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Access the code, data, and analysis at https://github.com/andrewheiss/front-fish

# Front Fish: Nonprofit Commercialization and Donor Preferences

**Meng Ye**[†]
TODO,

**Andrew Heiss**
Georgetown University in Qatar, School of Foreign Service
andrew.heiss@georgetown.edu

**ABSTRACT** TODO

**KEYWORDS** nonprofits; commercialization; conjoint experiments; philanthropy

## Introduction

We recruited 1,201 respondents from Prolific, who each completed 10 choice tasks with 3 nonprofit profiles each (Hainmueller, Hopkins, and Yamamoto 2014).

## References

Hainmueller, Jens, Daniel J. Hopkins, and Teppei Yamamoto. 2014. "Causal Inference in Conjoint Analysis: Understanding Multidimensional Choices via Stated Preference Experiments." *Political Analysis* 22 (1): 1–30. https://doi.org/10.1093/pan/mpt024.

[†]Corresponding author.