

Appendix A. Additional Methodological Details – Community Sample Lab Experiment

The following provides supplemental methodological detail for Study 1 from “Economic valuation as a communication device for environmental philanthropy: Evidence from the lab and field,” by Sandra H. Goff, Caroline L. Noblet, and J. Ross Anthony. Figure 1 in the main text provides an outline of the experimental design used in this community sample lab experiment. Additional materials for replication purposes, data files, and Stata analysis files are available from the corresponding author upon request. For access to a preview of the survey used in Study 1, please visit: [Survey Preview](#)

Natural Resource Descriptions – Control Text

Maine is well-known for its natural resources. Today, the state remains covered by nearly 18 million acres of forests, as much as all other New England states combined—the most heavily wooded state in the nation. Maine’s foremost oases of wildlife, its waterways and wetlands are permanent or part-time home for up to 80 percent of the state’s terrestrial animal species. They are also filters of rainwater runoff, providing vital service to the human community. Maine lists nearly 6 thousand lakes and ponds, 2 thousand coastal islands, 5 million acres of wetlands, and 32 thousand miles of rivers and streams. Maine’s winding coastline stretches more than 4 thousand miles, exceeding the air distance from New York to Anchorage.

Maine’s natural places provide essential habitat for animal species, from the nesting trees of bald eagles to the spawning streams of salmon. Dense groves of evergreens provide deer with winter shelter from harsh winter weather. Large blocks of undeveloped land provide homes to wildlife requiring expansive room to roam—the bear and bobcat, fisher, moose, and goshawk. These are also the only homes for those species ultra-sensitive to human disturbance, the upland sandpipers and wood thrushes among them. And finally, these are the habitats of a scale necessary to serve as nature’s fortresses and insurance policies against massive storms and outbreaks of disease, to shelter entire watersheds, to provide humans their purest sources of water, their unmarred scenic vistas and irreplaceable sensations of solitude from true wilderness.

Donation Instructions

As you know, we are offering you \$30 in compensation for your participation today. Before you complete the survey, we would like to give you the opportunity to make donations of any or all of today's compensation to the Natural Resources Council of Maine, Maine Audubon, and/or the State of Maine Department of Agriculture, Conservation and Forestry. All money donated by you today will go directly to the group or groups of your choice.

When you arrived, the researcher provided you with an envelope. Inside this large envelope is a small envelope and a donation sheet. The small envelope contains your \$30.

STEP 1: Take the small envelope and sheet of paper out of the larger envelope.

STEP 2: If you wish to donate any or all of the \$30 you received today, please write the donation amounts on the sheet of paper provided.

STEP 3: Put the donation sheet back into the large envelope.

STEP 4: If you are donating, please remove the amount you would like to donate from your small envelope and place it into the large envelope.

STEP 5: The small envelope should now contain the money you will keep and the large envelope should contain the donation sheet and any amount you have decided to donate.

STEP 6: Seal both envelopes.

When you have completed the survey, please make sure to place your large envelope in the donation collection envelope even if you have chosen not to donate today.

You are now ready to start the survey.