

ABSTRACT:

**IT'S ME AGAIN... ASK AVOIDANCE
AND THE DYNAMICS OF CHARITABLE GIVING.**

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In several situations, individuals are repeatedly asked to perform a prosocial act. Yet, such repeated requests might trigger avoidance behavior.

Considering that, this paper analyzes the impact of implementing an ask avoidance option on charitable giving. In a proposed utility framework, the avoidance option decreases social pressure but increases reciprocity toward the fundraiser. The results of a lab experiment show no negative impact of implementing an ask avoidance option on donations to a charity. Instead, the full model indicates a positive impact of the avoidance option. This finding has important implications for fundraisers and institutions designed to foster prosocial behavior.