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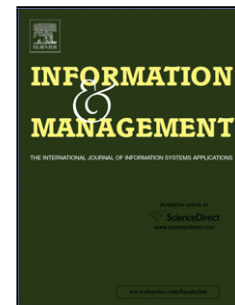
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**My Words for Your Pizza: An Analysis of Persuasive Narratives in Online Crowdfunding**

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**Abstract**

We analyze charity requests registered on the Random Acts of Pizza online community and examine the content of postings and non-content characteristics to identify features that are associated with the success of donation. We find that the presence of rational and credible appeals in a message increases the likelihood of receiving a donation, whereas the mere presence of negative emotional appeal does not do so. Our research is useful for those who like to make persuasive charity requests on online platforms.

**Keywords:** Charity; Donation-based crowdfunding; Content Factors; Appeals; Persuasiveness; Philanthropy.

**1. Introduction**

According to the industry reports, an amount of US\$ 373.25 billion was contributed toward philanthropy in the USA in 2015, which constitutes roughly 2.1% of the country's GDP<sup>1</sup>. According to the 2015 digital giving index report, online giving grew by 9%, whereas the overall charitable giving grew by 2%. The charitable endowments conducted using the Network for Good online dashboard amounted to US\$ 242 million worth of donations that were contributed by 1.1 million donors to 41,000 non-profit

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<sup>1</sup> <https://www.nptrust.org/philanthropic-resources/charitable-giving-statistics/>

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