



# Hack the Mind:

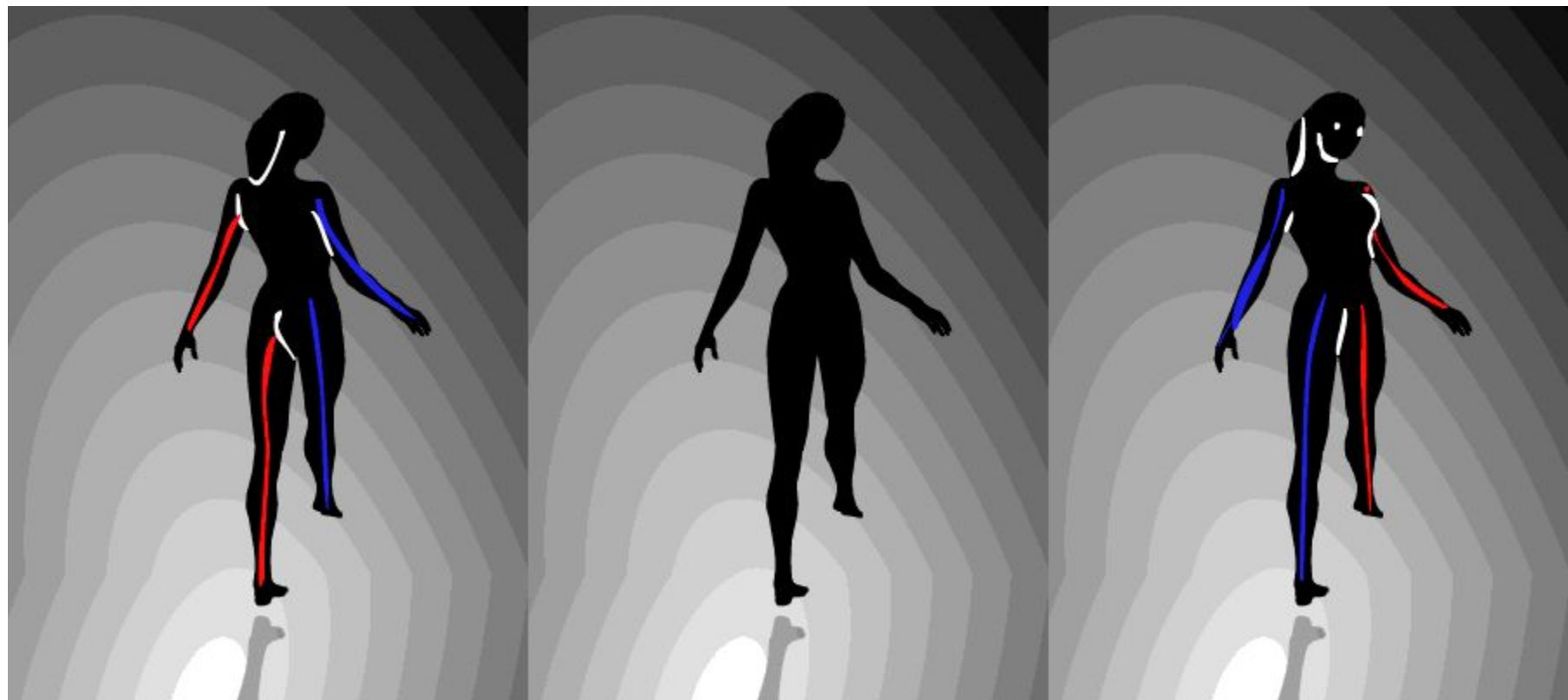
## Using Psychology to Boost Your Fundraising

MIGHTY

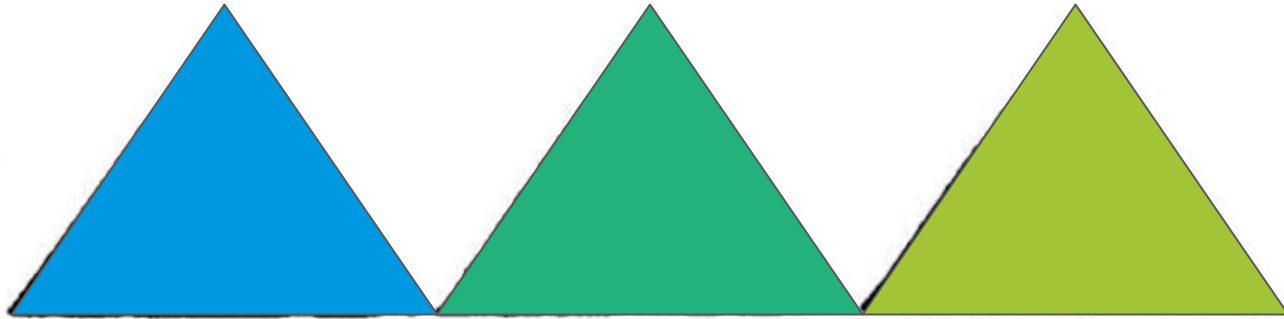


CITIZEN





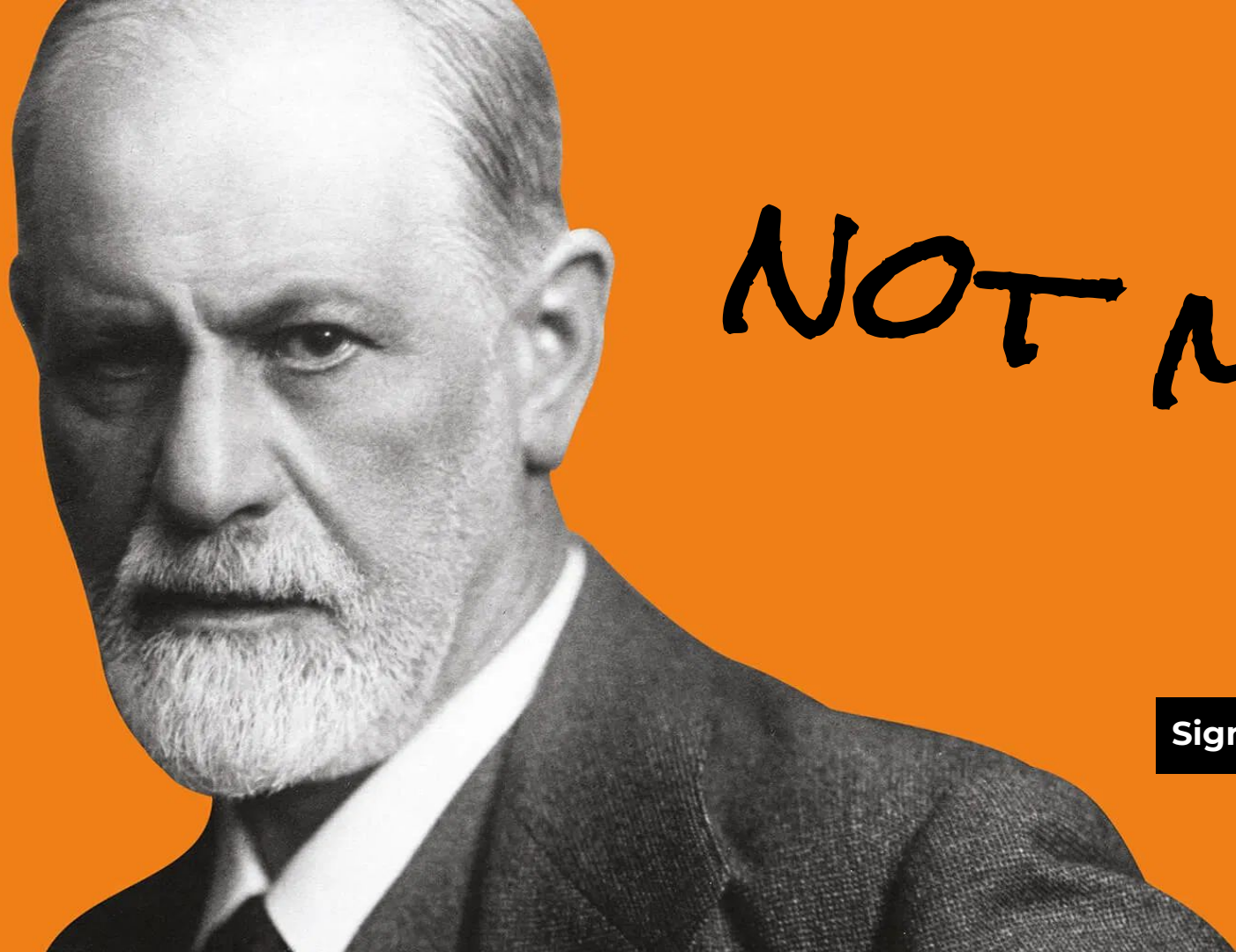
When the words appear,  
read them aloud as quickly as possible:



# By the end of this session, you should be able to:

1. Appreciate the complexity of the human mind—and how it responds to messages you put out
2. Begin experimenting with psychological “tactics” in order to communicate with your target audiences





NOT ME

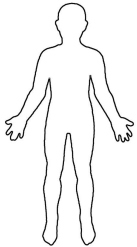
Sigmund Freud

# Jarrett Way

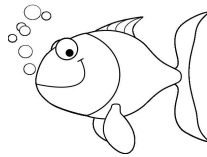
- Content & Digital Marketing Manager @ Mighty Citizen
- Six years of experience in mission-driven communications
- Writer, Communicator, Storyteller



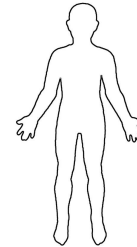
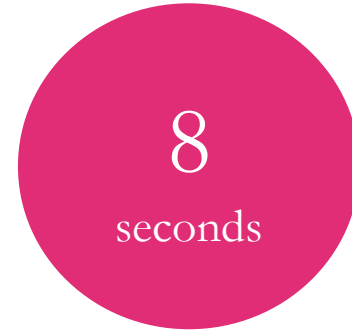
# Attention Span



Humans  
in 2000



Goldfish



Humans  
in 2013



# What Happens in an Internet Minute: 2020 Edition



# How Much Content is Created Every Day

**2,500,000,000,000,000,000**  
**bytes**

(that's 2.5 quintillion)

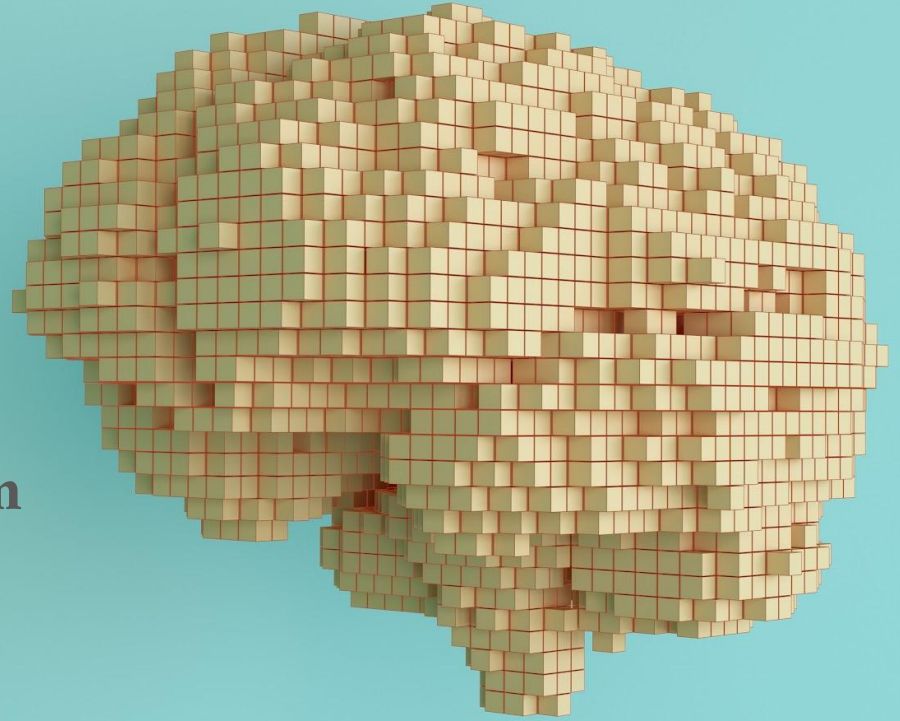


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# THE FRUSTRATINGLY AMAZING HUMAN BRAIN

Processes 400 billion bits of  
information per second

Is aware of only 2,000 of them



# A Quick Note About Psychographics



# QUESTION:

Does your organization have psychographic profiles of your users?



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**This is Deepa.  
Deepa is a member of  
your target audience.**



## DEMOGRAPHICS

Female  
Lives within 50 miles  
High-school grad  
Mother of three  
Business owner  
Immigrant  
High income  
Religious

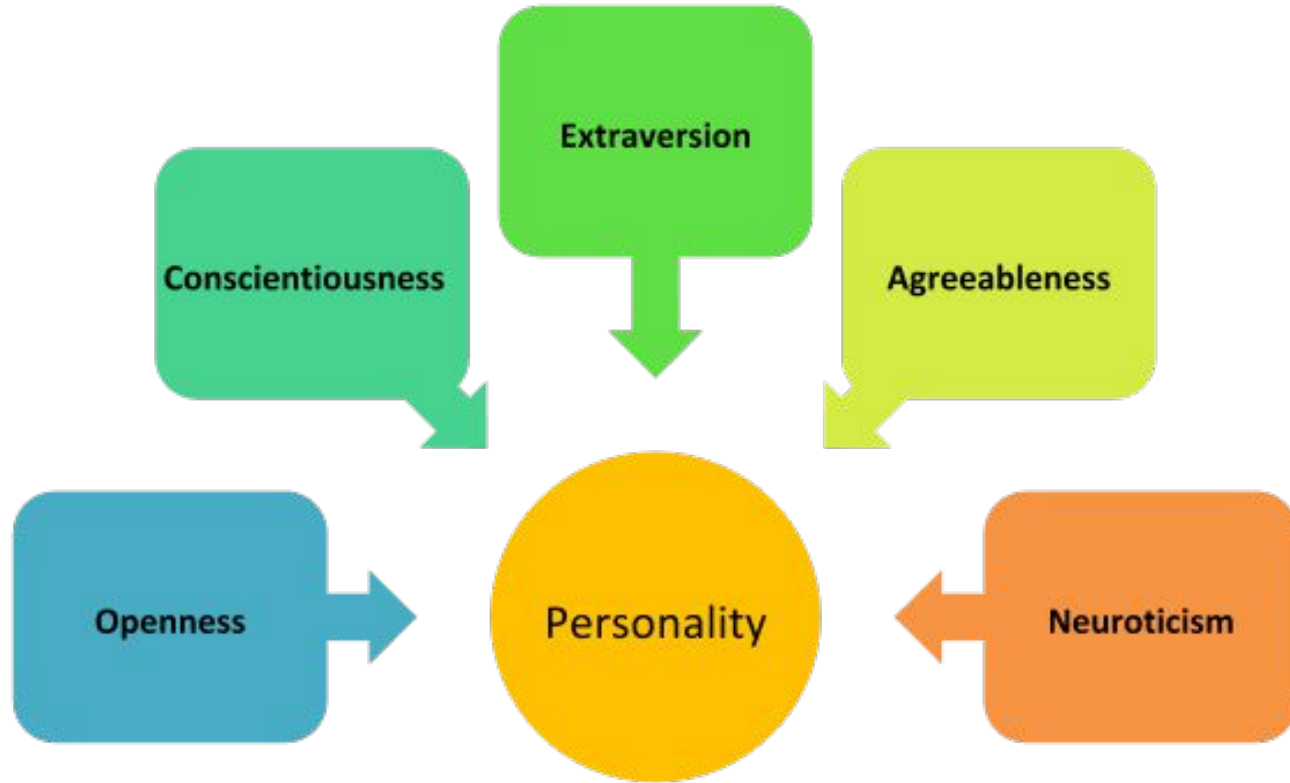


# PSYCHOGRAPHICS

Extroverted  
Aggressive  
Conscientious  
Traditional  
Family-focused









**DEMOGRAPHICS**



**COMMUNICATIONS  
STRATEGY**



**PSYCHOGRAPHICS**



**MESSAGES & CONTENT**

# How to Gather Psychographics

## 1. In-person interviews

*Pro tip: Use silence to dig deep.*

## 2. Focus Groups

*Pro tip: Start with a questionnaire.*

## 3. Surveys

*Pro tip: Question writing is key.*



# The Two Ways We Think



# Let's do some math!

$$2 \times 2$$

System 1

$$23 \times 17$$

System 2

391



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# System 1

Fast  
Intuitive  
Emotional  
Unconscious



# System 2

Slow  
Deliberate  
Logical  
Conscious



# So what does this have to do with marketing?

“If there are several ways of achieving the same goal, people will eventually gravitate to the least demanding course of action. Laziness is built deep into our nature.”

—Daniel Kahneman, *Thinking, Fast and Slow*



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# cognitive ease

*noun.*

The measure of how easy it is for our brains to process information



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# MACo

Montana Association of Counties

Health Care Trust   Property & Casualty Trust   Workers' Compensation Trust

## HAPPENINGS ON THE HILL: UPDATES FROM MONTANA'S CAPITOL

### HEARING SCHEDULE | STATUS OF MACo BILLS | POLICY BOOKLET

- Weekly Hearing Schedule
- MACo Resolutions & Legislation
- MACo Policy Booklet

Listed below are the bills that MACo is watching, which are scheduled to be heard for the current week. Higher priority bills are in bold. [Download a daily hearing schedule here](#) (includes all bills, not just MACo priorities). Be sure to scroll down the list to see everything.

FRIDAY, APRIL 28				
TIME	ROOM	BILL No.	SHORT TITLE	SPONSOR

**There will be no further bill hearings scheduled.  
Both the House and the Senate have adjourned, Sine Die.**

We will be putting reporting on the 2017 Legislative Session during our District Meetings, which are scheduled for the first week of June. Please find your district meeting by [CLICKING HERE](#), or go to the "EVENTS" section of this website.

### MACo LEGISLATIVE UPDATES

- Updates
- Happenings on the Hill

**Latest Issue of MACo's Legislative Update**  
Issue 19, Legislative Update: May 4, 2017

This is the final issue of MACo's *Legislative Update* for the 65th Legislative Session.

This week's issue features information about what comes after sine die as well as the current interim study resolutions that are being polled this week. Don't forget to check out the bills section; we've listed what happened over the session with MACo bills as well as bills we were watching—the MACo bills and higher priority bills include some additional information to better inform our readers.

# What produces cognitive strain...

## 1. Poor writing

*If the user has to read a sentence twice, you're in trouble.*

## 2. Too many choices

*Every piece of content should have a single call to action.*

## 3. Too many steps

*If you're asking the user to do something, it should be short.*

## 4. Unfamiliar design

*Don't try to reinvent the wheel.*





# We Are Nurse Practitioners

Providing High-quality Health Care 1.06 Billion Times Each Year

[Join AANP](#)

Shelagh L.  
Texas  
*Member since 2012*

# What produces cognitive ease?

- 1. Keep donor communications as simple as possible.**  
*Say the same thing over and over.*
- 2. Offload tasks from prospective donors whenever possible.**  
*If you don't need the donor to do something, don't ask them to.*
- 3. Give information more than you ask for it.**  
*Provide value more often than requesting it.*
- 4. Create more structure online and in fundraising emails.**  
*People consume content differently online than off.*



# Some Heuristics



# heuristic

*noun.*

any approach to problem solving, learning, or discovery that employs a practical method not guaranteed to be optimal, but sufficient for the immediate goals

a rule of thumb 



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# Affect

People make decisions quickly by bringing their emotional response into play.





About 440,000 Americans die each year from diseases related to smoking.  
90% of them started as teen smokers.



**truth**  
THETRUTH.COM





PHILIP MORRIS  
INTERNATIONAL



-66%

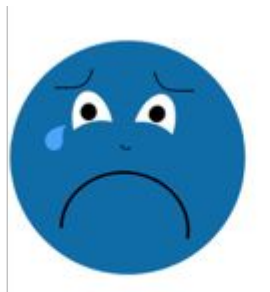
+36%



# How to use the **AFFECT HEURISTIC**



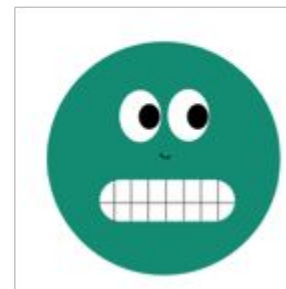
**MAD**



**SAD**



**GLAD**



**AFRAD**

# Anchoring

The human tendency to rely too heavily on the first piece of information offered (the “anchor”) when making decisions.



Question 1:

Is the tallest redwood tree in California more or less than 150 feet?

Question 2:

What's your best estimate of how tall the tallest redwood tree in California is?



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Question 1:

Is the tallest redwood tree in California more or less than **810 feet**?

Question 2:

What's your best estimate of how tall the tallest redwood tree in California is?



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Version A:  
**225 ft.**

Version B:  
**1,125 ft.**

Actual answer:  
**380 ft.**



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# How to use ANCHORING

Monthly  
**\$14.99**  
/mo/host  
*Billed monthly*

Annual  
**\$12.49**  
/mo/host  
*\$149.90 billed annually*

Save  
**\$30**







**Small - \$6**



**Large - \$12**



**Medium - \$10.50**



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# Decoy Effect

People tend to change their preference between two options when presented with a third option that is asymmetrical.



## **Question:**

I'll give you a technological invention—a breakthrough that will increase the country's wealth, make us more efficient and productive, and make our lives much more fun.

The only thing I want in return is that you let me swoop in every year, take 40,000 people at random, and kill them.

**QUICK QUESTION:**  
**Do you take the deal?**

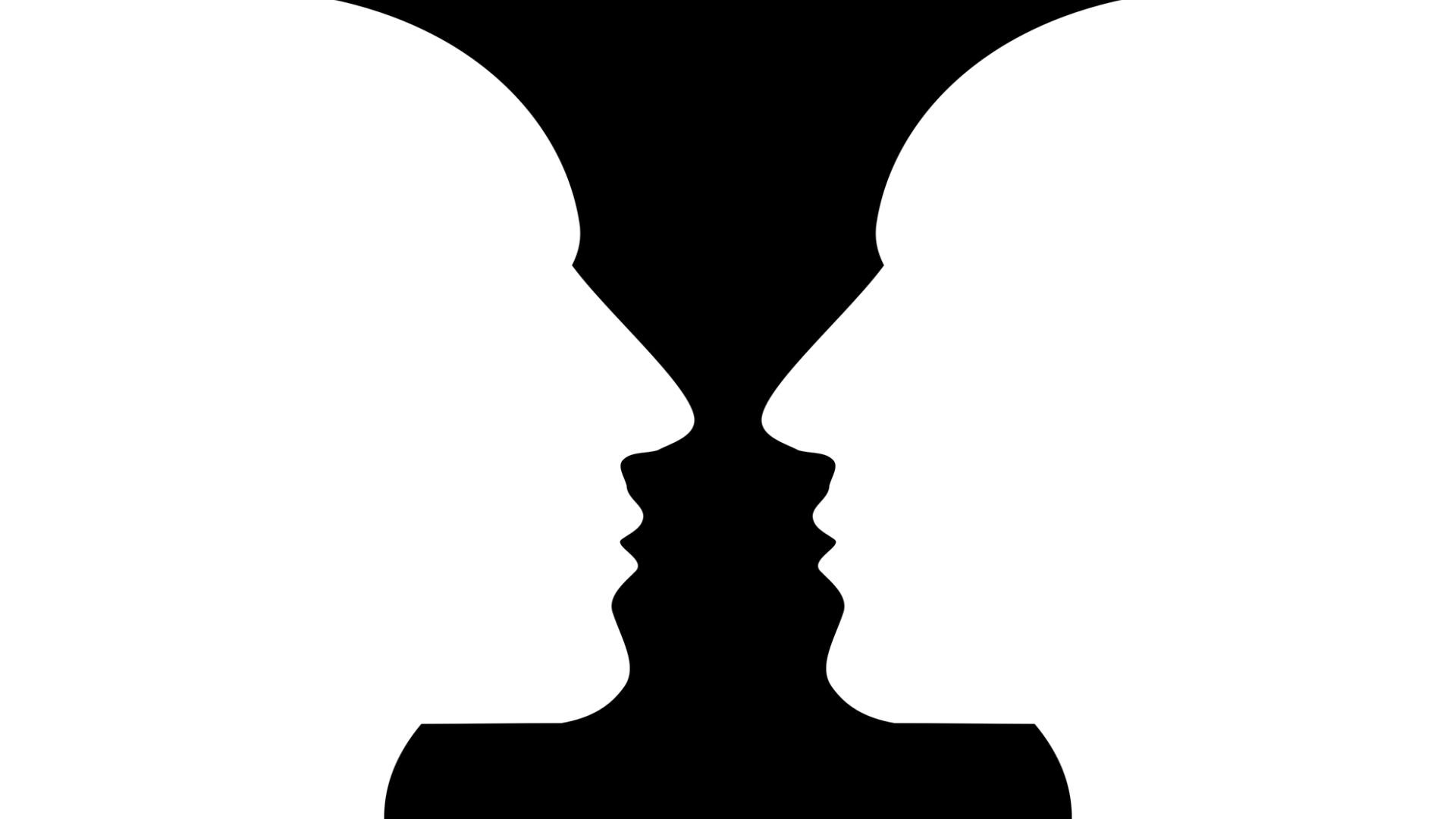




# Framing Effect

Our choices are influenced by the way they are framed through different wordings, settings, and situations.





# Notice the difference...

---

**Taxes are a “social burden.”**

**Drug addiction is a  
“law and order problem.”**

**We are facing a crisis.**

**Buying beef that is 80% lean**

**Taxes are an “investment in society.”**

**Drug addiction is a  
“public health problem.”**

**We are facing a challenge.**

**Buying beef that is 20% fat**



**A:**

“If you register **after** June 15,  
you will pay \$50 **more** for the event.”

Framing as a negative:  
**92%** registered early

**B:**

“If you register **before** June 15,  
you will pay \$50 **less** for the event.”

Framing as a positive:  
**67%** registered early



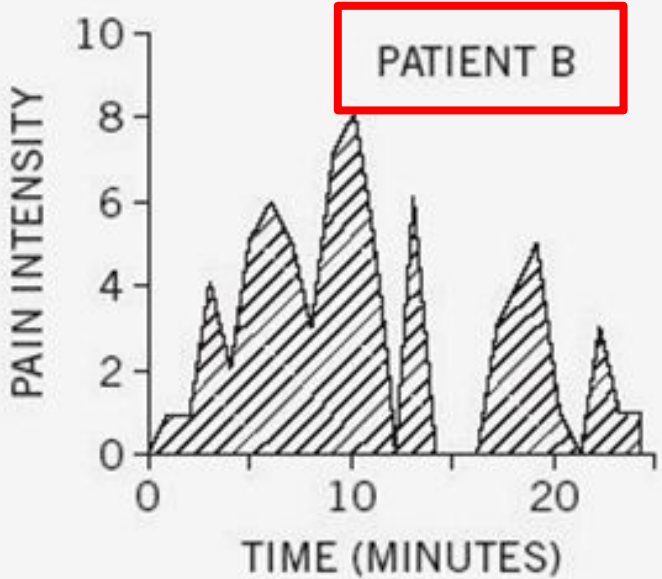
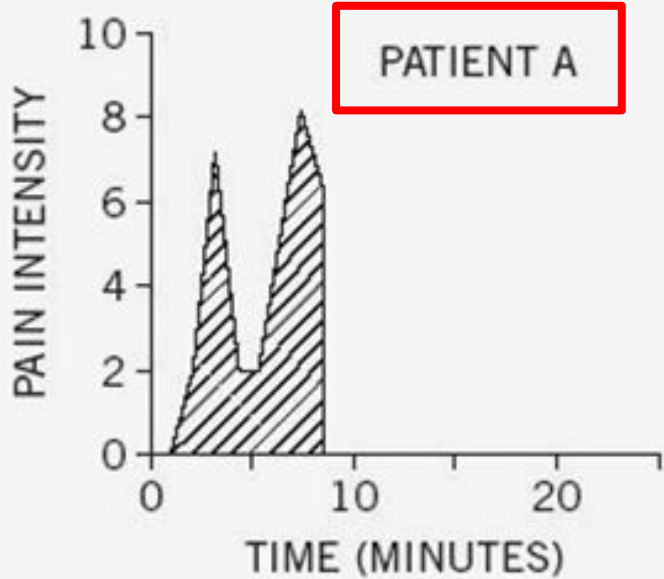
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# Peak-End Rule

People judge an experience based on an average of how they felt at the peak and at the end.





**QUESTION:**

**Which patient remembered the procedure as more painful?**

# How to use the **PEAK-END RULE**

Design an amazing experience at the end. Go above and beyond.

The Chewy logo is displayed in a bright blue, rounded, lowercase font.

I need to take a break to wash my hands.

While I do that,  
complete the following word in the chat box:

**S \_ \_ P**



Banana

Vomit



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# Priming

When people are exposed to one stimulus, it affects how they respond to another stimulus.



# Words create associations. Choose them wisely.

“You” versus “We”

“Join the giving club!” versus “Join the giving society!”

“Donation Form” versus “Donate Today”

Images matter too.





**CHALLENGER**  
SCHOOL

→ Traditional Methods.

→ Essential Curriculum.

→ Breathtaking Results.

🔍 Contact a Campus.



Start **Early**. Start **Right**.



Check out our students' **remarkable** standardized **test scores!**



Inspiring children to achieve since **1963**



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Sarah loves to listen to New Age music and reads her horoscope every day.

In her spare time, she enjoys yoga, aromatherapy, and attending a local spirituality group.

**QUESTION:**

**Which is most likely...?**

# Representativeness

People judge the probability of an event by finding a comparable “known event” and assuming that the probabilities will be similar.

Which is just a fancy way of saying we judge books by their covers.



# How to use **REPRESENTATIVENESS**

- Show your users what they expect to see.
- Use *their* vocabulary, not yours.
- When introducing something new (products, service, resource, etc.), compare it something already known.



# Summing it all up...

- Invest resources to segment your prospective donors by their psychographics—and then use those insights to craft your messages.
- Humans “think” using two systems—and you want people using System 1 more than System 2.
- Experiment with heuristics in your communications and discover what moves the needle.



# Thank You!



Get the:

- Slides
- Heuristic Cheat Sheet

[mightycitizen.com/hackthemind](https://mightycitizen.com/hackthemind)

Or email me at [jway@mightycitizen.com](mailto:jway@mightycitizen.com)