

## Accepted Manuscript

Title: The Differential Impact of Social Norms Cues on Charitable Contributions

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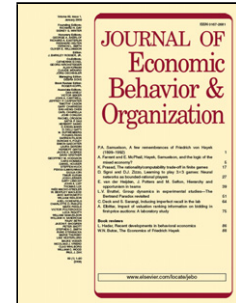
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**Highlights**

- We test the effect of social norms cues on donations for a public library.
- We show that donations are affected by the reciprocity cue or the eyespots cue.
- Conditional on donating, eyespots cues yield just over \$30 more than a baseline.
- Conditional on donating, reciprocity cues yield just over \$6 more than a baseline.

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