

ADVOCACY **2023** SUMMIT

[RE]DEFINE



10.10.23-10.12.23



Little Rock, AR, USA

Ignite Your Advocacy:

**5 Quick-Fire Ideas to Jumpstart
Your Efforts**

#1a – Ask For Little Favors

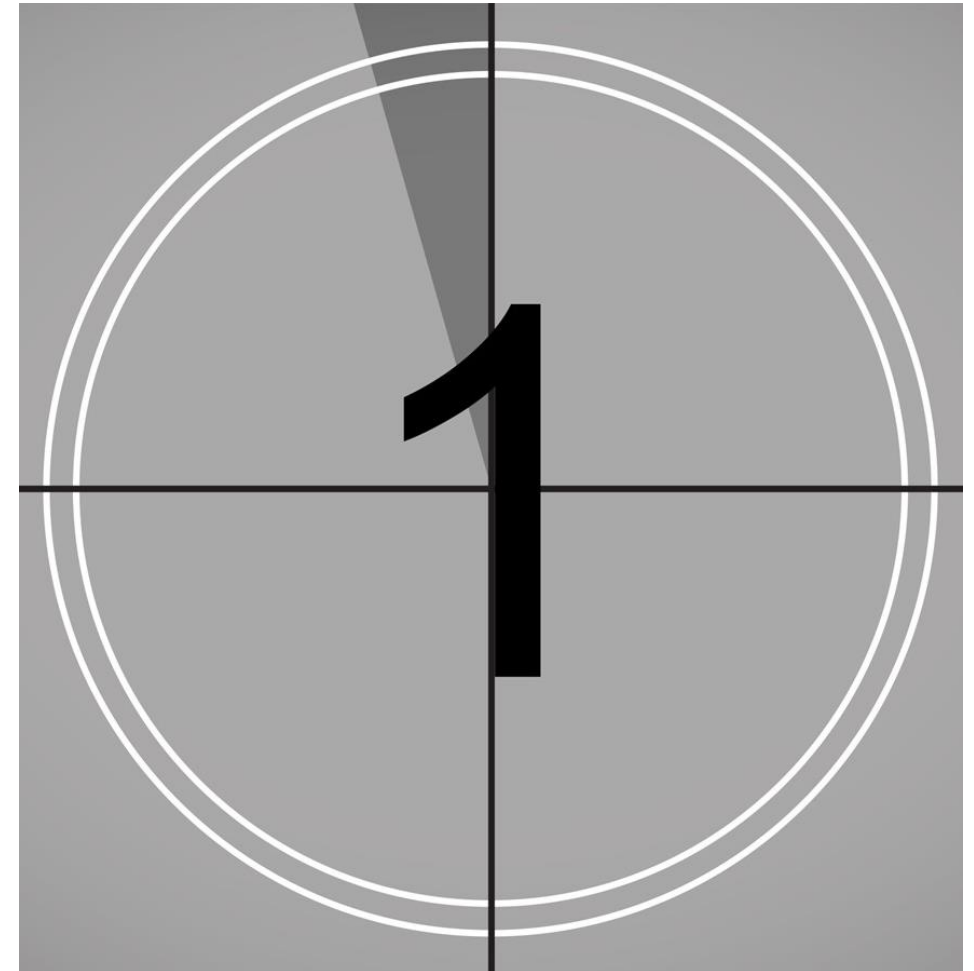
Foot-in-the-door technique. After agreeing to a small step, people often see themselves as committed and are more likely to another step – even a larger step.



#1b – Ask For Little Favors

“He that has once done you a kindness will be more ready to do you another, than he whom you yourself have obliged.”

~ Benjamin Franklin



#2 – Personalize As Much As Possible

An ounce of personalized extra effort is worth a pound of persuasion. The more personalized you make the request; the more likely you'll be to get someone to agree to that request.



#3 – Don't Accidentally Prove Your Negative.

By using negative social proof as part of a rallying cry, we might be inadvertently focusing the audience on the prevalence, rather than the undesirability, of that behavior.



#4a – Keep It Simple.

Research has shown that using overly complex language can produce the exact opposite of the intended effect. Because the audience has difficulty interpreting the language, the message is deemed less convincing, and the author is perceived to be less intelligent.



#4b – Keep It Simple.

Do not underestimate the power of simplicity – even in the name of the initiative. Often the first piece of information that will be communicated is the name.



#5 – Find a Reason to Like Even the Most Unlikable

“Search others for their virtues.”

-- Benjamin Franklin

Try to search their character for what we like about them, we'll like them more; and, as a result, they'll like us more.



Thank You For Your Attention

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