

TOP 20% AVERAGE
55p PER VISITOR
THE REST AVERAGE
6p PER VISITOR

ALL MUSEUMS
WITH SUFFICIENT DATA
IN THE **TOP 20%** HAD
TRANSPARENT BOXES
AVAILABLE

ALL OF
THE **TOP 20%**
DO NOT CHARGE
ADMISSION

MUSEUMS WITH
FREE ENTRANCE
RECEIVE ON AVERAGE
10p MORE PER PERSON
THAN MUSEUMS THAT
CHARGE ADMISSIONS

30 OUT OF 55
PARTICIPATING
MUSEUMS
SUBMITTED
SUFFICIENT DATA

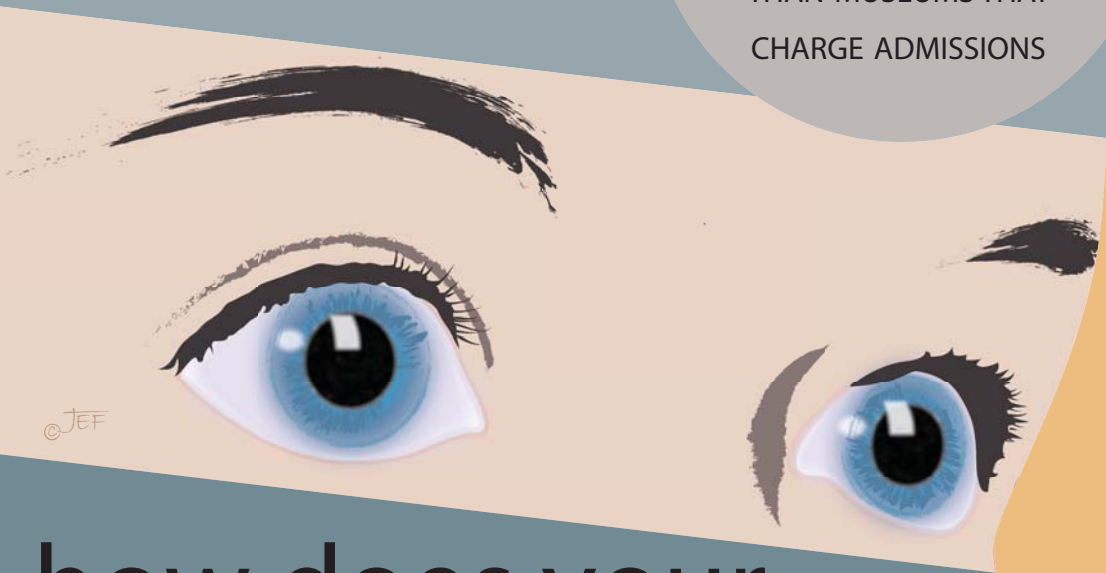
1 *EVOKE EMOTION
GIVE VISITORS A CHOICE HOW THEIR DONATION GETS USED
SHOW HOW THEIR DONATION MAKES A DIFFERENCE
CHART A GOAL THAT YOU ARE CLOSE TO REACHING
PROVIDE EVIDENCE OF OTHERS' GIVING

2 *PROVIDE INFORMATION
TELL VISITORS WHY THE MUSEUM NEEDS MONEY
SHOW VISITORS WHERE THEIR DONATION GOES
GIVE CLEAR, IMMEDIATE FEEDBACK WHEN VISITORS GIVE

3 *ENSURE CONVENIENCE
MAKE IT EASY FOR VISITORS TO USE THE BOX
KEEP DONATION BOX AREA FREE OF CLUTTER

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I would like to thank those who participated in the study. I would especially like to thank



THREE KEY ELEMENTS FOR SUCCESSFUL DONATION BOXES

** Strategies can be combined. For example, a seeded transparent box with three separate labeled compartments that say thank you when money is deposited offers a choice, provides evidence of others' giving and gives immediate feedback*

Although there was not enough data submitted to determine causation, research into human behaviour theory provides some helpful guidelines. I hope they spark creative solutions.

how does your museum compare?