



Pre-analysis plan Workplace giving 1

This study is designed to evaluate the impact of interventions to increase Workplace Giving (WG) participation. We intend to treat this study as a pilot for future trials.

Note this pre-analysis plan was edited for clarity and layout prior to final publication.

Policy problem

Workplace giving (WG), also referred to as payroll giving, provides employees with an automated way to donate to their charity of choice.

WG participation in Australia is low, particularly in the Australian Public Service (APS), with average rates of participation at about 2.8 per cent compared to the national average of 4.7 per cent.

Trial aim

This pilot includes two elements:

- 1) a randomized controlled trial (RCT) across 1,315 employees working across multiple locations, and
- 2) a pre-post observational trial of 687 employees working in a single office.

The RCT tests the effects of two interventions: an email from a lead messenger (senior PM&C executive), and an attention-control email reminding employees that PM&C facilitates WG. The pre-post observational study tests the effects of an email coupled to a gift.

Interventions

In the RCT, there are three groups:

- 1) Pure control: no intervention
- 2) Attention-control: an email delivered by PM&C Communications which acts as a simple reminder email informing participants that PM&C facilitates WG.
- 3) Lead messenger: an email delivered by a Departmental Senior Executive.

For our pre-post study, individuals will receive a gift (international recipe card and metal fork) coupled to an emails that will be sent in the afternoon on the same day that gifts are distributed.

Outcome measures

Primary outcomes

Both the RCT and observational study have two primary outcomes. The first outcome, participation, is a binary variable that measures whether participants joined the WG program. This will be assessed using administrative data. We will report the results of analysis conducted two weeks after intervention, when a qualitative survey will be administered to all trial participants. We will also conduct and report analysis at a four-week follow-up after intervention. The second primary outcome, total amount given, is a continuous variable that will also draw from administrative data and will be reported at two and four weeks after the intervention.

Secondary outcomes

Secondary outcomes will include (subject to data availability) total amount of money directed to workplace giving each fortnight; change in comprehension of workplace giving (derived from post intervention survey); charities receiving donations; number of email read receipts; and number of click-throughs from email to WG sign-up page.

Population and sample selection

Our study sample consists of 2,002 PM&C employees. Of those, 1,315 eligible staff will be individually randomised to receive the email treatments. Approximately 687 work in a separate office and will participate in the pre/post study where they will receive the email and gift. Staff will be automatically recruited using departmental administrative data. We will exclude senior management, BETA staff, and personnel in People, IT, and Security branches involved in facilitating trial delivery.

Hypotheses

Hypotheses 1 (RCT)

The lead messenger email will be more effective in increasing WG participation and amount donated compared to pure control.

Hypotheses 2 (RCT)

The lead messenger email will be more effective in increasing WG participation and amount donated compared to the attention-control email.

Hypotheses 3 (pre-post)

The email and gift combination will increase WG participation and amount donated when compared to before the intervention.

Randomisation

For the RCT, participants will be randomised at the individual level and stratified on current WG status (either giving or not). Individual staff will be randomly assigned to the treatment, attention-control, or pure control condition with a 2:2:1 assignment ratio.

Sample size and power

The sample for the RCT is fixed at approximately 1,315 individual staff randomised across three groups. Assuming a baseline rate of giving of 2.4%, we will have 80% power to detect a 1.55 percentage point increase in giving and a \$0.19 increase in amount given ($\alpha = 0.05$).

The sample for Trial 2 will be approximately 687 staff. With this sample size, we will have 80% power to detect a 0.23 percentage point increase in WG participation as well as a \$0.09 increase in average WG donation amount per fortnight.

Method of analysis

We will estimate treatment effects, p-values and 95% confidence intervals using Ordinary Least Squares (OLS) regression with robust standard errors (HC2). We will include covariates for gender and salary. We will mean centre gender and salary and interact them with the treatment indicator.

Pre-analysis plan commitments

No analysis has been undertaken prior to the completion of this pre-analysis plan and we will be transparent about, and provide justification for, any deviations (additions or omissions) from this plan.