

overview of targeting process *How we choose recipients of GiveDirectly funding*



Choose regions based on poverty statistics

- Identify regions with high proportions living in poverty (e.g. less than \$1.25/day or national poverty line, high disease burden, etc.) using external data
- Within these regions, we choose the locations that are safe enough to enter, minimize overhead costs (e.g. high density of poor households) and are underserved (we try to avoid areas with high NGO, or non-governmental organization, coverage)

Identify individuals living in mud/thatch house

- Teams of local staff are organized to collect lists of names and phone numbers of individuals living in mud or thatch houses
- Targeting criteria is:
 - ~ Effective at reaching the poor¹
 - ~ Easily verifiable, does not require self-reporting
 - ~ Locally perceived as fair



Introduction, SIM provision and follow-up

- We introduce **GiveDirectly** to recipients:
 - ~ If they don't have a cell phone facilitating transfers, we provide a SIM card
 - ~ We encourage them to sign up for M-Pesa (reduces transfer costs)
 - ~ We make it clear that this is not a loan, and can be used for whatever they need most
- We follow up after the transfer, giving recipients a chance to give us feedback and identify concerns.

1. 80% of those with solid homes are above the poverty line (author's calculations); this percentage of errors of exclusion is on par with other targeting methods (e.g. community based targeting). Those with non-solid homes are not especially likely to be below the poverty line, but are poorer on average