



How to Motivate People to Take Action

1 Limit Options

- More choices can make your audience feel overwhelmed
- Less choices lead to more satisfaction and your audience is more likely to take action
- Stick to the rule of three
- **Example:** The phrase Reduce, Reuse, Recycle is memorable.

2 Appeal to Identity

- Make it personal!
- Speak to people's wants and needs
- People believe they have a responsibility based on their membership in a common group
- **Example:** *Don't Mess with Texas* is a very successful anti-littering campaign that appealed to citizen's Texas pride.

3 Get Specific

- People don't respond well to vague and overarching claims
- Use specific examples to prove general conclusions
- This establishes credibility and promotes memorability
- **Example:** "We care about our customers" vs. "Extending opening hours for your convenience."

4 Reward Behavior

- Find ways to personally thank people that have taken steps toward your goal
- Show concrete evidence that what they are doing has an impact
- Rewarding repeated behavior helps to develop habits
- **Example:** Rewards cards at stores help to encourage repeated visits.



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5 Provide an Action Plan

- People respond better to clear and detailed language
- Tell them exactly what to do and don't leave out critical details
- Show the specific impact of their action (make it quantifiable if possible)
- **Example:** Studies found that more college students donated to a food bank when provided with a map to get there.

6 Appeal to Group Mentality

- People don't want to be the first one to act
- People are more likely to act if they know people have done it before them
- Use testimonials, case studies, or numbers
- **Example:** "In a typical month, nearly 2 million volunteers contribute more than eight million hours of their time."-Bob Aiken, CEO of Feeding America

7 Consider Convenience

- Consider ways that you can work to meet people's needs in a way that is convenient for them.
- Limit the effort they will have to make to meet your request.
- **Example:** College donation programs placed bins right outside student dorms to collect items. This simple change required minimal effort from the student.

8 Understand Worldviews

1. Absolutistic View (Seek order, strong faith in higher power)
2. Opportunistic View (Take advantage of the system, ends justify means)
3. Humanistic View (More to life than money, treat others well)
4. Systemic View (intersection between doing good and their own success)



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Evaluation Questions

1

Have you provided the appropriate amount of options?

2

Did you connect your message to your audience's identity?

3

Is your message understandable and specific?

4

Did you provide an incentive for people to take action?

5

Did you provide a detailed action plan?

6

Have you shown that they are one of many to follow your message?

7

Did you consider the needs and limitations of your audience?

8

Did you consider the values of your audience?