



Workshop resource - Material tested in our experiments

Texts describing the work of WWF and Scope

Here are six texts, three describing the work of Scope and three describing the work of WWF. For each charity these are written either (i) to engage intrinsic values, (ii) to engage extrinsic values, or (iii) to engage both intrinsic and extrinsic values. We kept these texts as similar as possible, other than with respect to the values that they each invoke. In the case of the intrinsic and extrinsic primes, we have underlined the words which are most relevant to each condition; the mixed primes combine elements of both the intrinsic and extrinsic primes.

Disability-related

Disability-intrinsic

Scope works with disabled people and their families at every stage of their lives. We believe that disabled people should have the **same opportunities as everyone else**, **enabling** them to live the **lives they choose**. Yet today, disabled people are more likely to **live in poverty, more likely to experience negative attitudes or prejudice, and are more likely to live alone**. They still face **marginalisation and discrimination**.

We help to address the barriers that cause disabled people to be treated **unequally**, **support** them in **making decisions about what they want to do**, and help them put those **choices into practice**. With the right reassurance and practical assistance, disabled people can live **independent lives**.

Disability-extrinsic

Scope works with disabled people and their families at every stage of their lives. We believe in giving disabled people the chance to achieve greater success in their lives, so that they can fully **contribute to the economy**. Yet today, disabled people are more likely to be unemployed and receiving benefits.

We deliver a range of **low cost early interventions** – helping to address these issues, while delivering considerable **cost savings** for both disabled people and the state. Early intervention represents a **great return on investment**. For example, one initiative **costs around £65,000 to set up – that's just £500 each for the 130 or so families** that can be reached over the course of a year.



Material tested in our experiments

Disability-mixed

Scope works with disabled people and their families at every stage of their lives. We believe that disabled people should have the **same opportunities as everyone else**, enabling them to live the **lives they choose**. Yet today, disabled people are more likely to be unemployed and receiving benefits and they still face marginalisation and discrimination. In response, we deliver a range of **low cost early interventions** delivering considerable **cost savings** for both disabled people and the state.

Disabled people are also more likely to **live in poverty, more likely to experience negative attitudes or prejudice, and are more likely to live alone**. We help to address the barriers that cause disabled people to be treated **unequally, support** them in **making decisions about what they want to do**, and help them put those **choices into practice**. Early intervention represents a great return on investment. For example, one initiative **costs around £65,000 to set up** – that's **just £500 each for the 130 or so families** that can be reached over the course of a year. With the right **reassurance** and practical assistance, disabled people can live **independent lives**.

Environment-related

Environment-intrinsic

Have you ever paused to think about the **importance of the natural world**? At WWF, we are working to minimise the loss of **nature** in the UK – such as plants, animals, woodlands or rivers – by helping people to recognise its real value.

The importance of **environmental protection** is still often overlooked and is not adequately reflected in planning and policy. One reason for this is that people's **inherent appreciation** of, and **love for, the natural world** is often forgotten. Reminding people of the **intrinsic importance that they attach to nature** can help to address this problem.

Consider woodlands, which currently cover nearly 3 million hectares in the UK. At WWF, we are helping people to **express and share the feelings** they have about woodland areas, and their **conviction that it is important to preserve** these.



Material tested in our experiments

Environment-extrinsic

Have you ever paused to think about the **contribution that the environment makes to our national wealth**? At WWF, we are working to minimise loss of the UK's natural resources – such as plants, animals, woodlands or rivers – by helping people to recognise their real value.

Natural assets, and the benefits that they provide, are still often overlooked and are not adequately reflected in planning and policy. One reason for this is that the **financial value of the environment**, and the **commercial benefits** that people derive, is often overlooked. Putting a **monetary value on nature** can help to address this problem.

Consider woodlands, which provide a range of **essential goods and services** and **contribute around £1.2 billion to the UK economy**. At WWF, we are helping to develop financing schemes to ensure that those who benefit from **environmental goods and services** compensate those who provide these services.

Environment-mixed

Have you ever paused to think about the **importance of the natural world**? At WWF, we are working to minimise the loss of **nature** in the UK – such as plants, animals, woodlands or rivers – by helping people to recognise its real value.

The importance of **environmental protection** is still often overlooked and is not adequately reflected in planning and policy. One reason for this is that the **financial value of the environment**, and the commercial benefits that people derive, is often overlooked. Putting a **monetary value on nature** can help to address this problem.

It is also the case that people's **inherent appreciation** of, and **love for, the natural world** is often forgotten. Here, reminding people of the **intrinsic importance that they attach to nature** can help.

Consider woodlands, which provide us with a range of **essential goods and services** and **contribute around £1.2 billion to the UK economy**. At WWF, we are helping to develop **financing schemes** to ensure that those who benefit from **environmental goods and services** compensate those who provide these services. We are also helping people to **express and share the feelings** they have about the 3 million hectares of woodland areas in the UK, and their **conviction that it is important to preserve these**.



Material tested in our experiments

Examples of texts used in regular text giving trials

a. Scope

	Control	Intrinsic
Month 1	FREE TXT Your £3 to Scope helps disabled children. http://scope.to/ZkE-mUS Reply SKIP to miss a gift	FREE TXT £3 to Scope helps disabled children thrive in a more caring world. Leila says thanks http://scope.to/ZkE-mUS Reply SKIP to miss a gift
Month 2	FREE TXT Parents of disabled children can call our helpline, thanks to your £3 to Scope: http://scope.to/13LOXME Reply SKIP to miss a gift	FREE TXT Parents of disabled kids can talk when things get tough, thanks to your £3 to Scope: http://scope.to/13LOXME Reply SKIP to miss a gift
Month 3	FREE TXT Your gift of £3 supports disabled children and their parents across the UK. http://scope.to/15JpcNZ Reply SKIP to miss a gift	FREE TXT Together, we are caring for kids. Your £3 to Scope gives disabled children a voice: http://scope.to/15JpcNZ Reply SKIP to miss a gift
Month 4	FREE TXT 100,000 working age disabled people are stuck at home. Your £3 helps Scope campaign http://scope.to/13LOEBj Reply SKIP to miss a gift	FREE TXT 100,000 disabled people in our communities are stuck at home. Your £3 to Scope helps: http://scope.to/13LOEBj Reply SKIP to miss a gift
Default thank-you text	Thank you! Your £3 gift to Scope this month will ensure parents of disabled children don't have to reach breaking point. http://scope.to/lweArg	Thank you for caring about our community! Your £3 gift to Scope will ensure parents of disabled children don't reach breaking point. http://scope.to/lweArg



Material tested in our experiments

b. WWF

	Control	Intrinsic
Month 1	FREE TXT This month a £3 gift to WWF could help keep tigers safe from poachers http://bit.ly/12LsJwJ Reply SKIP or call 08446696732 to miss a gift	FREE TXT Your £3 to WWF this month could nurture and protect the habitat for these cubs http://bit.ly/14RLZUy Reply SKIP or call 08446696732 to miss a gift
Month 2	FREE TXT This month £3 could help WWF link tiger habitats with green corridors http://bit.ly/WFxqp5 Reply SKIP or call 08446696732 to miss this month's £3 gift.	FREE TXT Tiger cubs, like children, learn through playing - http://bit.ly/ZEQrGW Reply SKIP or call 08446696732 to miss this month's £3 gift to WWF.
Month 3	FREE TXT This month your £3 gift could help WWF stop tiger cubs being trafficked for profit http://bit.ly/ZFHoDn Reply SKIP or call 08446696732 to miss a gift	FREE TXT Your £3 monthly gift helps WWF stop trafficking to build a better and united world http://bit.ly/12LrXjj Reply SKIP or call 08446696732 to miss a gift.
Month 4	FREE TXT Your £3 this month could help WWF protect adult tigers and cubs http://bit.ly/Wkh1E8 Reply SKIP or call 08446696732	FREE TXT This month £3 could help WWF increase tigers survival so they can care for their vulnerable cubs http://bit.ly/10AjzxW Reply SKIP or call 08446696732
Month 5	FREE TXT Your £3 to WWF this month could help remove lethal snares from tiger habitats http://bit.ly/13TpAut Reply SKIP or call 08446696732 to miss a gift	FREE TXT To grow and thrive in their habitat tiger cubs need lots of sleep! http://bit.ly/10HBh6q Reply SKIP or call 08446696732 to miss this months £3 WWF gift
Month 6	FREE TXT Your £3 this month could help WWF stop human greed killing cubs like this one http://bit.ly/12LtoOx Reply SKIP or call 08446696732 to miss a gift.	FREE TXT £3 this month helps WWF support rangers who protect tigers in their habitats: http://bit.ly/Y7ZfBF Reply SKIP or call 08446696732 to miss a gift.
Default thank-you text	Thank you so much for your monthly £3 gift to My Baby Tiger - and for helping WWF protect the world's vulnerable little big cats.	Thank you so much for your monthly £3 gift to My Baby Tiger - and for helping WWF protect the world's most vulnerable little big cats.