NEUROMARKETING & PHILANTHROPY

What we know about human behavior, and how we can leverage it for social good

By Krista Jenkins
I'M KRISTA!
Owner and Founder of Spark Content

Previously at NAMI Rochester, Foodlink and University of Rochester

Fundraising Strategy
- Annual Giving Solicitations
- Comprehensive Email Campaigns
- Stewardship & Impact Materials
- Strategic Development Plans

Social Media Management
- Monthly Management Packages
- Content Generation and Creative Direction
- Social Media Strategy Consultation

Copywriting Services
- Email Marketing
- Newsletters, Publications, and Marketing Materials
- Website Copy
NEUROMARKETING - Using what we know about the brain to influence consumer decisions

- Process information quickly and make decisions automatically
- Rely more on emotion than logic and act in "predictably irrational" patterns
MOTIVE MATTERS!
We are here for authentic community building, NOT manipulation
TAKEAWAYS:

Think of one way each principle might be ethically implemented at your organization.
PRIMING: EXPOSURE TO LANGUAGE OR IMAGERY THAT MIGHT INFLUENCE SUBSEQUENT DECISION MAKING

"AS ONE OF FOODLINK'S CLOSEST FRIENDS..."

"WE KNOW YOU ARE PASSIONATE ABOUT NOURISHING YOUR NEIGHBORS..."

"LAST YEAR, YOU... CAN WE COUNT ON YOU AGAIN?"
COGNITIVE DISSONANCE: The discomfort that people feel when their beliefs, values and actions are in conflict or inconsistent.

Tips for implementation: Use language that reminds supporters of their values and past behaviors that align with your mission.
SOCIAL PROOF: LOOKING TO THE BEHAVIOR OF OTHERS TO GUIDE OUR OWN BEHAVIOR

When picking a new book, are you more likely to choose a "best seller" than a random book from the shelf?
SOCIAL PROOF: LOOKING TO THE BEHAVIOR OF OTHERS TO GUIDE OUR OWN BEHAVIOR

When picking a new book, are you more likely to choose a "best seller" than a random book from the shelf?

When exploring a new band on spotify, do you first listen to a song with the highest number of streams or choose a random song?
SOCIAL PROOF: LOOKING TO THE BEHAVIOR OF OTHERS TO GUIDE OUR OWN BEHAVIOR

When picking a new book, are you more likely to choose a "best seller" than a random book from the shelf?

When exploring a new band on Spotify, do you first listen to a song with the highest number of streams or choose a random song?

When shopping on Amazon, do you read reviews and consider the number of stars to compare items?
SOCIAL PROOF: LOOKING TO THE BEHAVIOR OF OTHERS TO GUIDE OUR OWN BEHAVIOR

When picking a new book, are you more likely to choose a "best seller" than a random book from the shelf?

When exploring a new band on spotify, do you first listen to a song with the highest number of streams or choose a random song?

When shopping on Amazon, do you read reviews and consider the number of stars to compare items?

Have you ever bought something or attended an event because someone you trust recommended it?
Raising awareness and building legitimacy by partnering with trusted organizations and peers.
RECIPROCITY: PEOPLE ARE MORE LIKELY TO GIVE WHEN THEY RECEIVE SOMETHING

What can we give, besides that "warm, fuzzy feeling" and tchotchkes?
RECIPROCITY: PEOPLE ARE MORE LIKELY TO GIVE WHEN THEY RECEIVE SOMETHING

What can we give, besides that "warm, fuzzy feeling" and tchotchkes?

• Free programming aligned to your mission
  • Stories of impact
    • Tips and information
      • Access to community
      • Gratitude!
        Personalized stewardship
PROVIDING VALUE ON SOCIAL MEDIA

Pause and think -- what type of content makes YOU stop scrolling?

What does your audience find valuable?
VALUE TAKES MANY FORMS

ENTERTAINING OR RELATABLE

EDUCATIONAL OR SHOCKING

INSPIRATIONAL

*consider what people might send or share!
REDUCING FRICTION: LIMITING ANYTHING THAT SLOWS OR IMPAIRS A DESIRED ACTION

EASY TO UNDERSTAND
Share your value proposition: why donors should give to you instead of to someone else or not at all.

EASY TO NAVIGATE
Attrition rates increase rapidly! Make donating quick and easy.

EASY TO ACT
Remove any barriers to making a gift.
STATUS QUO BIAS: People prefer to maintain a current state instead of making a change.

Remember the power of defaults! Most people will stick with the default option.
HUMAN CONNECTION

Be as personal as possible! Are you more likely to open a mass-marketing email, or an email from a friend?

**Personal sender, use recipient's name, subject lines**
ENTICING EMAILS

5 Mental Levers To Improve Subject lines (NextAfter.org):

**Mystery:** "Our event is next week! We hope to see you" becomes "Something big is happening next week..."
ENTICING EMAILS

5 Mental Levers To Improve Subject lines (NextAfter.org):

Mystery: "Our event is next week! We hope to see you" becomes "Something big is happening next week..."

Utility: "Our June Newsletter" becomes "5 upcoming mental health events you don't want to miss"
ENTICING EMAILS

5 Mental Levers To Improve Subject lines (NextAfter.org):

Mystery: "Our event is next week! We hope to see you" becomes "Something big is happening next week..."

Utility: "Our June Newsletter" becomes "5 upcoming mental health events you don't want to miss"

The power of YOU: "Just 24 hours left to reach our goal" becomes "Just 24 hours left - can you help?"
ENTICING EMAILS

5 Mental Levers To Improve Subject lines (NextAfter.org):

Recency: "Details for the NAMI Roc Walk" becomes "Everything you need to know for tomorrow"
ENTICING EMAILS

5 Mental Levers To Improve Subject lines (NextAfter.org):

**Recency:** "Details for the NAMI Roc Walk" becomes "Everything you need to know for tomorrow"

**Authenticity:** "DON'T WAIT – please donate now!" becomes "Can you please help us with something important?"
Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I am so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. If you donate between now and midnight March 31, I will double your gift, up to $10,000.

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we’ll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

Yes! Double My Donation!

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today’s match opportunity. Donate now!
80% INCREASE IN CLICK THROUGH RATES
FOOT-IN-THE-DOOR: A YES TO A SMALL INITIAL ASK INCREASES THE LIKELIHOOD OF A YES TO A LARGE ASK
LEAD WITH EMOTION, FOLLOW WITH DATA

Mirror neurons and the power of emotion and storytelling
LET'S USE THESE TOOLS FOR GOOD!
THANK YOU!

Further reading:
Predictably Irrational by Dan Ariely
Nudge by Richard Thaler and Cass Sunstein
Brainfluence by Roger Dooley
Experiments at NextAfter.org