

# Online Appendix

No Organization is Perfect: The Positive Effect of Acknowledging the Negative  
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## EXPERIMENTAL INSTRUCTIONS

*The following instructions correspond to the questionnaires used for treatment (with unfavourable quality) and control (without unfavourable quality)*

Imagine that a non-profit organization contacts you with the following statement:

« The non-profit organization Sensibilis'action organizes four roundtable events per year on environmental issues. Those meetings bring together associations, citizens as well as practitioners. The main goal of those events is to setup the foundations for efficient reflexion to fight against global environmental challenges. [*Treatment: However, the organisation acknowledges having a weak point in pedagogy*]. Dynamic and highly motivated, the non-profit organization invests in environmental education and invites you to support it. »

**A. Please award a score from 1 (very performing) to 5 (not performing at all) for each of the following statements:**

1. This non-profit organization is honest:

1	2	3	4	5
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Yes, it is very  
honest

No, it is not honest at  
all

2. This non-profit organization will reach its goals:

1	2	3	4	5
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Yes, it will reach  
all its goals

No, it will not reach  
its goals at all

3. This non-profit organization is trustworthy:

1	2	3	4	5
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Yes, it is very  
trustworthy

No, it is not  
trustworthy at all

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*In the following part, the money outcome is for real.*

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**B.** You received a numbered envelope. A lottery will determine the winning number at the end of the survey (1 winner every 27 participants), the winners will receive €50. If you win the €50, how much of this amount would you like to give to this non-profit organization knowing that the remaining money will constitute your earning?

Amount (from 0 to 50 €) for Sensibilis' action<sup>1</sup>: [ \_\_\_\_\_ ] €

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<sup>1</sup> The amount given by participant will be granted to an organization caring for the environment ([www.co2solidaire.org](http://www.co2solidaire.org)). A proof of donations to this non-profit organization will be available at Building 26, Office 413.