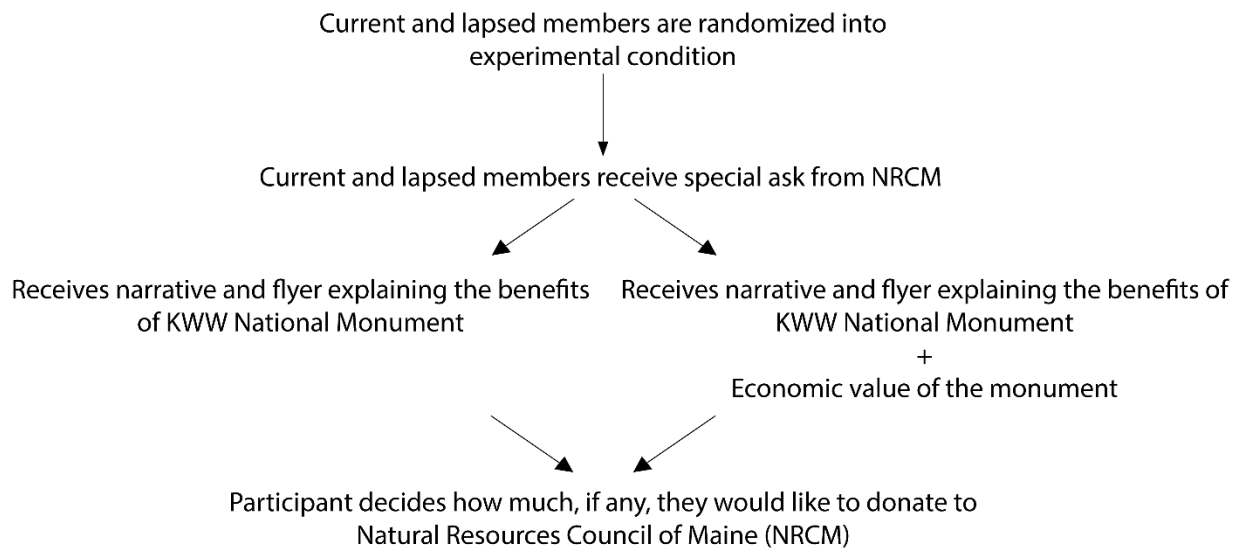


## Appendix B. Additional Methodological Details – Field Experiment

The following provides supplemental methodological detail for Study 2 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. Additional materials for replication purposes, data files, and Stata analysis files are available from the corresponding author upon request.

**Figure B1**  
**Experimental Design**



**Figure B2**  
**Infographic Brochures Received by Participants in the Field Experiment**



*In the natural field experiment, those in the control received a standard special ask letter. In the treatment, an additional line of text was added to the special ask that presented the economic valuation information. In addition, participants received one of the two following flyers. Those assigned to the control condition received the flyer at left and those in the treatment received the flyer at right.*