

**Article Link**

<http://www.bloombergview.com/articles/2014-05-27/navigating-charity-s-fast-and-...>

## "Effect of Effectiveness" in Bloomberg View, Chronicle of Philanthropy

At Bloomberg View, Former Obama administration official Cass Sunstein discusses the findings of an IPA study on the role of evidence in donors' decision making. The Chronicle of Philanthropy has an article about the study as well. Read the study's accompanying paper here.

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