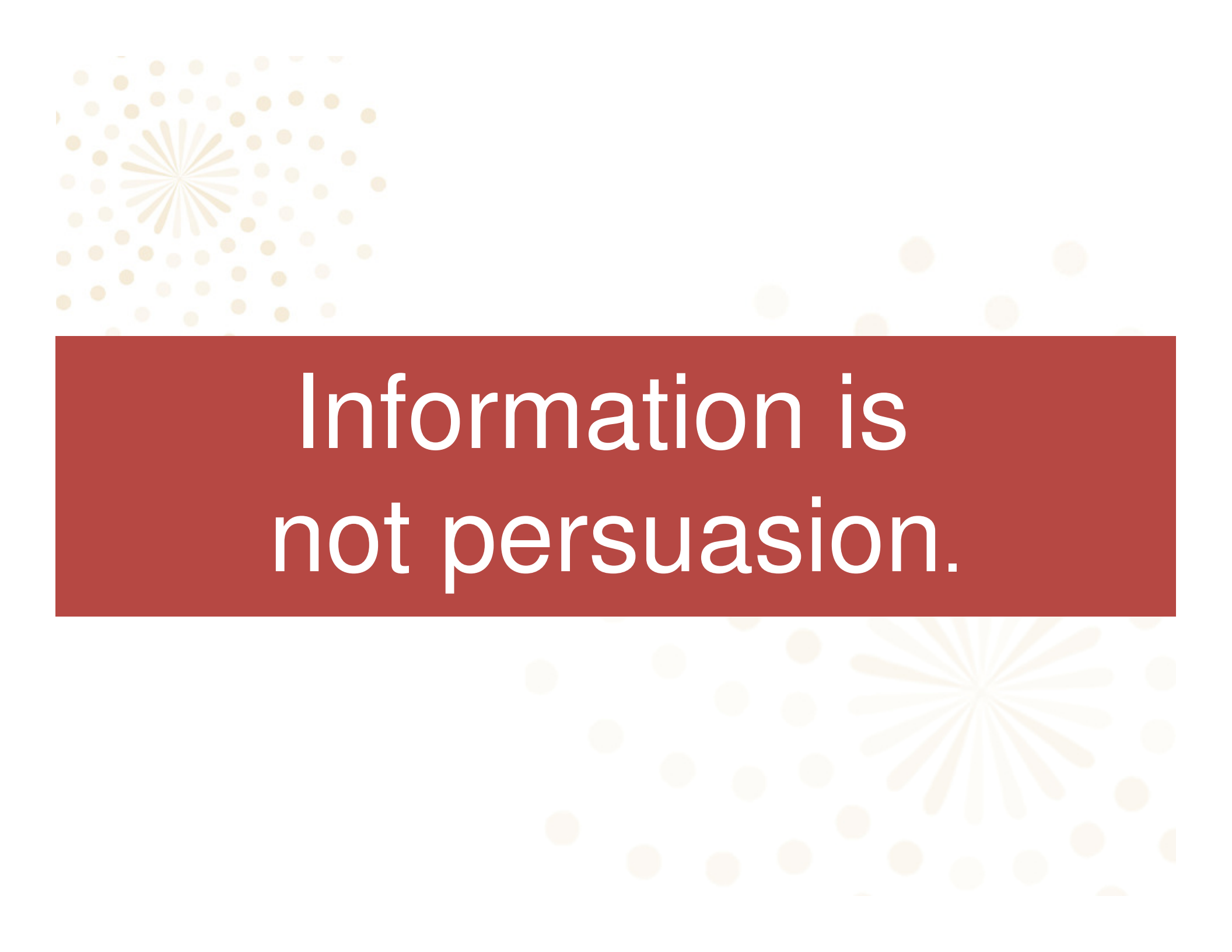




Activation Messaging

Kristen Grimm

The background features a light beige color with scattered circular dots and starburst patterns. A prominent starburst pattern is located in the upper left, and another is in the lower right. A solid red horizontal banner is positioned in the center of the image.

Information is
not persuasion.

persuasion

Encouraging people to act in their own interests.

vs. manipulation

Encouraging people to act *against* their own interests, often by lying.

www.activationpoint.org

Discovering the Activation Point

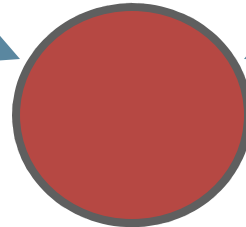
Smart Strategies to
Make People Act

..... Finding the Activation Point

Right People

Right Action

Right Time



Who and How Many



..... 3 Stages of Persuasion

1. Sharing knowledge



2. Building will



3. Reinforcing action



..... 3 Stages of Persuasion

1. Sharing knowledge



2. Building will



3. Reinforcing action





**85% OF CIGARETTE SMOKE
GOES INTO THE AIR. WHERE DO YOU
THINK IT GOES FROM THERE?**



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Public health insurance option

From Wikipedia, the free encyclopedia
(Redirected from [Public option](#))

 This article contains too much **jargon** and may need simplification or further explanation. Please discuss this issue on the [talk page](#), and/or remove or explain jargon terms used in the article.
[Editing help](#) is available. *(January 2010)*


WIKIPEDIA
The Free Encyclopedia

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Poll for AARP had only 37 % of respondents identify from a list of three what public option meant.

..... Make it Personal



| | |
|----------------------|-----------------|
| Groceries | \$63.29 |
| Credit card costs* | |
| Raised interest rate | \$11.88 |
| Overlimit fee | \$39.00 |
| TOTAL | \$114.17 |

Americans can't afford to wait for credit card reform

At a time when families are struggling to make ends meet, credit card companies have the power to raise interest rates and change account terms at any time. All major issuers studied by the Pew Health Group used practices that, according to the Federal Reserve, can cause substantial harm to consumers – adding hundreds or thousands of dollars per year to the cost of credit card purchases.

The Senate should join the House in passing strong, bipartisan credit card legislation now.

Call your U.S. senators today and urge them to stop unfair and deceptive practices by voting **YES on the Credit CARD Act (S. 414).**

CALL:

Senator Carper 202-224-2441 Senator Kaufman 202-224-5042



pewtrusts.org/creditcards

* Assumes this purchase puts you over your credit limit, is financed for one year, and the interest charge reflects the average rate plus typical bank-imposed rate increases.

..... **This is not an unusual problem**



..... Caution: Don't get stuck



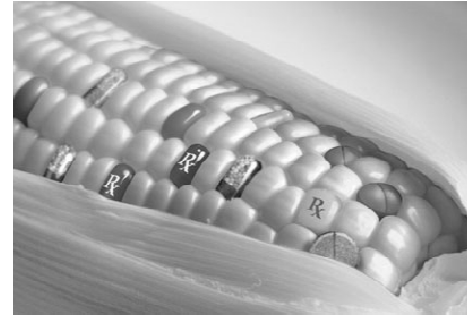
..... Caution: Don't get stuck



Teens who smoke
marijuana are five times
more likely to engage in
sexual activity

..... 3 Stages of Persuasion

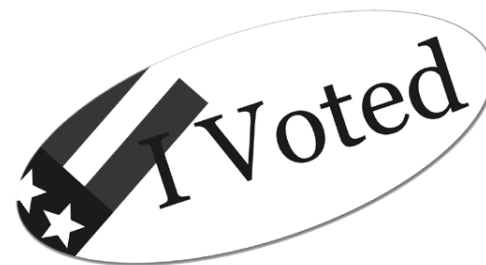
1. Sharing knowledge



2. Building will



3. Reinforcing action

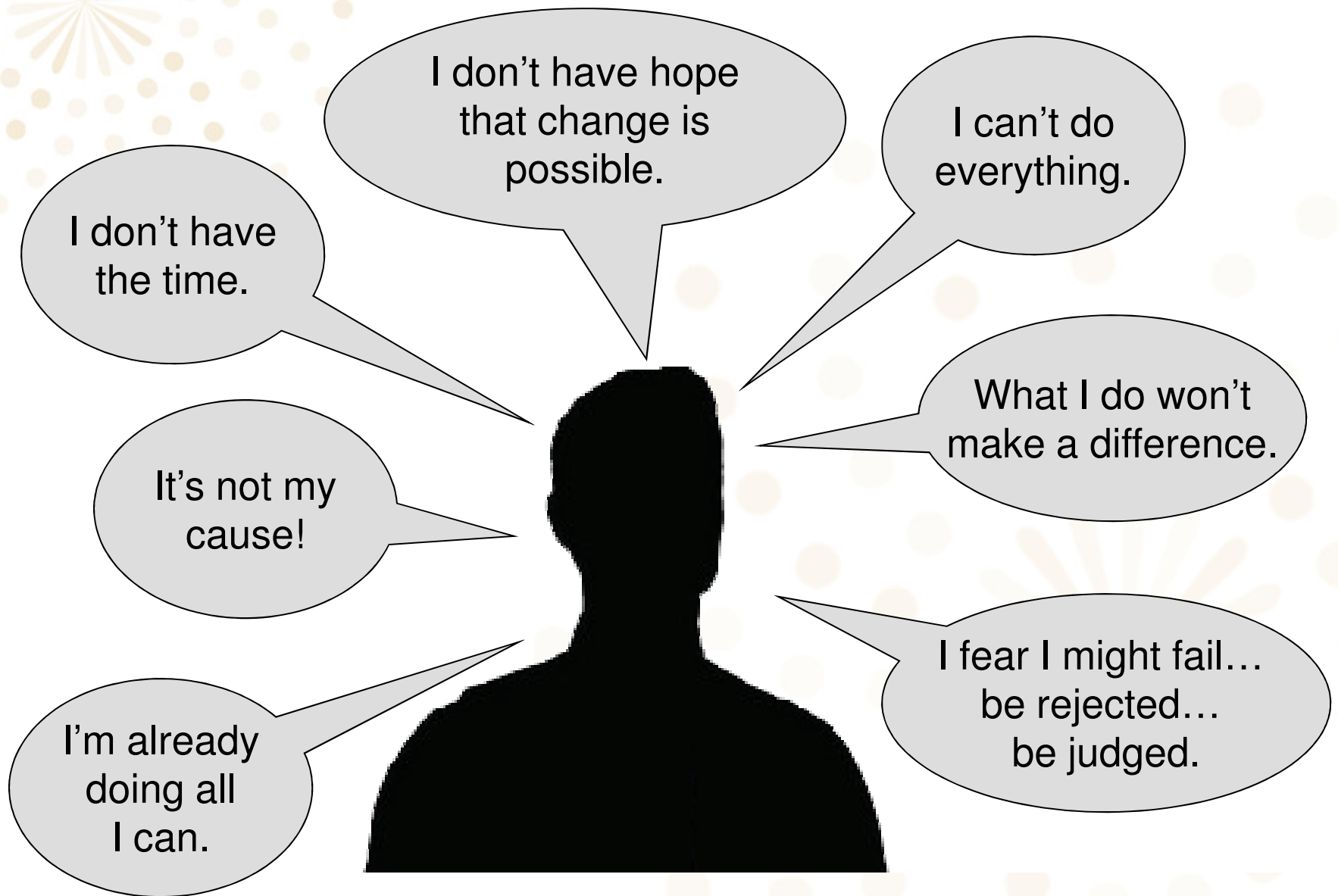


Building Will

What's Their Barrier?



Everybody Has a Barrier



What's the Barrier?

I am a stay-at-home mom,
and I play Internet poker.



Kelli – “Soccer Mom”
and Internet Poker Player

I'm the proud mother of two children, and I make a living playing poker online. I consider myself lucky – Internet poker gives me the freedom to spend quality time with my girls so I don't have to take time off of work for dance recitals or PTA meetings or playdates. By playing poker - online and on my schedule - I can earn a living while making my kids my top priority.

With poker, I have the freedom to provide for the people I love while playing the game I love.

I am a Poker Player. Congress, Support My Right to Play.



www.ThePPA.org

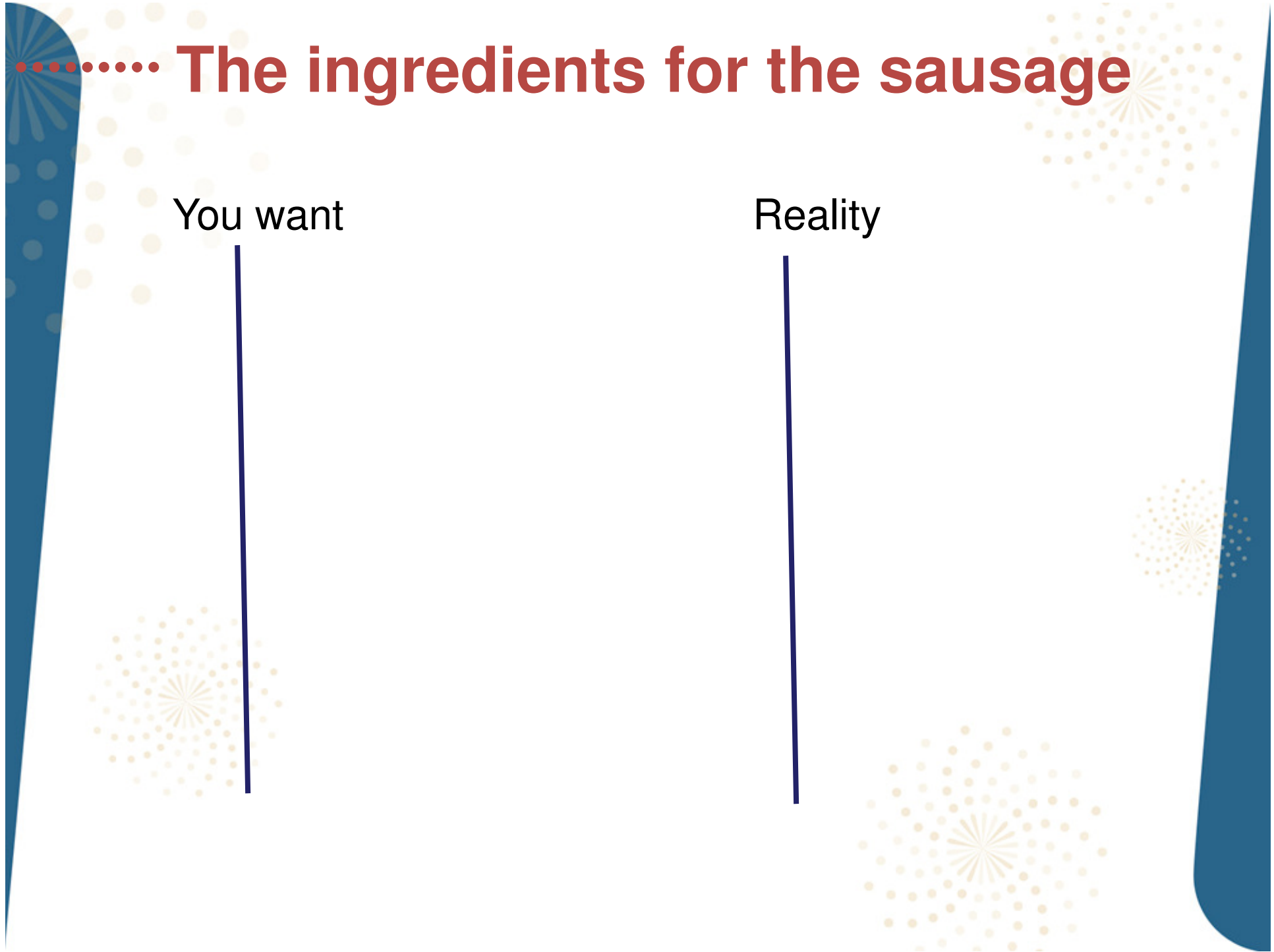
..... **Know what you are selling**



..... The ingredients for the sausage

You want

Reality



..... What we hope we are selling



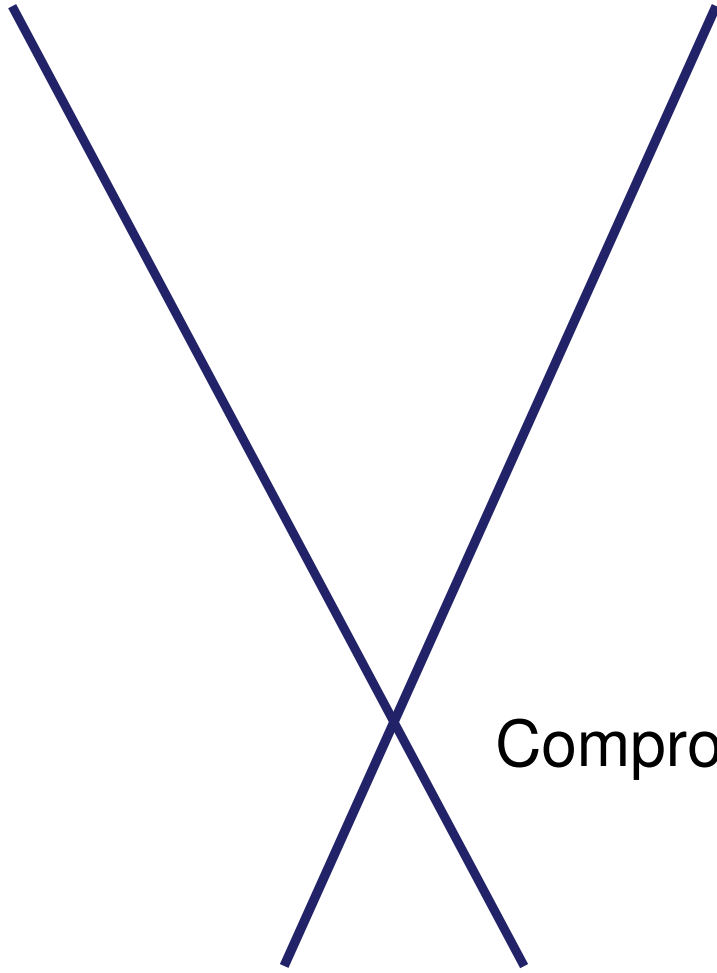
Compromise

..... More realistically selling



Compromise

..... **Even more likely**



Compromise

..... Good example of sausage selling

The Thune amendment is a license for self-defense across state lines.



..... **Barrier Busters**





..... **Barrier Busters**

1. Stay inside their comfort zone



..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk



..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk
3. Offer hope

..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk
3. Offer hope
4. Make them the hero

..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk
3. Offer hope
4. Make them the hero
5. Make it doable

..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk
3. Offer hope
4. Make them the hero
5. Make it doable
6. Be the perceived social norm

..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk
3. Offer hope
4. Make them the hero
5. Make it doable
6. Be the perceived social norm
7. Show a leader doing it first

..... **Barrier Busters**

1. Stay inside their comfort zone
2. Make the benefit outweigh the risk
3. Offer hope
4. Make them the hero
5. Make it doable
6. Be the perceived social norm
7. Show a leader doing it first
8. Consider their lifestyle

Comfortable or Big Benefit?



**= Affordable power
for Pennsylvania**

CLEAN COAL.
PENNSYLVANIASPOWER.ORG

Comfortable or Big Benefit?



**= Affordable power
for Pennsylvania**

CLEAN COAL.

PENNSYLVANIASPOWER.ORG

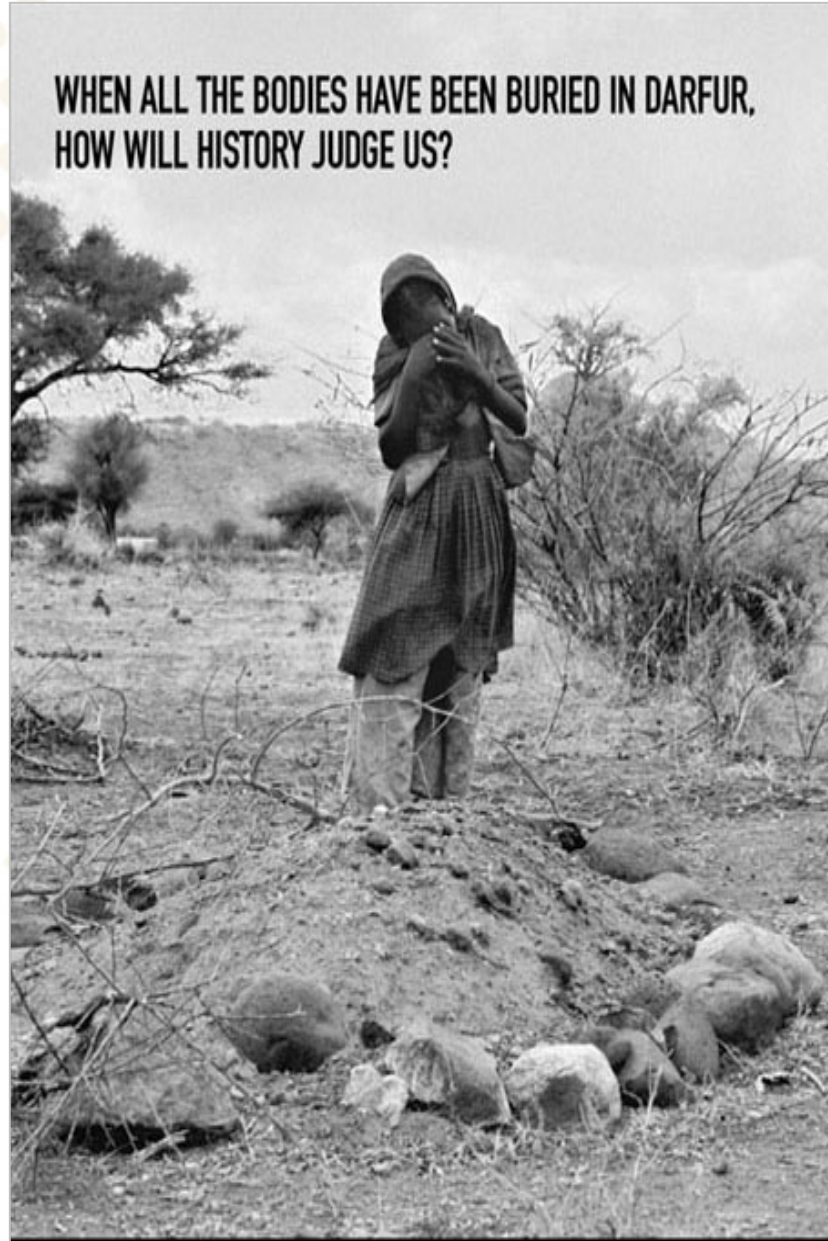




..... **Hope/Hero/Doable**



..... Hope/Hero/Doable



..... Hope/Hero/Doable

WHEN ALL THE BODIES HAVE BEEN BURIED IN DARFUR,
HOW WILL HISTORY JUDGE US?



Take the ENERGY STAR
Change a Light
Pledge



CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

..... Be the Perceived Social Norm

U.S. SENATE COMMITTEE ON HEALTH, EDUCATION, LABOR, & PENSIONS

Michael B. Enzi Ranking Edward M. Kennedy Chairman

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EMAIL THE COMMITTEE

Health Education Labor Pensions Hearings Bills

HEARINGS AND EXECUTIVE SESSIONS

Committee: Senate Subcommittee on Children and Families
Title: Writing the Next Chapter of the Family and Medical Leave Act – Building on a Fifteen Year History of Support for Workers
Date: Wednesday February 13, 3:00 p.m.
Place: Dirksen 430

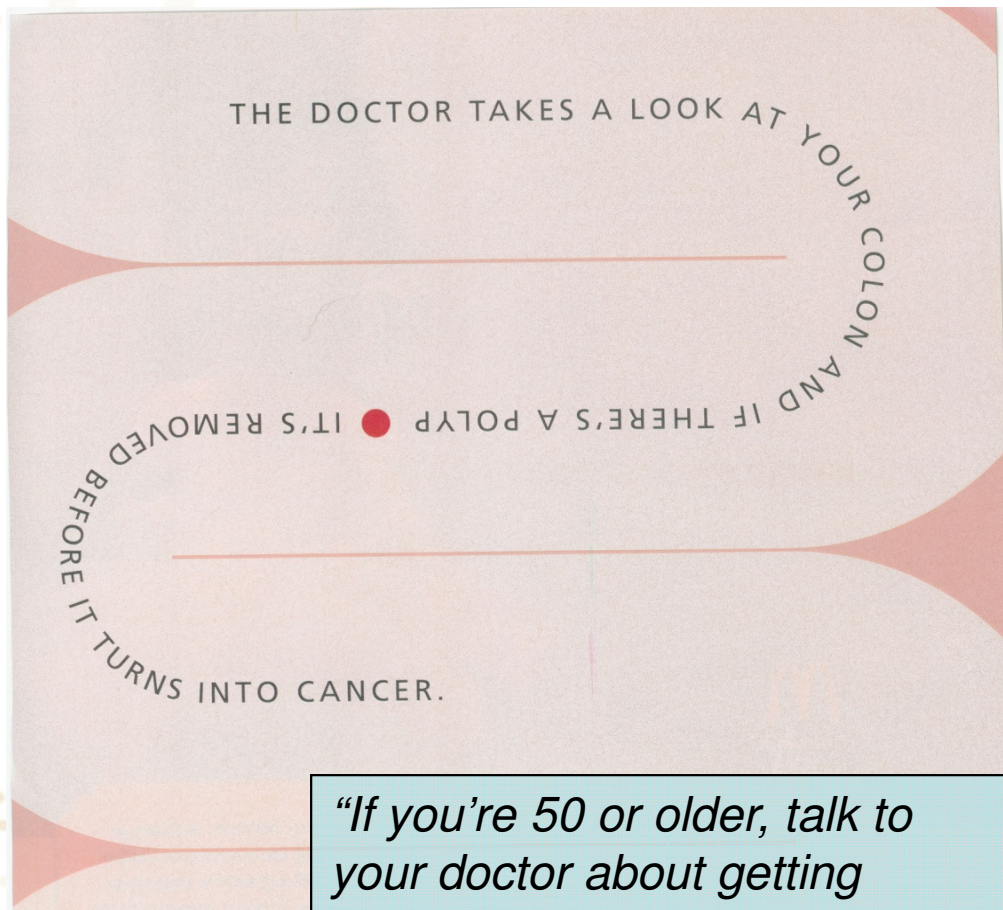
Audio / Video: Click [here](#) to view hearing
Hearing File:

 [Click Here](#) to download Real Player

Member Statements

 Senator Christopher Dodd  Senator Orrin Hatch 

In Action




THE DOCTOR TAKES A LOOK AT YOUR COLON AND IF THERE'S A POLYP ● IT'S REMOVED BEFORE IT TURNS INTO CANCER.

"If you're 50 or older, talk to your doctor about getting tested for colon cancer."

Now you know how you can prevent colon cancer.

If you're 50 or older, talk to your doctor about getting tested for colon cancer. For a free information packet on the different ways you can be tested, call 1-800-ACS-2345 or visit www.cancer.org/colon.



Hope. Progress. Answers.® 1-800-ACS-2345 www.cancer.org

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Stage 2 Check List

- Comfort zone
- Benefit outweighs risk
- Considers lifestyle
- Gives hope
- Makes them hero
- Shows a leader
- Perceived social norm
- Doable

..... Show a Leader Doing it First



..... Consider lifestyle

KOMENHouston

www.komen-houston.org



joining together
to eradicate breast cancer through research, education, screening, and treatment

WHO WE ARE | GRANTS | NEWS & EVENTS | RACE FOR THE CURE | GET INVOLVED | EDUCATION & RESOURCES

OUR SPONSORS



Diamond Partner

Sleep in for the Cure®

Sleep in for the Cure® is back by popular demand in 2006! This registration option is for supporters who prefer to enjoy the Race morning in the comfort of their home. Sleep in for the Cure® participants can register and fundraise on teams and are eligible for Pledge Program.

All Sleep in for the Cure® participants receive a Race T-shirt, snooze bib, Race bib (jacket), and In For The Cure® pillowcase donated by The Hotel Galvez and The Tremont House, W and the Harbor House, all on Galveston Island.

[Click Here to Register on a Team](#)

[Click Here to Register as an Individual](#)

[Affiliate Home](#)

..... In Action

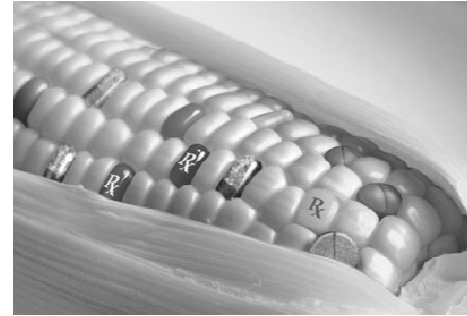


Stage 2 Check List

- Comfort zone
- Benefit outweighs risk
- Considers lifestyle
- Gives hope
- Makes them hero
- Shows a leader
- Perceived social norm
- Doable

..... 3 Stages of Persuasion

1. Sharing knowledge



2. Building will



3. Reinforcing action



..... Reinforcing Action



Thanks To Senator
Kirsten Gillibrand, 11
Million Children Now
Have Health Insurance



Children often lose their health care coverage when a parent loses their job. And in this tough economy, more and more parents cannot afford coverage. That is why Kirsten Gillibrand fought to provide 11 million children with health care coverage through the Children's Health Insurance Program.

Thanks to Senator Kirsten Gillibrand, 11 million children will get good medical care and their parents won't have to worry about them getting sick.

Covering America's children is an important step toward reform that will make quality, affordable health care available for every American.

Expanding coverage will make it easier for businesses to hire new employees and grow. That will help our economy get better, too.

Call Senator Kirsten Gillibrand at 202-224-3121. Tell her thanks for insuring our kids, and to keep fighting to make quality, affordable health care available for everyone.



Celebrate Wins



Celebrate Wins



U.S. Fish & Wildlife Service

**The Endangered Species Act
of 1973**

Capitalize on Guaranteed Timing



BY MARVIN JOSEPH — THE WASHINGTON POST

At his Southeast Washington barbershop, Clarence "Chile" Brace checks a patron's blood pressure. The shop is one of five in the District participating in a program underwritten by insurers to combat coronary heart disease, the leading cause of death among black Americans.

Clipping Away at Illness

Barbers and Salons Catering to Blacks Add Health Checks to List of Services

By DELPHINE SCHRANK
Washington Post Staff Writer

Tn the annals of beauty, the pompadour, the beehive and the Afro all had their day. Now comes the lifesaving haircut.

Brace, Ford and Wise are among African American barbers and beauticians in five D.C. shops with blood pressure machines and digital scales tucked between hair-drying bonnets and bottles of shampoo. They have been enlisted in a program underwritten by insurers CareFirst BlueCross BlueShield and the MedStar Research Institute to combat coronary heart disease, the leading cause of death among

Timing You Create

CoverThe
Uninsured

LET'S GET AMERICA COVERED

www.CoverTheUninsured.org

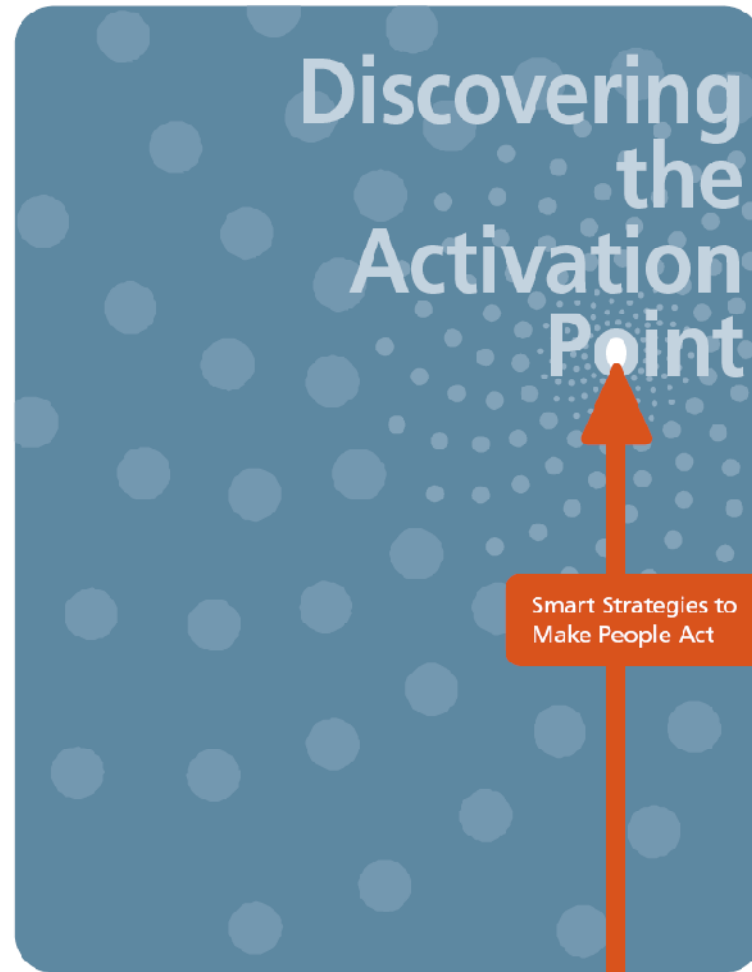
Unexpected Timing



..... Questions?



..... Check it out



www.activationpoint.org



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