Instructions for Hurricane Katrina Activity

- Work in two-person teams.

    o Name of Team Member A: _____
    o Name of Team Member B: _____

- Write your Collection Can number here (located on the bottom of the can): _____
- Your team should collect data in the following geographic area: _____. If anyone you approach wishes to speak with me about this activity, please invite them to call me on my cell phone (XXX-XXX-XXXX). I will not be in my office -- I'll be out collecting data with you!
- Record your data on the attached sheet by following the instructions below.

Column 1: Interaction Number

The first column lists the interaction number. Each row represents an approach, regardless of whether the approach resulted in a donation. Record the first approach on Row 1, the second approach on Row 2, etc. Please record all approaches.

Column 2: Number of People

Please try to approach single individuals as well as groups of people. Indicate in Column 2 the number of people present during a particular approach.

Column 3: Persuasion Strategy

To keep the procedures consistent across teams, we're going to cycle through a series of established persuasion strategies. The strategies we will use appear in Column 3 (please follow the strategies in the order they appear on the page). I will explain how to implement each strategy before we begin our data collection, but here is a brief description of each strategy and the "scripts" we will use for the activity.

"Foot-in-the-Door" (FITD). This is the name for a common two-step sequential persuasion technique. Begin by asking for a small request that is unlikely to be denied. Once the target person complies, follow with a larger request. Here is a script to use in our activity: "Hi there! Can you please contribute 10 cents to the Red Cross's disaster relief efforts in the wake of Hurricane Katrina? [The person will likely say yes.]. Actually, would you be able to give $1.00?"

"Door in the Face" (DITF). As with the previous strategy, "door-in-the-face" relies on a two-step process to achieve compliance. Begin by asking for an unrealistically large donation. Then, after the person refuses, follow with a much smaller request. Here is a script to use in our activity: "Hi there! Can you please contribute $20 to the Red Cross's disaster relief efforts in the wake of Hurricane Katrina? [The person will likely say no.] Well then, would you be able to give $1.00?"

"Reciprocity" (RECI). People often feel indebted to strangers who give them even small tokens (this is why charities often send "gifts" when they solicit your contributions). Here is a script to use in our activity: "Hi there! Here's a piece of candy for you to enjoy. And would be you able to contribute to the Red Cross's disaster relief efforts in the wake of Hurricane Katrina?"

"Direct Order" (DRCT). This approach involves a direct request for assistance. Here is a script to use in our activity: "Hi there! Please contribute to the Red Cross's disaster relief efforts in the wake of Hurricane Katrina."

"Wild Card" (CARD). This is your chance to see what other strategies you can use to persuade people to donate to our cause. Please note your strategy so that we can discuss it in class, and make sure that the strategy you devise is respectful of others.

Column 4: Donation Received?

Ideally, one would want to record the exact amount of each donation received. For present purposes, however, we will use a simple three-category classification:

- ➢ "Yes, a contribution was made"
- ➢ "No, a contribution was not made"
- ➢ "Already contributed" (many will have)

There are at least two benefits to using this classification system. First, it's faster than counting a handful of coins (an important consideration given our class time constraints). Second, it avoids embarrassing or offending people if they see us counting their donations (and besides, the collection cans are sealed).

NOTE: In cases when there are multiple people are approached at the same time, record the response as "Yes" even if only one person donates.

Column 5: Additional Observations

Note here any other observations that you think are interesting. You might also choose to record observations about your own thoughts, feelings, and insights.

- Return to the classroom by 2:25 pm.

DATA COLLECTION SHEET

Interaction #	# People	Strategy	Donation? *(circle one)*	Observations:
1		DITF	Yes No Already Donated	
2		FITD	Yes No Already Donated	
3		RECI	Yes No Already Donated	
4		DRCT	Yes No Already Donated	
5		CARD	Yes No Already Donated	
6		DITF	Yes No Already Donated	
7		FITD	Yes No Already Donated	
8		RECI	Yes No Already Donated	
9		DRCT	Yes No Already Donated	
10		CARD	Yes No Already Donated	
11		DITF	Yes No Already Donated	
12		FITD	Yes No Already Donated	
13		RECI	Yes No Already Donated	
14		DRCT	Yes No Already Donated	
15		CARD	Yes No Already Donated	
16		DITF	Yes No Already Donated	
17		FITD	Yes No Already Donated	
18		RECI	Yes No Already Donated	
19		DRCT	Yes No Already Donated	
20		CARD	Yes No Already Donated	