writes down name and phone numbers).
108
109 Every 5th, the organizer or operator will give a receipt and retribution ticket from the Government of Palembang
110 City.
111
112 Thank you so much for your time. It was a pleasure meeting you.
113 Thank you for joining us, participating in keeping the environment clean, and helping the Government of
114 Palembang City reduce solid waste thrown in the TPA.
115
116 END

51 Imagine the future of children.
52 For their future, let us keep our environment clean and healthy.
53 Let us contribute to producing compost and reducing solid waste.
54 Let us create a waste-less community for our children.
55 Help the children by changing your habits.
56
57 Our members include 2 RT leaders, and 10 cadres.
58 Right now, we have 166 HHs.
59 Our dream is to expand our customers up to 500 HHs within Talang Kelapa.
60
61 For now, this is your best choice.
62 To become a member of waste collection by KSM.
63 The price is affordable.
64 You only need to pay Rp 20,000 per month.
65 Although our service is slightly expensive than that of primary collectors, we collect waste more frequently.
66 Remember that only our efforts can reduce organic waste.
67
68 Would you like to join now?
69 If you feel that KSM's service is unsatisfying, it is also very easy to discontinue membership.
70 You can contact the organizer by phone, SMS, or directly speak to the operator.
71
72 If you join today, we will start our service from tomorrow.
73
74 (If the answer is no, go to line 82. If the answer is yes, go to line 101.)
75
76 You can join later at any time.
77 You do not need to decide now.
78 Please consider our offer after discussing with your family.
79
80 May I know your name and phone number?
81
82 (The surveyor writes down name and phone numbers).
83
84 This does not mean you are joining us; it is only to help us contact with you later and explain our work in more
85 detail.
86
87 Your participation will keep the environment clean and help the government of Palembang City to reduce solid
88 waste thrown in the TPA.
89
90 Thank you so much for your time. It was a pleasure meeting you.
91 Please do not forget to join us, Sir/Madam.
92
93 END
94
95 (If the answer is yes, a surveyor writes down name and phone numbers).
96
97 Every 5th, the organizer or operator will give a receipt and retribution ticket from the Government of Palembang
98 City.
99
100 Thank you so much for your time. It was a pleasure meeting you.

101 Thank you for joining us, participating in keeping the environment clean, and helping the Government of
102 Palembang City reduce solid waste thrown in the TPA.
103
104 END

[Calculate years of schooling: _____ years]

Q4. Height _____ cm

Q5. Weight _____ kilogram

Q6. Are you a KSM member?

1. Yes (proceed to Section 2)
2. No (skip Section 2 and proceed to Section 3)

Section 2: Information as KSM members

Q7. What is your role in KSM?

Q8. When did you begin working as a KSM member?

Year _____ month

Q9. How many days did you work as a KSM member in January 2017?

days

Q10. How many days did you work as a KSM member in December 2016?

days

Section 3: Experience as a solicitor

Q11. How familiar are you with these RTs

Answer:

1. Not familiar at all
2. Not much familiar
3. Either familiar or not familiar
4. Familiar
5. Very familiar

RT	20	25	27	52	61	62	77	79
-								

Q12. What is your current job?

1. House worker
2. Temporary consultant
3. Teacher
4. Entrepreneur
5. Freelance
6. Other

Specify other:

Q13. Do you have any experience as a solicitor or marketer?

1. Yes
2. No

(If the answer is No, proceed to Q16)

Q14. What type of product did you solicit/market?

Q15. How long did you work as a solicitor?

years

Q16. Have you ever solicited potential customers to join waste collection by KSM members?

1. Yes
2. No

(If the answer is No, proceed to Section 4)

Q17. How many potential customers have you approached?

Q18. How many of them actually joined?

Section 4: Questions for personality

Responses should be values between 1 and 5.

1) Strongly disagree 2) Disagree 3) Neither agree nor disagree 4) Agree 5) Strongly agree

Part 1

Q19. I take control of things. _____

Q20. I express myself easily. _____

Q21. I am not highly motivated to succeed. _____

Q22. I cannot come up with new ideas. _____

Part 2

Q23. I talk to many different people at parties. _____

Q24. I am skilled at handling social situations. _____

Q25. I have difficulty expressing my feelings. _____

Q26. I often feel uncomfortable around other people. _____

Part 3

Q27. I formulate ideas clearly. _____

Q28. I am able to think quickly. _____

Q29. I undertake few things on my own. _____

Q30. I never challenge things. _____

Part 4

Q31. I set high standards for myself and for others. _____

Q32. I do more than what is expected of me. _____

Q33. I do just enough work to get by. _____

Q34. I think that in some situations it is important that I do not succeed. _____

Part 5

Q35. I just know that I will be successful. _____

Q36. I have a lot of personal ability. _____

Q37. I often think there is nothing I can do well. _____

Q38. I question my ability to do my work properly. _____

Section 5: Question for social preference 1

We are interested in your attitude based on some hypothetical situations. There is no right or wrong answer. Please imagine three societies consisting of three people including you, summarized in the table below.

In Society 1, you are allocated Rp 95,000. On the contrary, Person A is allocated Rp 85,000, whereas Person B is allocated Rp 85,000. The total endowment of the society is Rp 265,000.

In Society 2, you are allocated Rp 80,000. However, in contrast to Society 1, Persons A and B are also allocated Rp 80,000. The total endowment of this society is Rp 240,000.

In Society 3, you are allocated Rp 90,000. On the contrary, Person A is allocated Rp 95,000, whereas Person B is allocated Rp 85,000. The total endowment of this society is Rp 270,000.

Q39. Which society do you prefer?

Table 1

Allocation	Society 1	Society 2	Society 3
Person A	85,000	80,000	95,000
YOU	95,000	80,000	90,000
Person B	85,000	80,000	85,000
Total	265,000	240,000	270,000

Answer _____ 1- Society 1, 2- Society 2, 3- Society 3.

Section 6: Question for social preference 2

We are interested in your attitude based on some hypothetical situations. There is no right or wrong answer. Please imagine three societies consisting of three people including you, summarized in the table below.

In Society 1, you are allocated Rp 95,000,000. On the contrary, Person A is allocated Rp 85,000,000 whereas Person B is allocated Rp 85,000,000. The total endowment of the society is Rp 265,000,000.

In Society 2, you are allocated Rp 80,000,000. However, in contrast to Society 1, Persons A and B are also allocated Rp 80,000,000. The total endowment of this society is Rp 240,000,000.

In Society 3, you are allocated Rp 90,000,000. On the contrary, Person A is allocated Rp 95,000,000 whereas Person B is allocated Rp 85,000,000. The total endowment of this society is Rp 270,000,000.

Q40. Which society do you prefer?

Table 2

Allocation	Society 1	Society 2	Society 3
Person A	85,000,000	80,000,000	95,000,000
YOU	95,000,000	80,000,000	90,000,000
Person B	85,000,000	80,000,000	85,000,000
Total	265,000,000	240,000,000	270,000,000

Answer _____ 1- Society 1, 2- Society 2, 3- Society 3.

D. Survey and Check sheet for Solicitations

Door-to-door solicitation project of TPS-3R Maju Jaya
February 2017

This survey sheet was developed by Hide-Fumi Yokoo

Section 1. About a solicitation team

Date of a solicitation		Month:		Date:	
House information		RT:		Number:	
Time started		AM or PM		:	
Surveyor ID		Surveyor Name			
Note for Surveyor ID:					
Aang Kurniawan	1001	IK Perni	1002	Henny Dede	1003
Mirda Aulia	1004	Susy Amizera	1005	Shelly Noflisa	1006
Main solicitor ID		Sub-Solicitor ID			
Note for Solicitor ID:					
Rita Kusmini	2001	Yodha Merlyn	2002	Risdiyanti Sari	2003
Riska Yulianti	2004	Sahabudin	2005	Sudarni	2006
Nurhayati	2007	Rina Yusri	2008	Elfiza Yulistini	2009
Tri Erti	2010	Rita Sari	2011	Aisyah	2012

Section 2. Past approaches

2-1. Is this the first time to visit this house?	1.Yes	2.No
(If the answer is no, go to 2-2. If the answer is yes, go to Section 3.)		
2-2. How many times did your team approach before this time?		

Section 3. Basic family information

3-1. How many family members appeared?						persons
3-2. What is a main respondent's role in a family? (Use a code below)						
1. HH head	2. Spouse of the head	3. Child of the head	4. Parent of the head	5. Others		
3-3. Gender of a main respondent			1.Female	2.Male		
3-4. Estimated age of a main respondent						years old
3-5. Did household head appear?			1.Yes	2.No		
3-6. Does a main respondent have a child?		1.Yes	2.No	3.Don't know		
3-7. Does children younger than 10 years old live within this house?		1.Yes	2.No	3.Don't know		
3-8. How many household members live in this house?					persons	Don't know

Section 4. Current waste disposal practices

4-1. Does this household have a contract with a primary collector (PC)?	1.Yes	2.No
(If the answer is yes, go to 4-2. If the answer is no, go to 4-4.)		
4-2. When did a contract start? (year/month)	/	Don't know
4-3. How much is the price of PC collection?	Rp. ,000/month	Don't know
(If the answer to 4-1 was yes, skip 4-4 and go to 4-5.)		

4-4. How do a main respondent and other family members dispose of solid waste? (Use codes below. Multiple answers are acceptable. Write down all the answers.)			
1) Bring waste to TPS by themselves	2) Litter to streets	3) Burn	4) Burry
5) Others: Specify others			
4-5. Does a main respondent know TPS-3R?	1.Yes	2.No	3.Don't know
4-6. Does a main respondent know Sakura waste bank?	1.Yes	2.No	3.Don't know
4-7. Does a main respondent have ever deposited recyclable waste to Sakura waste bank?	1.Yes	2.No	3.Don't know

Section 5. Know each other

5-1. Do a main respondent and solicitors know each other?	
1. Yes, they know each other.	2. Yes, only the respondent know the solicitor.
3. Yes, only the solicitor knows the respondent.	4. No, they did not know each other at all.

Section 6. Check points of the scripts

(Check whether solicitors mentioned below sentences in the script.)		
6-1. If we continue littering, our community will become messy and the environment will suffer.	1.Yes	2.No
6-2. It may even result in floods.	1.Yes	2.No
6-3. Burning waste is not good, it generates smoke and affects our health.	1.Yes	2.No
6-4. If we do not decrease solid waste, the TPA will no longer be able to support us	1.Yes	2.No
6-5. Save the environment by changing your habits.	1.Yes	2.No
6-6. Imagine the future of children.	1.Yes	2.No
6-7. Let us create a waste-less community for our children.	1.Yes	2.No
6-8. Help the children by changing your habits.	1.Yes	2.No
6-9. Our members include 2 RT leaders, and 10 cadres.	1.Yes	2.No
6-10. Right now, we have 166 (or possibly updated figure) HHs.	1.Yes	2.No
6-11. Our dream is to expand our customers up to 500 HHs	1.Yes	2.No
6-12. You can join later at any time.	1.Yes	2.No
(Apart from a script,)		
6-13. Did they mention about concerns for children during a solicitation?	1.Yes	2.No
(Check about photos and a flyer)		
6-14. Did they show the bottom side of a flyer with "Save the environment"?	1.Yes	2.No
6-15. Did they show the bottom side of a flyer with "Help the	1.Yes	2.No

children”?			
6-16. Did solicitors leave a flyer?			
1. Yes, they left a flyer with blank page on the bottom side.	2. Yes, they left a flyer with “Save the environment” on the bottom side	3. Yes, they left a flyer with “Help the children” on the bottom side.	4. No.

Section 7. Other information

Time ended	AM or PM	:
Total minutes of a solicitation	minutes	
Name of a respondent:		
Phone number of a respondent (or other family members):		
Did a respondent ask any question to a solicitor?	1.Yes	2.No
If yes to the above question, write down the questions and answers provided by solicitors.		
Other information:		

E. Additional Tables

Table A1: Effects of the two messages and household characteristics: Logit (marginal effects)

	(1)	(2)	(3)	(4)	(5)	(6)
<i>Dependent variable:</i>	Contract during the month of solicitation					
<i>Sample:</i>	All HHs		Solicited households (HHs) only			
Save the environment (<i>ENV</i>)	0.003 (0.036)	0.024 (0.041)	0.020 (0.041)	0.000 (0.035)	0.010 (0.041)	-0.009 (0.035)
Help the children (<i>HTC</i>)	0.023 (0.041)	0.019 (0.043)	0.022 (0.043)	-0.016 (0.036)	0.015 (0.045)	-0.013 (0.035)
Wealth index			0.018 (0.017)			0.032** (0.014)
Contract with an informal collector				-0.288*** (0.032)		-0.293*** (0.033)
HH includes a child younger than 10					0.083*** (0.030)	0.083*** (0.026)
Solicitor dummy variable	YES	YES	YES	YES	YES	YES
RT dummy variable	YES	YES	YES	YES	YES	YES
Observations	748	629	627	605	614	597
Pseudo-R-squared	0.0557	0.0554	0.0560	0.217	0.0678	0.244

Notes: Marginal effects and standard errors are reported. Marginal effects are evaluated at the means of the control group. Standard errors are clustered at the RT-solicitor level. ***, **, and * indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Table A2: Effects of the two messages and household characteristics three months after the solicitation: Logit (marginal effects)

	(1)	(2)	(3)	(4)	(5)	(6)
<i>Dependent variable:</i>	Contract three months after the month of solicitation					
<i>Sample:</i>	All HHs			Solicited households (HHs) only		
Save the environment (<i>ENV</i>)	0.012 (0.035)	0.033 (0.038)	0.028 (0.037)	0.024 (0.036)	0.027 (0.037)	0.016 (0.036)
Help the children (<i>HTC</i>)	-0.023 (0.046)	-0.030 (0.045)	-0.024 (0.044)	-0.063 (0.043)	-0.033 (0.046)	-0.057 (0.041)
Wealth index			0.030 (0.019)			0.049*** (0.019)
Contract with an informal collector				-0.267*** (0.034)		-0.278*** (0.034)
HH includes a child younger than 10					0.072** (0.033)	0.082** (0.035)
Solicitor dummy variable	YES	YES	YES	YES	YES	YES
RT dummy variable	YES	YES	YES	YES	YES	YES
Observations	748	629	627	605	614	597
Pseudo-R-squared	0.0398	0.0373	0.0402	0.147	0.0469	0.168

Notes: Marginal effects and standard errors are reported. Marginal effects are evaluated at the means of the control group. Standard errors are clustered at the RT-solicitor level. ***, **, and * indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Table A3: Effects of solicitor characteristics: Logit (marginal effects)

	(1)	(2)	(3)	(4)	(5)	(6)
<i>Dependent variable:</i>	Solicited month			Three months later		
Save the environment (<i>ENV</i>)	0.010 (0.041)	0.026 (0.043)	0.029 (0.036)	0.030 (0.035)	0.008 (0.033)	0.021 (0.033)
Help the children (<i>HTC</i>)	-0.011 (0.039)	-0.000 (0.034)	0.046 (0.044)	-0.036 (0.042)	-0.011 (0.040)	-0.020 (0.043)
Age of the solicitor	0.001 (0.002)	0.003 (0.003)	0.001 (0.002)	0.002 (0.002)	0.001 (0.002)	0.001 (0.002)
BMI	-0.009 (0.007)		-0.018** (0.007)	-0.003 (0.006)		-0.009 (0.007)
Has experience as a marketer or solicitor	0.065** (0.031)		0.075** (0.034)	0.080*** (0.030)		0.099** (0.040)
Previous solicitation performance	0.001 (0.002)		0.006** (0.002)	-0.002 (0.002)		0.001 (0.002)
Assertiveness		0.021** (0.010)	0.037*** (0.013)		0.014 (0.011)	0.011 (0.017)
Sociability		-0.006 (0.009)	-0.026** (0.012)		-0.002 (0.010)	-0.015 (0.012)
Self-efficacy		0.022 (0.018)	0.014 (0.014)		-0.007 (0.014)	-0.015 (0.015)
Performance motivation		0.028* (0.017)	0.040** (0.016)		0.016 (0.018)	0.014 (0.019)
Self-confidence		-0.030* (0.018)	-0.021 (0.017)		-0.004 (0.018)	0.017 (0.024)
RT dummy variable	YES	YES	YES	YES	YES	YES
Observations	629	629	629	629	629	629
Pseudo-R-squared	0.0287	0.0314	0.0453	0.0303	0.0251	0.0345

Notes: Marginal effects and standard errors are reported. Marginal effects are evaluated at the means of the control group. Standard errors are clustered at the RT-solicitor level. ***, **, and * indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Table A4: Effects of the sender-receiver relationship:
Logit (marginal effects)

	(1)	(2)	(3)	(4)
<i>Dependent variable:</i>	Solicited month		Three months later	
Save the environment (<i>ENV</i>)	0.013 (0.038)	0.028 (0.032)	0.027 (0.036)	0.019 (0.030)
Help the children (<i>HTC</i>)	0.025 (0.042)	0.048 (0.044)	-0.022 (0.045)	-0.016 (0.044)
Solicitor knows the respondent (= 1 if yes)	0.152*** (0.034)	0.154*** (0.034)	0.117*** (0.039)	0.118*** (0.036)
HH wealth index	YES	YES	YES	YES
HH includes a child younger than 10	YES	YES	YES	YES
Solicitor dummy	YES	NO	YES	NO
Other solicitor characteristics	NO	YES	NO	YES
RT dummy variable	YES	YES	YES	YES
Observations	613	613	613	613
Pseudo-R-squared	0.0952	0.0880	0.0632	0.0622

Notes: Marginal effects and standard errors are reported. Marginal effects are evaluated at the means of the control group. Standard errors are clustered at the RT-solicitor level. ***, **, and * indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Table A5: The model with interaction terms (corresponds to Table 6 in the main manuscript):
Logit (marginal effects)

	(1)	(2)	(3)	(4)
<i>Dependent variable:</i>	Solicited month		Three months later	
<i>Panel A: Marginal effects evaluated at R10 = 0</i>				
Save the environment (<i>ENV</i>)	-0.047 (0.052)	-0.048 (0.048)	0.017 (0.064)	0.000 (0.057)
Help the children (<i>HTC</i>)	-0.052 (0.062)	-0.035 (0.064)	-0.104** (0.052)	-0.098* (0.052)
<i>Panel B: Marginal effects evaluated at R10 = 1</i>				
Save the environment (<i>ENV</i>)	0.055 (0.060)	0.072 (0.058)	0.039 (0.055)	0.026 (0.049)
Help the children (<i>HTC</i>)	0.082 (0.061)	0.120* (0.070)	0.037 (0.055)	0.045 (0.054)
Interaction terms	YES	YES	YES	YES
HH wealth index	YES	YES	YES	YES
Solicitor dummy variable	YES	NO	YES	NO
Solicitor characteristics	NO	YES	NO	YES
RT dummy variable	YES	YES	YES	YES
Observations	613	613	613	613
Pseudo-R-squared	0.0744	0.0661	0.0580	0.0560

Notes: Marginal effects and standard errors are reported. Marginal effects are evaluated at the means of the control group for control variables other than “HH includes a child younger than 10 (R10).” All the columns include (*ENV* × R10) and (*HTC* × R10). Standard errors are clustered at the RT-solicitor level. ***, **, and * indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Table A6: Effects of the two messages on the length of time required for solicitation: Logit (marginal effects)

	(1)	(2)	(3)	(4)
<i>Dependent variable:</i>	Absent	Solicited	Flyer was provided	
<i>Sample:</i>	All HHs	All HHs	All HHs	Solicited
Save the environment (<i>ENV</i>)	0.063*** (0.017)	-0.078*** (0.020)	-0.145*** (0.015)	-0.015** (0.006)
Help the children (<i>HTC</i>)	-0.083** (0.038)	0.040 (0.036)	-0.131*** (0.017)	-0.018** (0.008)
Solicitor dummy variable	YES	YES	YES	NO
RT dummy variable	YES	YES	YES	YES
Observations	748	748	748	629
Pseudo-R-squared	0.140	0.102	0.174	0.290

Notes: Marginal effects and standard errors are reported. Marginal effects are evaluated at the means of the control group. Standard errors are clustered at the RT-solicitor level. ***, **, and * indicate statistical significance at the 1%, 5%, and 10% levels, respectively.