

Ideas That Stick

What are some of the ideas or concepts that have stuck in your life? Chances are they contain some of the topics in the book “Made to Stick: Why Some Ideas Survive and Others Die” by Chip Heath and Dan Heath.

Your ideas can stick in the hearts of your donors by using some of these same principles. Making your newsletters and presentations memorable, helps create long-term, engaged support team members.

Main Topics:

- 1. Make it simple.** A confused mind does nothing. The whole pie can be overwhelming, a “choice slice” can be delectable.
- 2. Make it unexpected.** Think about surprising people, like that guy who lost 100 lbs. eating Subway sandwiches.
- 3. Make it concrete.** The more you’re able to ground your ideas in someone else’s reality, the more they’ll stick. Understand your donor, relate your mission to their world.
- 4. Make it credible.** Statistics, graphics, before-and-after photos all help make your claims or story more believable. Pictures impact the heart far beyond words alone
- 5. Make it emotional.** We like logic, but we like emotion more. In fact, some experts argue that most decisions are made emotionally. So you want to appeal to both logic AND emotions.
- 6. Make it a story.** Ever since our ancestors gathered around campfires and Jesus walked the earth, we realize the power of stories in our life. They communicate and are relatable in ways only stories can do. A changed life story is what our listeners are waiting to hear. Statistics are good but stories are even better.

Being fully-funded one week at a time.

Gregg Glutting

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