Activation Messaging

Kristen Grimm
Information is not persuasion.
persuasion vs. manipulation

Encouraging people to act in their own interests.

Encouraging people to act *against* their own interests, often by lying.
Finding the Activation Point

Right People

Right Time

Right Action
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?
Poll for AARP had only 37% of respondents identify from a list of three what public option meant.
## Make it Personal

### Groceries
- Total: $63.29

### Credit Card Costs
- Raised interest rate: $11.88
- Overlimit fee: $39.00

### Total
- $114.17

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**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

* 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
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

I don’t have the time.

I don’t have hope that change is possible.

I can’t do everything.

What I do won’t make a difference.

It’s not my cause!

I’m already doing all I can.

I fear I might fail… be rejected… be judged.

I’m already doing all I can.
What’s the Barrier?

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

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.
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
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
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

saved a life between shifts
Hope/Hero/Doable
WHEN ALL THE BODIES HAVE BEEN BURIED IN DARFUR, HOW WILL HISTORY JUDGE US?
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

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
Stage 2 Check List

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

“If you’re 50 or older, talk to your doctor about getting tested for colon cancer.”
Show a Leader Doing it First
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 (just like the Runners!), and In For The Cure® pillowcase donated by The Hotel Galvez and The Tremont House, Washington, and the Harbor House, all on Galveston Island.

Click Here to Register on a Team

Click Here to Register as an Individual
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

Clipping Away at Illness

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

By Delphine Schrank
Washington Post Staff Writer

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

CoverTheUninsured
LET’S GET AMERICA COVERED

www.CoverTheUninsured.org
Unexpected Timing
Questions?
Check it out

www.activationpoint.org