

Notes of presentation on Communicating Your Cause by Dr Andrew Crosbie

(slides included)

Think of communication in terms of actions. Communicate to get people to do things, creating empathy and connection. Illustration given of the blind man sitting on the pavement with the sign 'I'm blind please help' and given no/very little money. A passer by writes another message to replace it 'It's a beautiful day and I can't see it' which results in a lot more people giving him money.

Focus on impact and can use in adverts for volunteers, have a story and make it personal.

Example of the rider and the elephant – rider represents the rational decision and the elephant the emotional decision. Need to motivate the elephant. To make people act needs manipulation and inspiration. Manipulation works because we are emotionally driven and inspiration because we are dedicated to making peoples lives better. Focus on the amazing. We give people hope and tangible benefits. Hope drives the emotional side of us. Hope + anger = change (emotional motivation). Need to give hopeful messages that connect with people emotionally. We often describe what we do rather than talking about the impact our work

Words versus statistics – two campaigns used in a research experiment. There is a problem with statistics as we are fundamentally emotional and connect with individual stories. People get worn down by negative images, positive messages are very important.

We also focus on the monetary on what money has been saved. When measure impact we say money is important but the human face is missing. It is the wrong message to say how much money you have saved. Need to focus on why and what trying to achieve.

How – your particular approach

What – the action you perform

Why – what impact you are trying to have.

Tell your stories, human faces on your pictures. Focus on the audience – who and what action? Give hope- improve by sharing real successes. Case studies should be at the front of annual reports.