

Get more landowners **on board!**

Using behavioral insights &
communication strategies
to motivate action



brought to you by **brooke**tully

A LITTLE ABOUT ME

I train conservationists how to design communication plans that motivate action.

- best practices from commercial advertising
- insights from behavioral science
- first-hand experiences in conservation

training workshops | online courses | consulting services



@brooke2cents

brooketully.com/rcp/





TODAY'S JOURNEY





- Why people don't do things
- Why traditional methods haven't been working
- How & why movements happen
- Reframing your message to get more landowners on board





What is **one thing** you
need landowners to do?
*that they're not doing at all or not
doing enough of*





WHY PEOPLE **DON'T** DO THINGS



1

It's easier and
safer to not do
anything

3

They tried to
do it, but it got
too difficult

2

It's not even
possible to do
the thing

4

They don't
“get” why they
should do it



1

It's easier and safer to not do anything

STATUS QUO BIAS

When people prefer things to stay the same by doing nothing or by sticking with a decision made previously.



1

It's easier and safer to not do anything



LOSS AVERSION

The pain of losing is psychologically about twice as powerful as the pleasure of gaining. We focus on avoiding a loss.



2

It's not even possible to do the thing

The audience cannot access the required equipment, tools or resources needed to complete the behavior:

- Cost of resource
- Resource not readily available
- Resource not close to them
- Infrastructure not in place



They tried to do it, but it got too difficult

3

CHOICE OVERLOAD

When too many choices are available to consumers they may stick with their default choice or make no choice.



They tried to do it, but it got too difficult

3



HASSLE FACTORS

Seemingly minor inconveniences that prevent one from completing a task or taking action.



They don't “get” why they should do it

4

Skeptical and cynical about the messenger.

CTA is not specific enough.

Don't see how it impacts their daily life.



Feels like no else is doing it, so why should they.

Don't believe they can make a difference.

1

It's easier and
safer to not do
anything

They tried to
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3

2

It's not even
possible to do
the thing

They don't
“get” why they
should do it

4



**busting
myths**
on
motivating
action



If they just
KNEW,
then they'd...



INFORMATION (KNOWLEDGE) DEFICIT MODEL

Assumes that the gaps between scientists and the public are a result of a lack of information or knowledge.

A remedy for this gap is often a one-way communication model where information flows from experts to the public to change attitudes, beliefs, or behaviors.





STATUS QUO BIAS

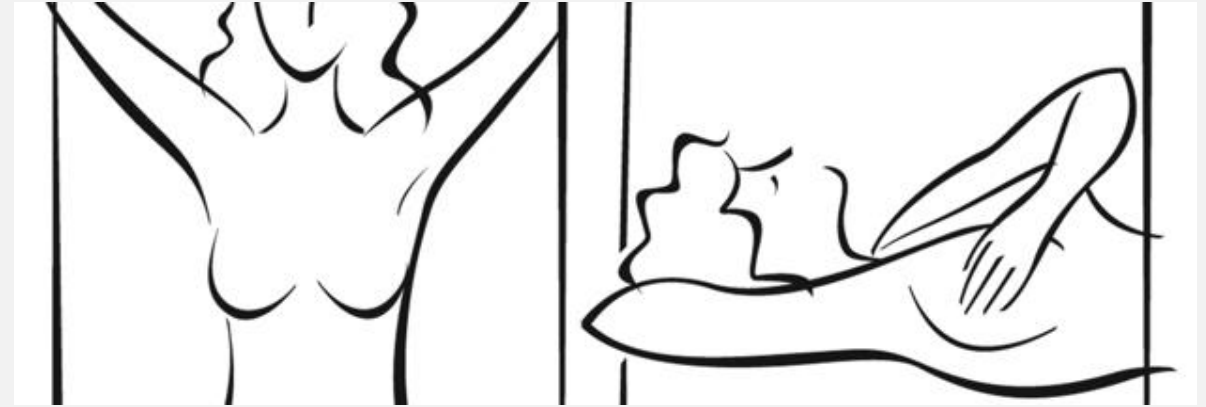
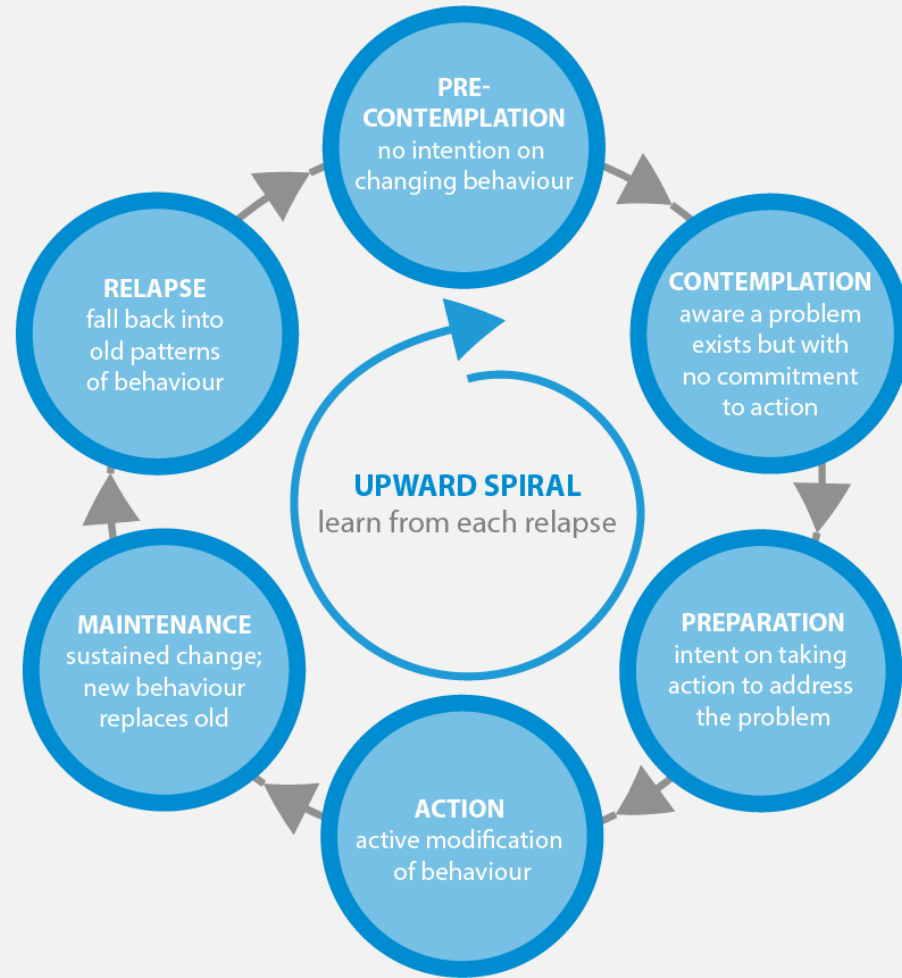
When people prefer things to stay the same by doing nothing or by sticking with a decision made previously.



If they just
cared more,
then they'd...



STAGES OF CHANGE



The Intention-Action Gap



If they just knew
how bad it is,
then they'd...

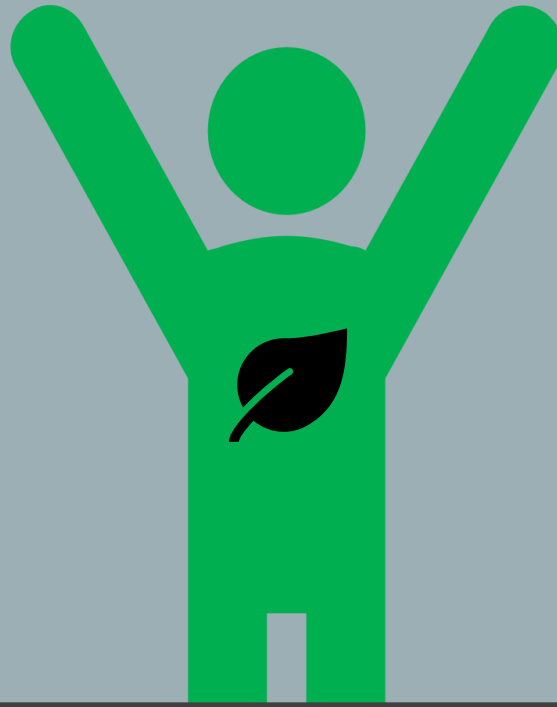




If they just had the
resources,
then they'd...







WHY PEOPLE WILL DO THINGS





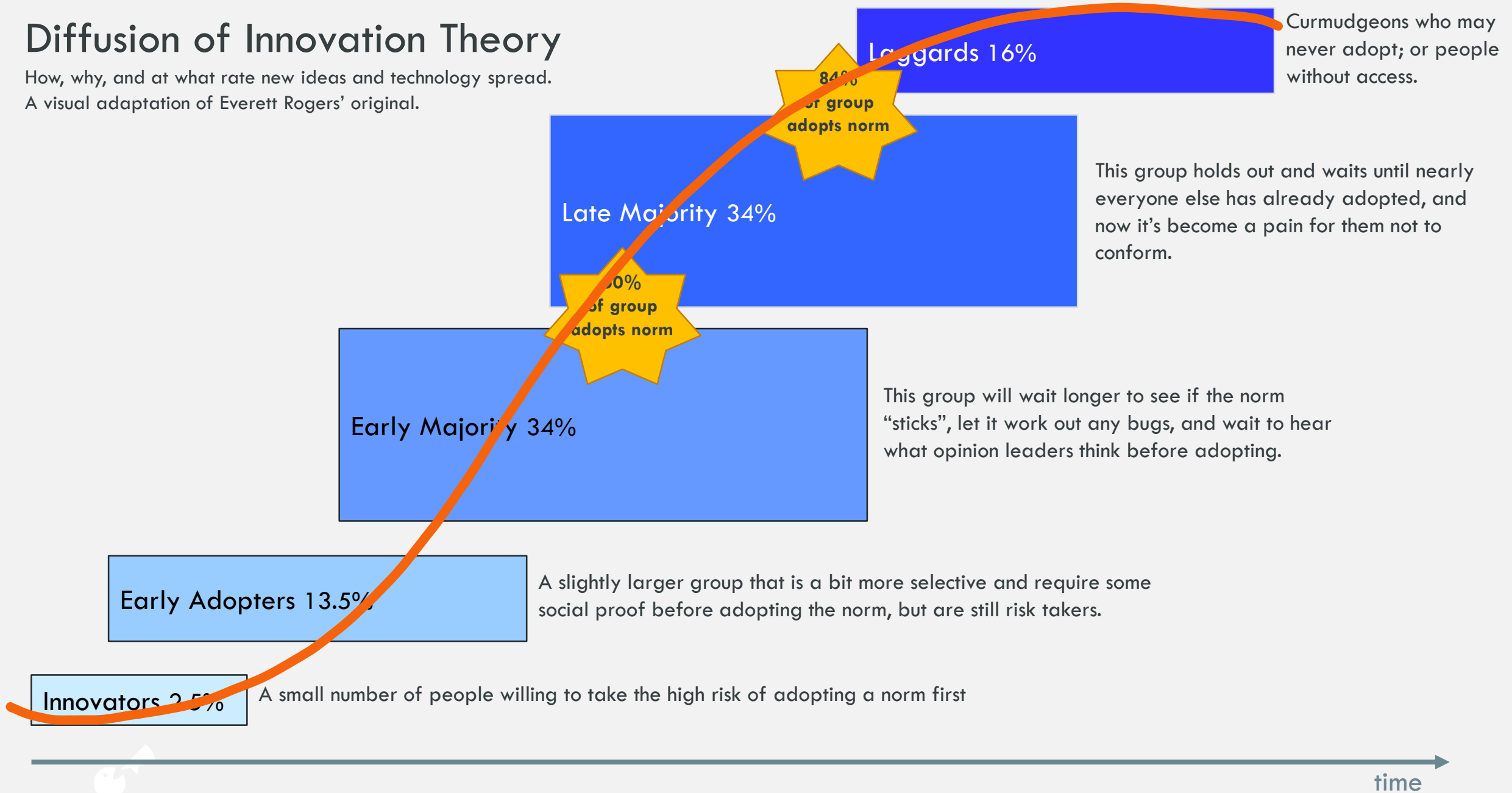






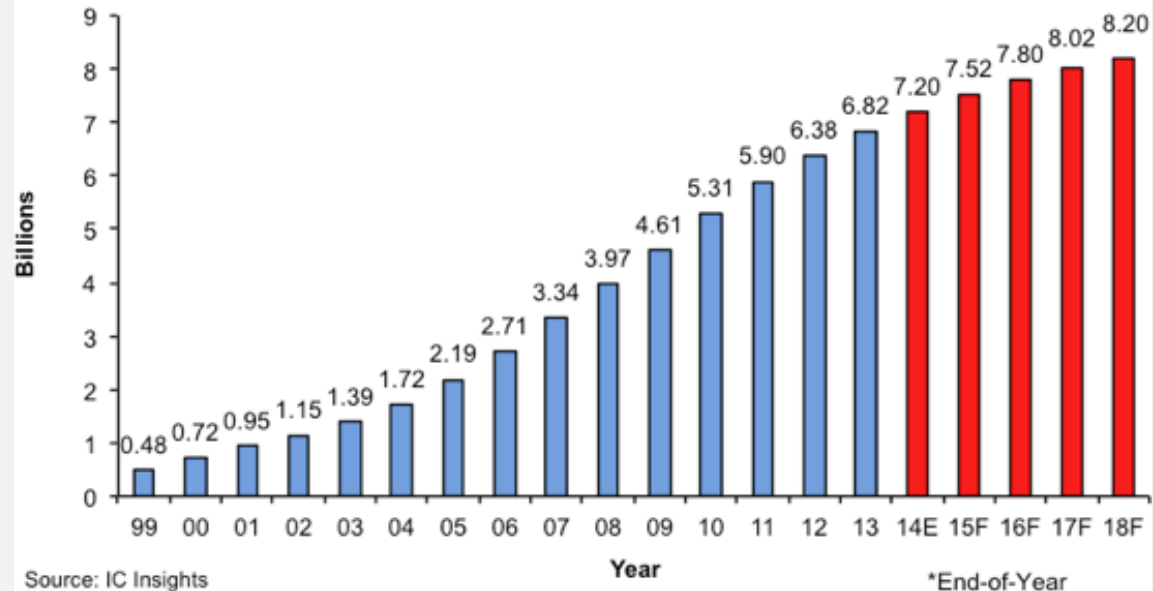
Diffusion of Innovation Theory

How, why, and at what rate new ideas and technology spread.
A visual adaptation of Everett Rogers' original.



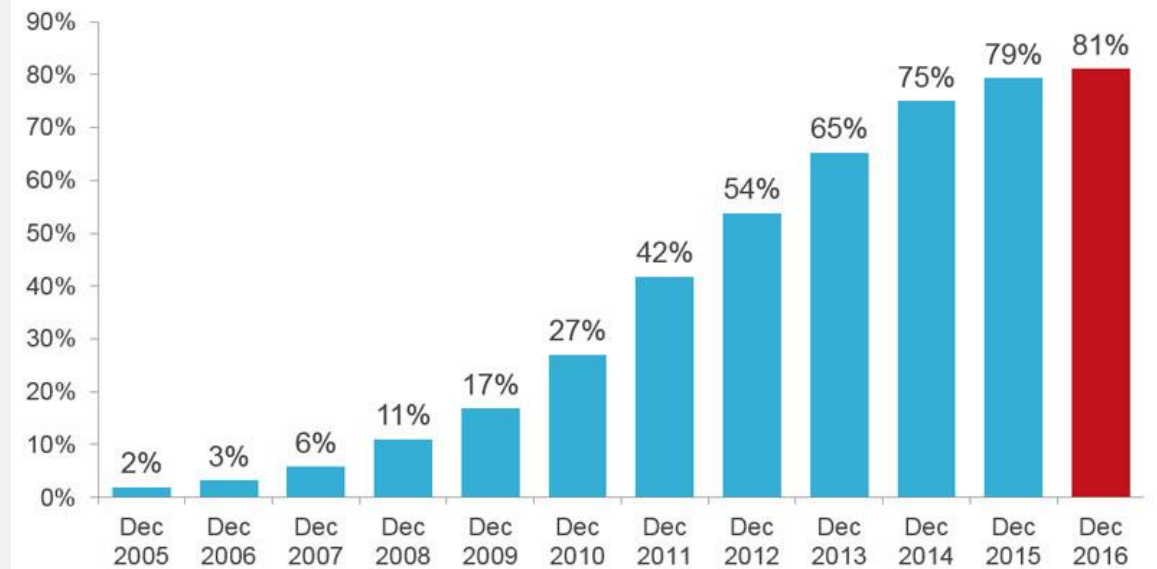


**Total Worldwide Cellular Subscriptions*
(1999-2018F)**



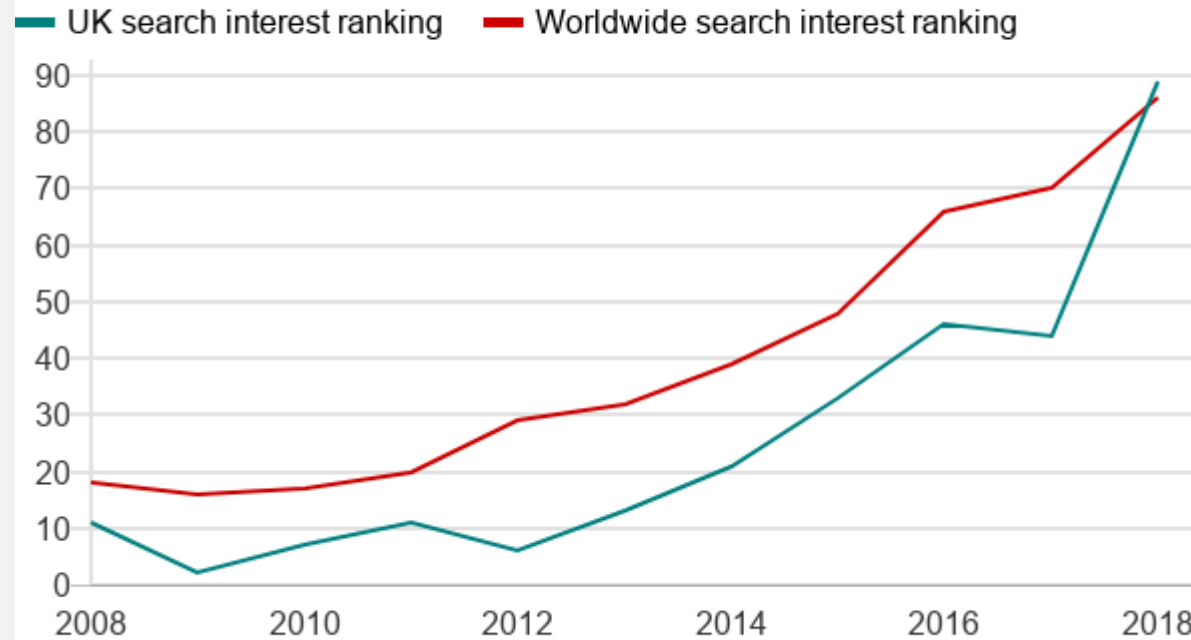
Smartphone Penetration of Mobile Phone Market

Source: comScore MobiLens, U.S., Age 13+, 3 Mo. Avg. Ending Dec 2005 - 3 Mo. Avg. Ending Dec 2016



Google searches for veganism

Popularity for search term "veganism", dated June of each year

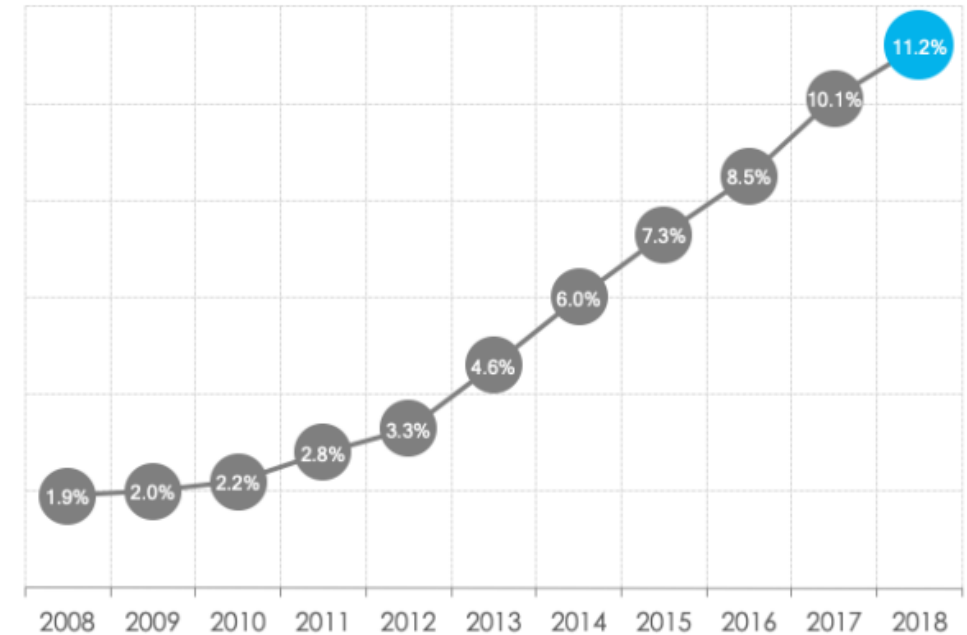


Source: Google Trends

BBC

HISTORIC MENU PENETRATION

% of US restaurant menus that feature



11.2% menu penetration

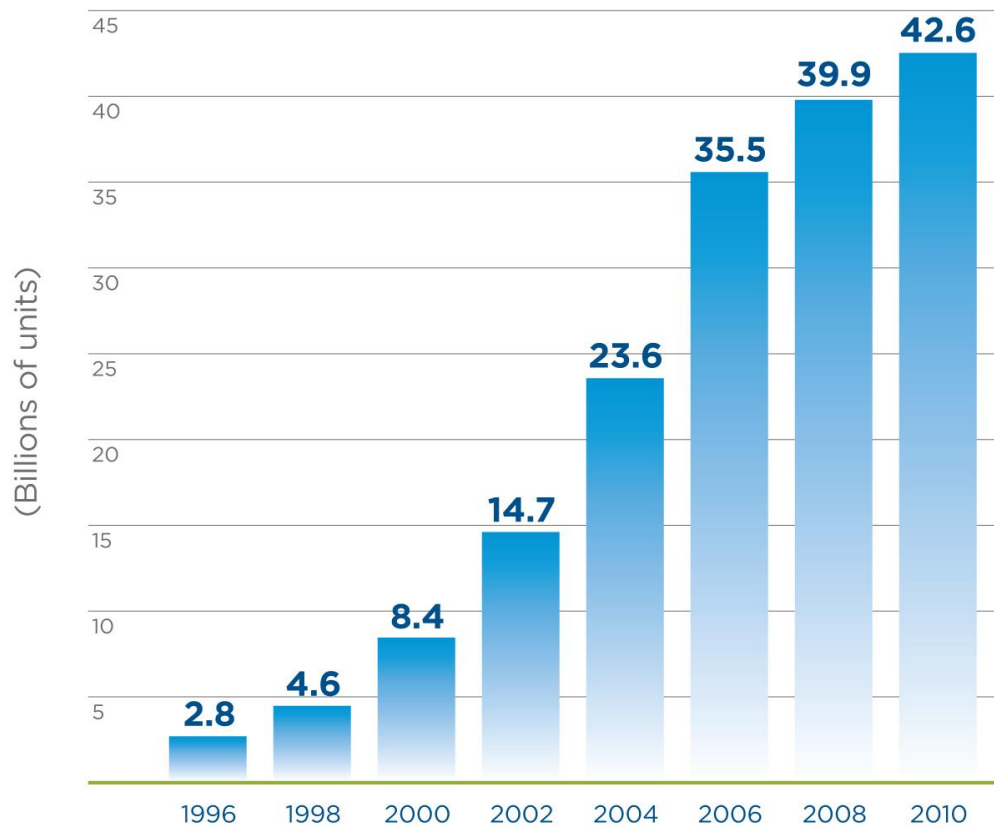
menu growth rate

1 YEAR
+11%

4 YEAR
+87%

SINCE 2008
+490%

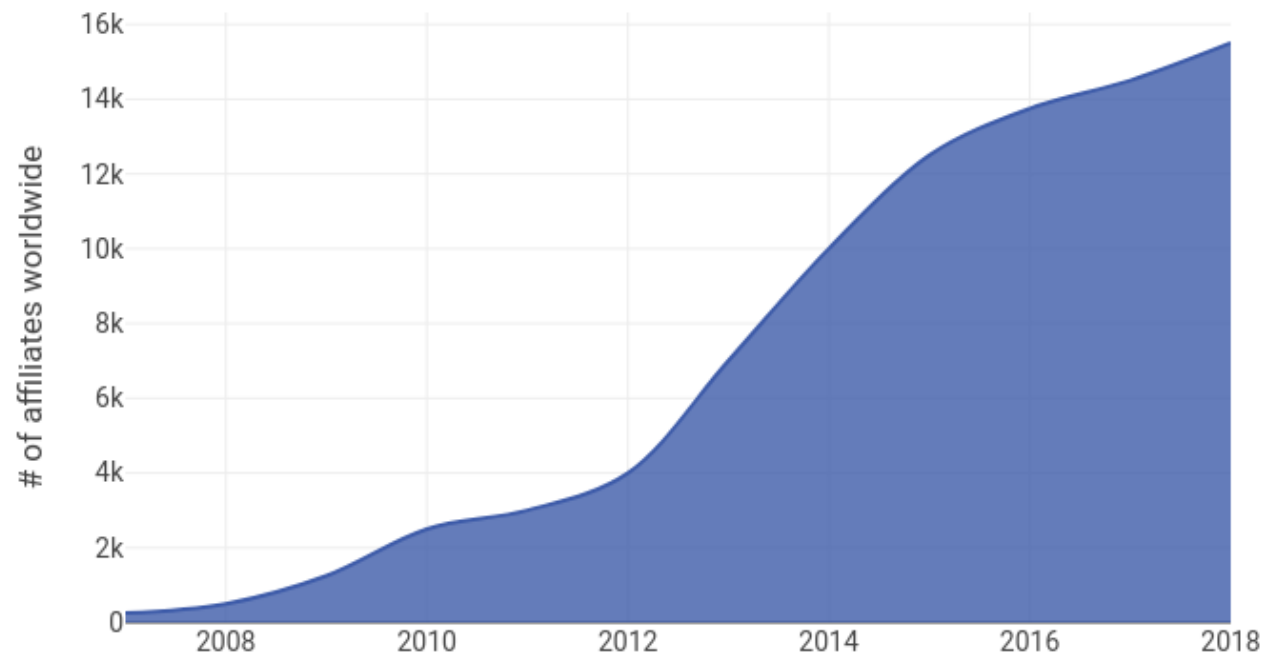
U.S. Plastic Bottled Water Sales, 1996-2010



Defined as domestic, bottled water packaged in plastic, ≤ 1 gallon.
Derived from Beverage Marketing Corporation data, 1996-2010.

© Container Recycling Institute, 2013

Worldwide Affiliate Growth



Credit: Morning Chalk Up

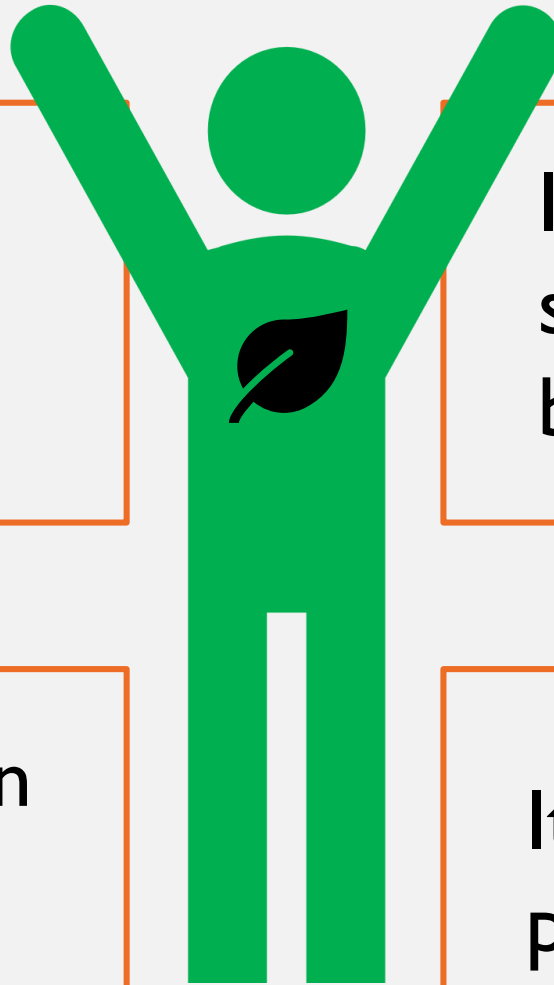
8 CROSSFIT

1

Other people
are doing it

2

It's easy and fun
to do AND it
has an impact



I'm part of
something
bigger

3

It benefits me
personally

4



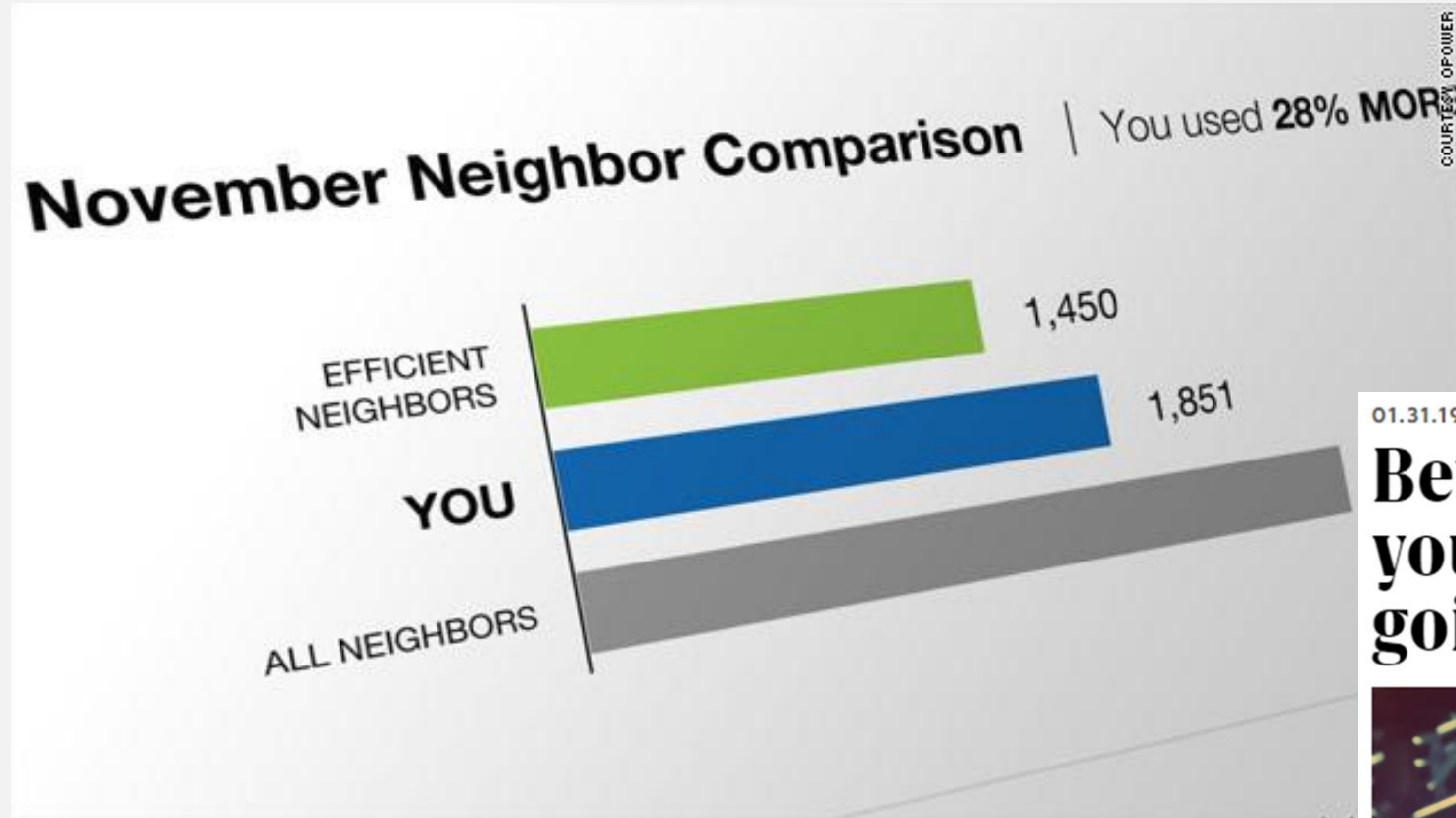
1

Other people are doing it



More and more New Yorkers are carrying reusable bags.
Join in! Remember to Bring Your Own bag when shopping.





01.31.19

Beyoncé and Jay-Z will give you free concert tickets for going vegan



2

It's fun and easy to do AND it has an impact

*Help end the
global water crisis.*



1 Limited
Edition
Chalice = 5 Years
Clean
Water

BUY A CHALICE



**Buy less.
Play more.**



Buy Less Play More
By Constanza Gaggero

Do the *Green* Thing



[Ending Hunger and Poverty](#)
[Our Work](#)
[What You Can Do](#)
[Join the Conversation](#)
[Donate](#)
[Gift Catalog](#)
[Animals](#)
[Empower Women](#)
[Basic Needs](#)
[Sustainable Farming](#)
[Holidays](#)
[Honor Cards](#)
[Give Where Needed Most](#)
[Gift Card](#)

GIVE THE GIFT OF A GOAT

Ruwaida and Salehe Abdul's family received a goat from Heifer. The gift of a goat has changed their lives forever.

For \$120, you can make a difference to another family just like the Abduls.

How much can you provide?



GIVE NOW

[OR GIVE A SHARE MONTHLY >](#)

RUWAIDA ABDUL AND SALEHE ABDUL
MUUNGONI VILLAGE, ZANZIBAR

I'm part of something bigger

3





WE ALL HAVE A ROLE TO PLAY IN ENDING VIOLENCE
28,320 HAVE TAKEN THE PLEDGE

TAKE THE
PLEDGE



Notifications

Messages

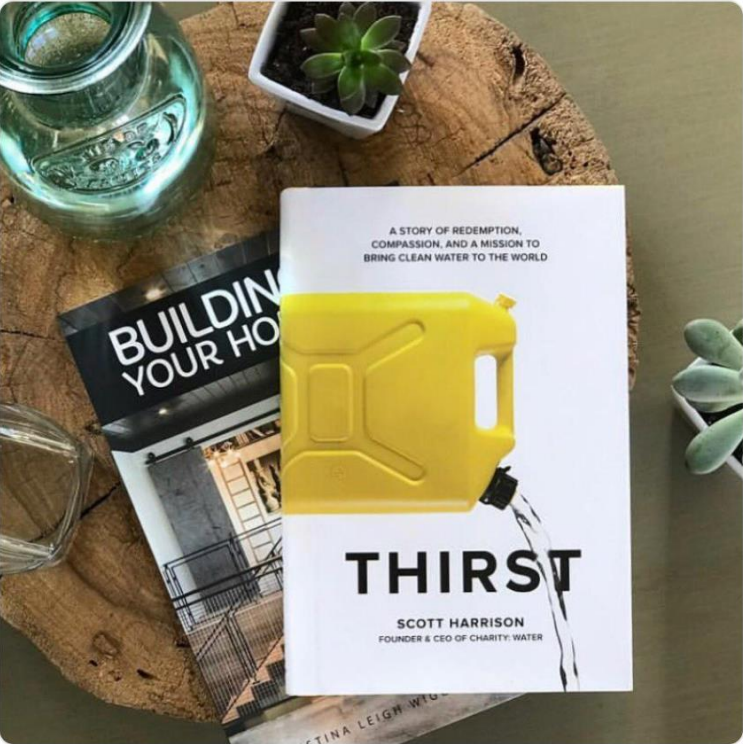
Search Twitter

charity: water

@charitywater

Following

As of today, all of your [#ThirstBook](#) purchases and social media shares have unlocked clean water for 5,867 people! Thank you for taking the time to post photos and forward your receipts to unlock@charitywater.org. We hope you're loving [@scottharrison](#)'s book!



1:29 PM - 7 Oct 2018

27 Retweets 76 Likes

VOTE

WE MARCH TOGETHER.

WE DREAM TOGETHER.

ON NOV 6TH, WE VOTE TOGETHER.

TOGETHER

WE VOTE

#TogetherWeVote

TUES NOV 6

It benefits me personally

4

PROTECT THE CRABCAKE POPULATION



HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL,
BEFORE THERE ARE NO GENUINE MARYLAND CRABCAKES.



www.ChesapeakeClub.org

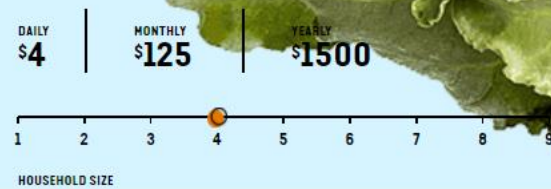


SHOPPING WITH A PLAN HELPS YOUR WALLET.

A 4-person family loses \$1500 a year on wasted food. Saving that would basically be a raise.



DRAG THE SLIDER TO SEE HOW MUCH YOUR
FAMILY COULD SAVE.



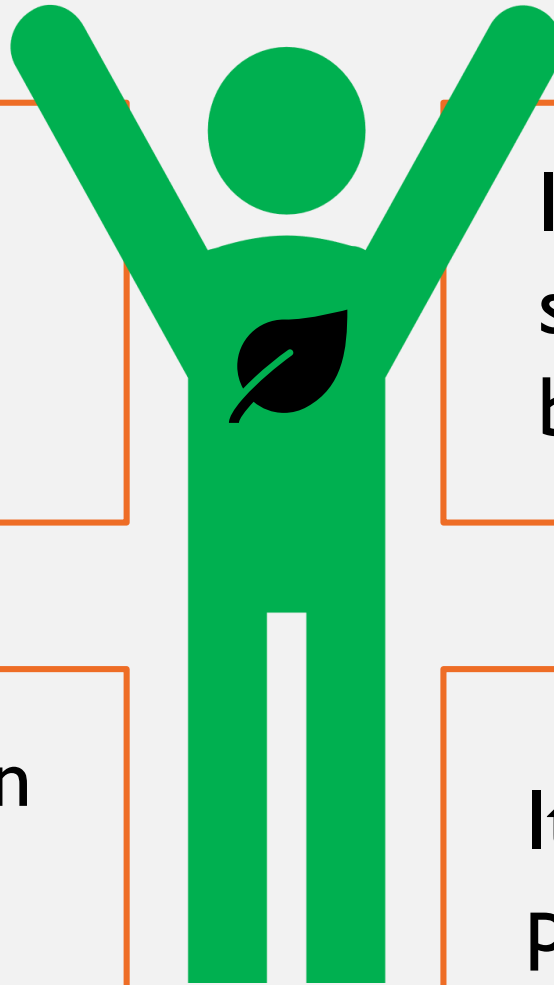


1

Other people
are doing it

2

It's easy and fun
to do AND it
has an impact



I'm part of
something
bigger

3

It benefits me
personally

4



Reframing

THE

message



Make the ask CLEAR + ACTIONABLE (focused on the DO)

Other people are doing it

Show & tell what others are doing, or what they're trying to do.

*We (togetherness)
Join us (invitation)*

It's fun, easy to do & it has an impact

Lead-in with the fun and/or easy aspect; follow-up with the impact.

Make them feel good about it.

I'm part of something bigger

Reinforce how their actions contribute to a much larger impact.

Leverage pride and a sense of purpose.

It benefits me personally

Focus on what they get out of it to answer "what's in it for me?"

Make it meaningful to THEM.



In Closing...



There are **a lot of** reasons why
people may not take action or
change their behaviors

All of which are valid (whether we like it or not)



Yet, there are also
amazing motivators we can add to
our communication that will
overcome those challenges





And we can use them no matter where or when we're reaching our audiences

Events

Interpersonal

Printed materials

Digital/Content

Outdoor

Signage

Give-aways

Press

Social media





brooke@broocketully.com
broocketully.com/rcp/

