

# How to Design an Effective Plea for Donations

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## ***Pacific Standard:***

You know those pleas for donations you get in the mail—the ones that prominently feature a picture of a hungry, or otherwise endangered, child? Why do you glance at some before throwing them into the recycling, while others inspire you to reach for your checkbook?

Two newly published studies suggest it largely depends on how savvy the respective charities are in pushing certain psychological buttons.

One finds that requests featuring a single child are more effective than those with multiple faces. A second suggests that child had better not be too attractive.

Read the whole story: [\*Pacific Standard\*](#)