



# 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



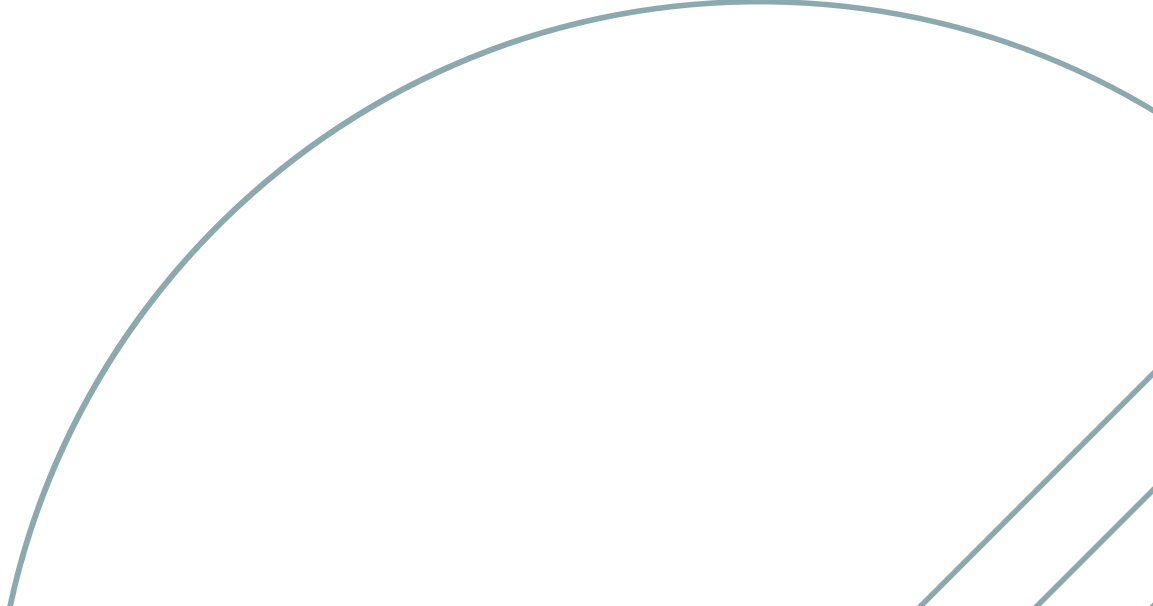
# MOTIVE MATTERS!

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?"**

# PRIMING CONTINUED



**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?**

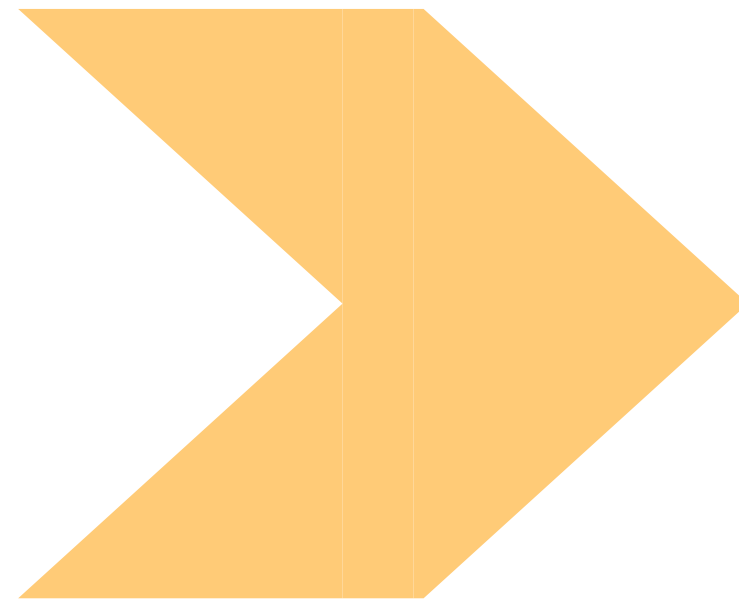
**Have you ever bought something or attended an event because someone you trust recommended it?**

# SOCIAL PROOF CONTINUED

**COLLABORATIONS**

**MH REVOLUTIONARIES**

**IROCMENTALHEALTH**



**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

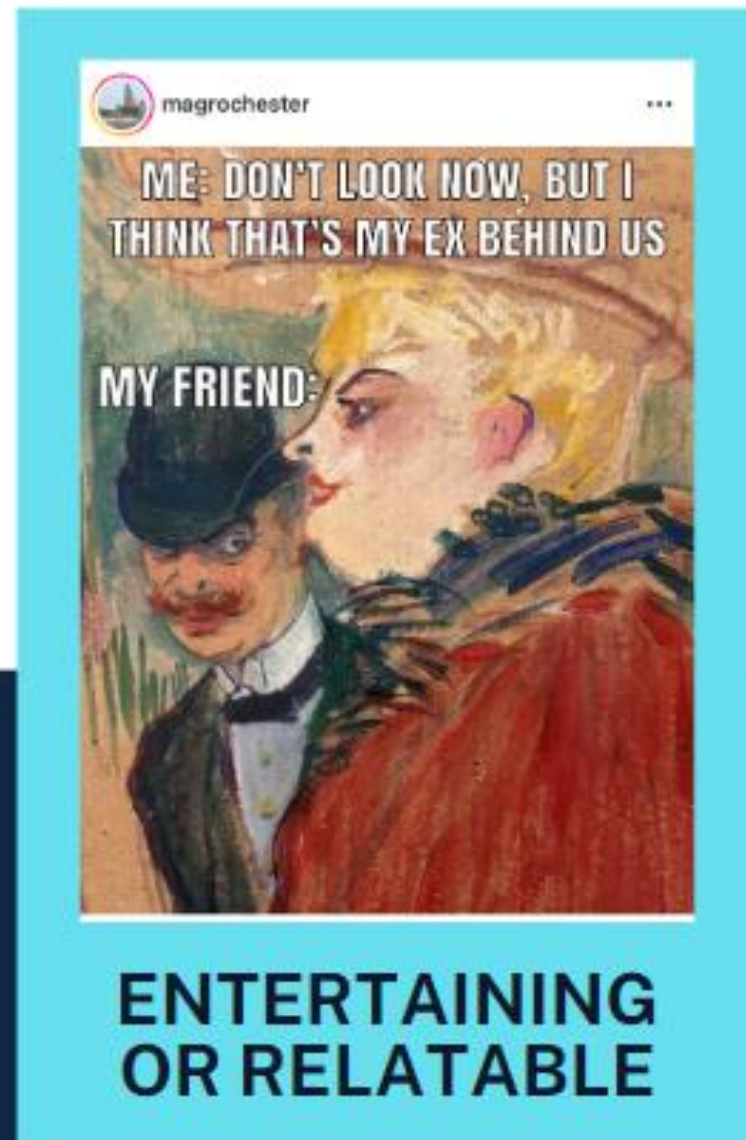


# PROVIDING VALUE ON SOCIAL MEDIA

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

**What does your audience find valuable?**

# VALUE TAKES MANY FORMS



**\*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.



# REDUCING FRICTION CONTINUED

**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):

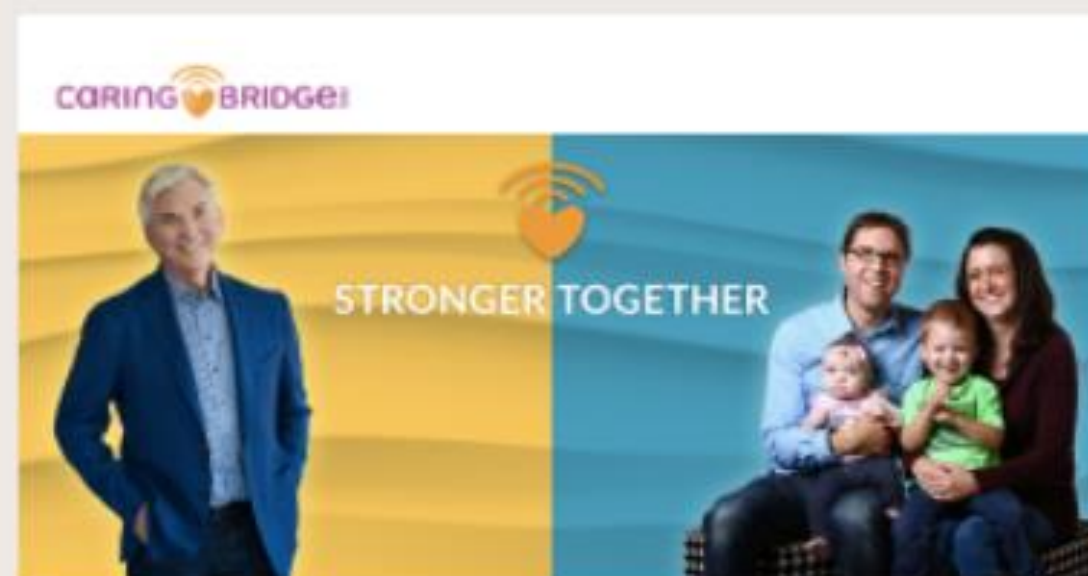
**Recency:** "Details for the NAMI Roc Walk" becomes  
"Everything you need to know for tomorrow"

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



## C: Template design

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



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'm 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've 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

## T1: Personal Email

  
Click to go back, hold to see history

Hello First name,

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

I'm 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!](#)

## C: Template design

Give to CaringBridge by March 31 and I'll double your donation, up to \$10,000.

CARING BRIDGE



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'm 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've 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

## T1: Personal Email

Click to go back, hold to see history

Hello First name,

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

I'm 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 families together.

[Yes! Double My Donation!](#)

Yours in strength,

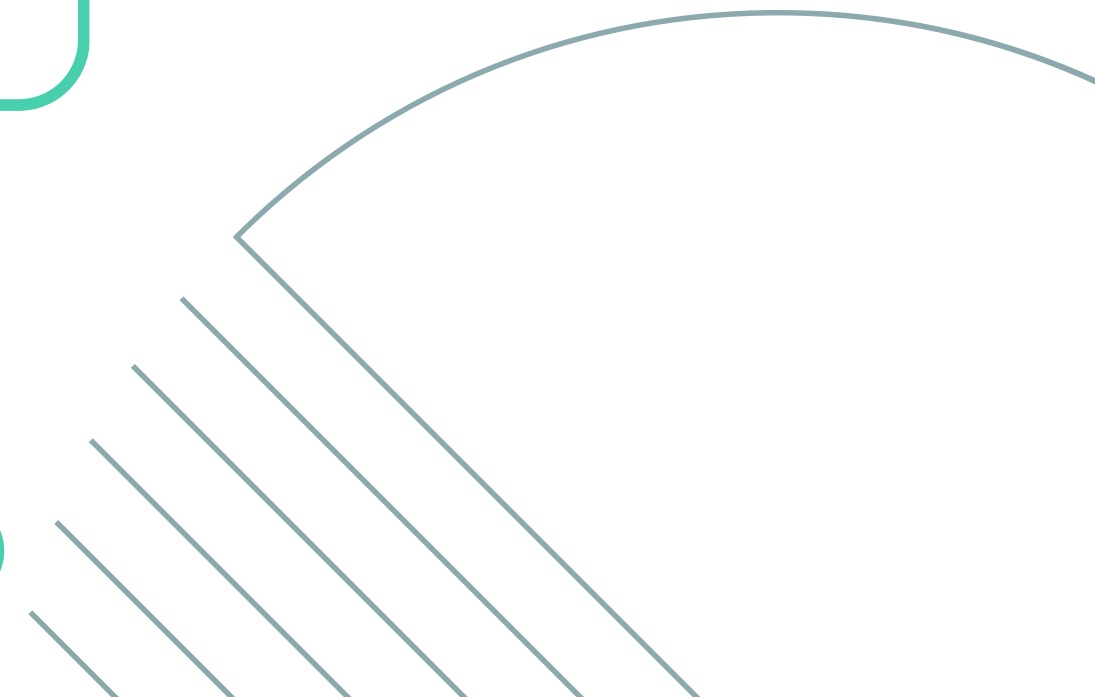
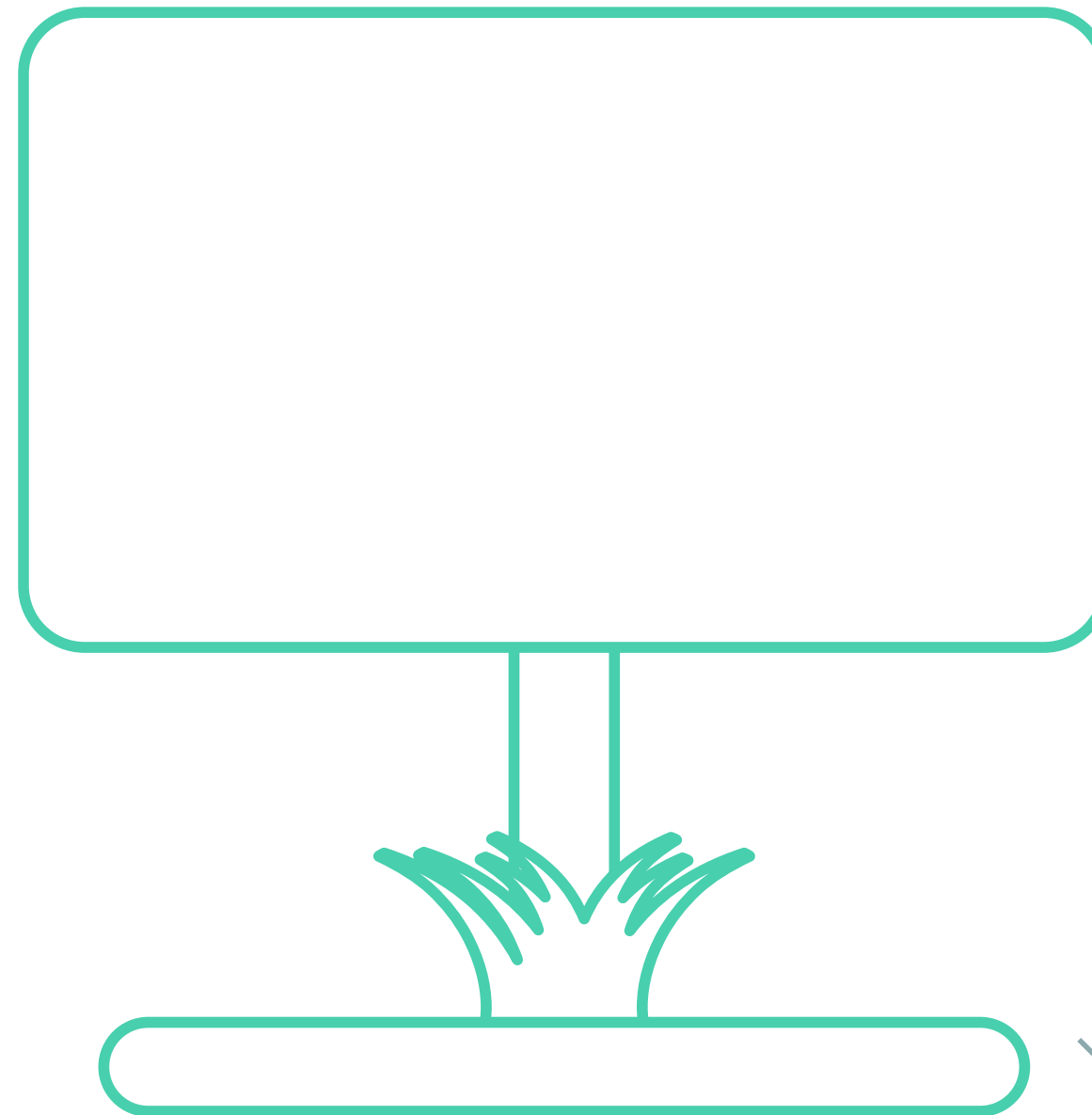
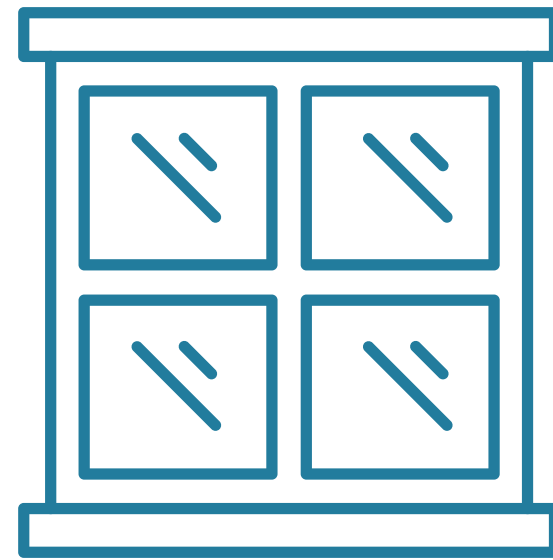
Rik Lalim

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](https://NextAfter.org)