

Commercial Transcripts, Study 1a

Customer-praise commercial (actual Starbucks commercial):

You. Help 1.2 million farmers and farm workers grow better coffee and earn better prices.

You. Buy more fair trade certified coffee than anyone else.

You. Are part of Starbucks' shared planet, where every cup of coffee makes a difference.

Everything we do, You do.

See more of the good work we're doing together at starbucks.com/sharedplanet

Company-praise commercial (actual Starbucks commercial):

Have you heard how little choices grow tall.

If you water them each day?

How choosing fair trade, sends kids to school, not to work, and small farmers to compete in big global economies. So communities with less have a chance at more,

And green practices protect our little planet.

Yeah Starbucks is big, actually the biggest buyer of fair trade coffee in the world.

40 million pounds big and 230,000 lives made better.

For farmers and their families.

It's new schools built, it's a single mother with a business loan and healthcare for her kids.

A farmer using pesticides less and recycling more.

Buy 100% fair trade certified coffee

Cup Notes in Study 1b

Customer-praise cup note (actual Starbucks cup note):

YOU.

**GAVE 320,000 HOURS OF TIME BACK
TO YOUR COMMUNITY LAST YEAR.**

Everything we do, you do. You come by for a cup. And that makes everything we do possible. Thanks to you, we have a lot of stores, with a lot of partners (employees). From local book drives to national youth programs, they're volunteering in a big way. And getting bigger – we are working on making it 1 million hours volunteered each year. For you, because of you. Nice work, you.

Company-praise cup note:

**OUR EMPLOYEES GAVE 320,000 HOURS OF
TIME BACK TO COMMUNITY LAST YEAR.**

We have a lot of stores, with a lot of partners (employees). From local book drives to national youth programs, they're volunteering in a big way. And getting bigger – we are working on making it 1 million hours volunteered each year.

Thank you notes to participants in Study 1c

You-praise note:

On behalf of everyone at Sharetix, we sincerely thank YOU for your help in improving your community. Everything we do, YOU DO. We are proud to work with you and hope that you will continue to support this cause.

Thank YOU!

Sharetix

Volunteer-praise note:

On behalf of everyone at Sharetix, we sincerely thank volunteers and donors for their help in improving their community. We are proud to work with volunteers and donors and hope that you will continue to support this cause.

Thanks!

Sharetix

Emails to Group members in Study 2

You-praise note:

Good Afternoon,

YOU GAVE MORE THAN 25,000 HOURS OF TIME BACK TO YOUR COMMUNITY LAST YEAR. Everything we do, YOU DO.

You volunteer for events and that makes everything we do possible. Thanks to YOU we had a lot of events, with a lot of partners from food shares to youth mentoring programs; YOU are volunteering in a big way.

On behalf of everyone from xxx we sincerely thank YOU for your passion for service and for improving your community. We are proud to work with you through xxx and hope that you will continue to increase your service hours each year.

As a thank you, we would like to give you a choice of gift. Please click on the following link within the next 7 days to choose a gift (or copy paste the link in a page). After your choice, you will receive instructions for gift pick up.

<Link>

Please let me know if you have any questions or concerns.

Sincerely,

Group-member note:

Good Afternoon,

OUR MEMBERS GAVE MORE THAN 25,000 HOURS OF TIME BACK TO OUR COMMUNITY LAST YEAR.

Our members volunteer for events and that makes everything we do possible.

Thanks to our members we had a lot of events, with a lot of partners from food shares to youth mentoring programs; Our members are volunteering in a big way.

On behalf of everyone from xxx we sincerely thank you for your passion for service and for improving our community. We are proud to work with our members through xxx and hope that you will continue to increase your service hours each year.

As a thank you, we would like to give you a choice of gift. Please click on the following link within the next 7 days to choose a gift (or copy paste the link in a page). After your choice, you will receive instructions for gift pick up.

<Link>

Please let me know if you have any questions or concerns.

Sincerely,

Letters to Customers in Study 3

Customer-praise note:

To our valued customers,

We would like to take this opportunity to thank you for the support you've given us over the years. We've always been proud of our extremely loyal customers.

You are a pioneer in using recyclable cans and bottles.

We envision a world where our used packaging materials are not seen as waste, but as valuable resources for future use. Our recycling program was created to support the goal of recovering our footprint, recycling a bottle or can for every one we sell in North America.

Everything we do, you do. Your business lets us do business in a way that's better for the planet. Our beverage containers are almost endlessly recyclable and reusable. In the US the vast majority of our beverages are delivered in 100% recyclable PET plastic bottles and aluminum cans. It's what we do, because of what you do.

Thank you for being a valued customer. We appreciate your business.

Sincerely,

President and Chief Executive Officer

Company-praise note:

To our valued customers,

We would like to take this opportunity to thank you for the support you've given us over the years. We've always been proud of our extremely loyal customers.

We are a pioneer in using recyclable cans and bottles.

We envision a world where our used packaging materials are not seen as waste, but as valuable resources for future use. Our recycling program was created to support the goal of recovering our footprint, recycling a bottle or can for every one we sell in North America.

Our beverage containers are almost endlessly recyclable and reusable. In the US the vast majority of our beverages are delivered in 100% recyclable PET plastic bottles and aluminum cans.

Thank you for being a valued customer. We appreciate your business.

Sincerely,

President and Chief Executive Officer

No-praise note:

To our valued customers,

We would like to take this opportunity to thank you for the support you've given us over the years. We've always been proud of our extremely loyal customers.

We grew and prospered only because we found some great friends like you who gave us loyal support along the way.

This is a thank-you note for buying our products and for helping to put us on the map.

Thank you for being a valued customer. We appreciate your business.

Sincerely,

President and Chief Executive Officer