

MOVING OTHERS TO ACTION

KATE CATHERALL



I HAVE HOPE

KEY PRINCIPLES OF ENGAGEMENT

- 1) Meet people where they are
- 2) Individuals as multipliers
- 3) Small but meaningful actions
- 4) Make it personal

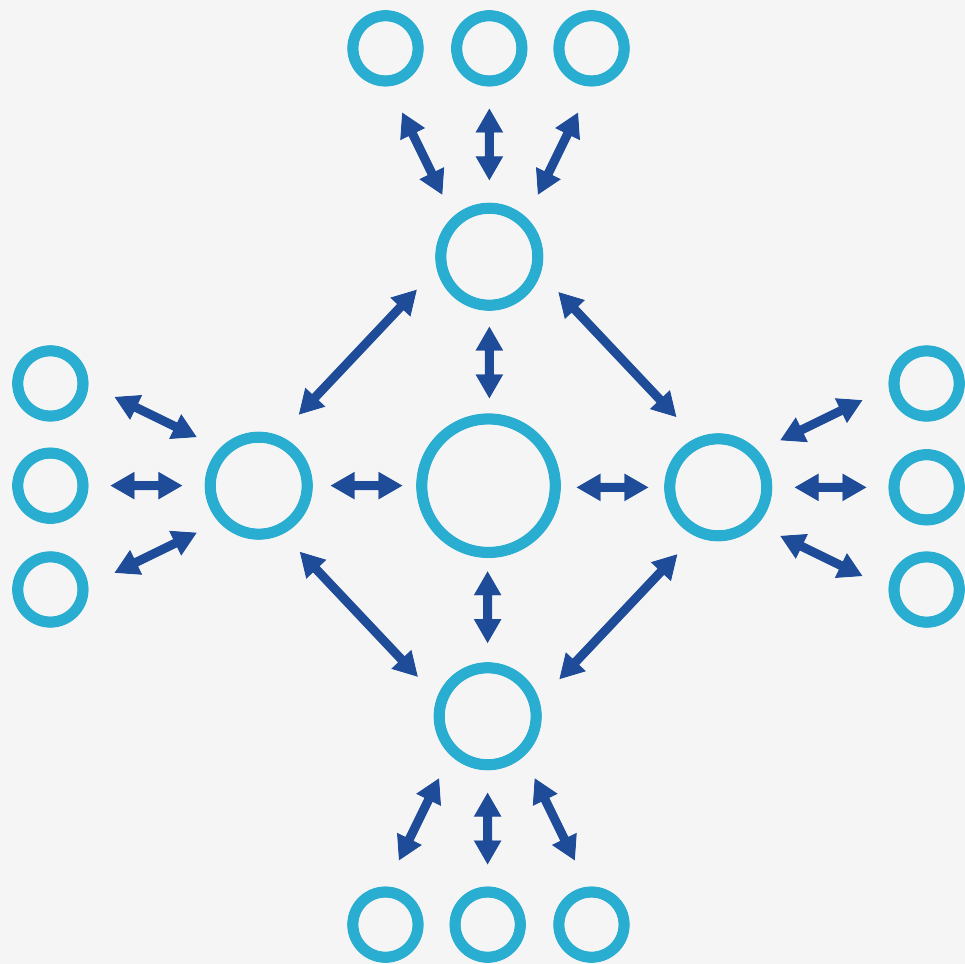


MEET PEOPLE WHERE THEY ARE





INDIVIDUALS AS MULTIPLIERS



The background is a blurred photograph of a polling station. On the left, a sign features a waving American flag and the word 'VOTE' in large, bold, blue letters. To the right, another sign with the word 'VOTE' in green is visible. In the foreground, a 'VOTER INSTRUCTIONS AND REGULATIONS' card is partially visible, featuring a circular seal and the text 'LOOK HERE!' with two large eyes. The overall scene is dimly lit, with a focus on the voting process.

SMALL BUT MEANINGFUL ACTIONS

THIS:

Can you help us reach our goal of 1,000 new voters registered this week by joining us at our voter registration drive on Saturday from 2:00 - 4:00pm?

NOT THIS:

Would you be interested in becoming a volunteer?

MAKE IT PERSONAL



How Do You Change Voters' Minds? Have a Conversation

Going door to door, a Los Angeles-based activist group tries to reduce prejudice against transgender people. A new study finds that it works.

By **BENOIT DENIZET-LEWIS**

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TREATMENT A: PERSONAL TEXT

Hey! It's Noah from [ORG]. Are you able to join us for our lunchtime forum, Community-Based Planning 101? It's next Thurs, May 5 @ 12:30pm. [Address] Text me back if you can make it!

TREATMENT B: TEXT FROM THE ORG

[ORG] is hosting a lunchtime forum, "Community-Based Planning 101" next Thurs, May 5 @ 12:30pm. [Address] Respond to this text to let us know if you can make it!