

Study: Donors give more when money is matched -- Findings from a St. Cloud State University study could be good news for non-profits. S-C-S-U Economics Professor Philip Grossman conducted a study that found people contribute more when their donations are matched than when a portion of their donations are rebated or returned to them. Grossman says a matching subsidy system would be much easier to implement and would provide an alternative method of supporting non-profit organizations.

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