

# When please doesn't work: **STRATEGIES TO MOTIVATE TO ACTION**

## **1 Build Connections:**

It is who you know. People are most likely to respond to a person or organization they know and trust.

>>> Relationships are the currency of behavior change.

## **2 Show Meaning:**

People are most likely to take action on issues they care about. Show them the issue is important.

>>> Use motivating emotions, core values and stories about real people.

## **3 Make it Popular:**

We are influenced by the people around us. If people similar to us or people we admire are involved, we are more likely to sign on too.

Show people who look like me getting involved. Show me how many others have signed up. Make you're your members are visible at events: provide buttons or stickers or wear the same color.

## **4 Make it Safe:**

Can you lower the risk of taking action? No one wants to fail or look foolish.

>>> Prepare people for what to expect. Have people go in pairs.

Assign a mentor to new volunteers. Provide a chance to practice before hand.



## **5 Make it Easy:**

People are overwhelmed, multi-tasking and rushed. Make it as easy as possible to take action.

>>> Ask for one specific, doable action at a time. Provide any tools or resources that are needed. Use prompts, feedback and show examples.