#### What Advocates Need to Know to Spark and Sustain Action



#### Agenda

- Two engagement initiatives powered by data
- Can a behavior model inform advocacy?
- What are Tiny Habits?
- Bringing it all together
- Discussion and Q&A

#### How are we doing on engagement?

Not well.

In 2017, 29% of all email subscribers to environmental nonprofits completed an advocacy action at least once.

Yet only 8% of their subscribers completed an action three or more times in the year.

Environmental groups are the highest performers on this metric across nonprofit sectors.

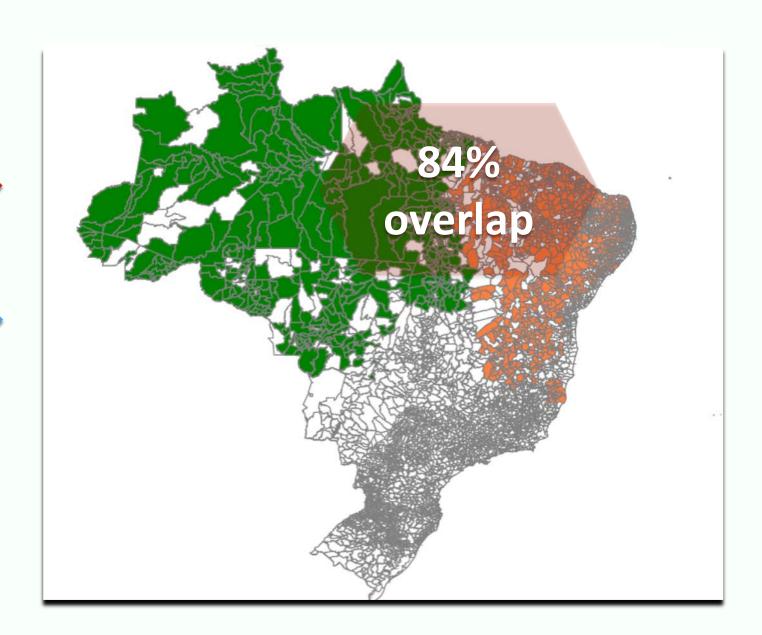
#### Brazil, 2016



#### How the Zika virus was spreading

Where the mosquito was prevalent

Where UNICEF works



#### The power of digital (in 2016!)



Population: 200MM

Brazilians connected to the

**Internet: 139MM** 

**(70%)** 

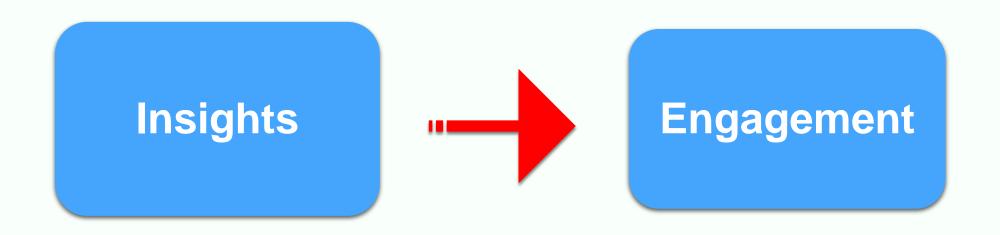
Brazilians on Facebook: 110MM (46% through smartphones)

#### Planning a digital response

- What are people talking about related to Zika?
- Who is talking?
- How can we engage people to protect themselves and others?
- How can we use what we learn to shape this campaign and future ones?

#### From insights to engagement

UNICEF relied on insights from Facebook, Google and Twitter to design a campaign that engaged people across the country to help combat Zika.

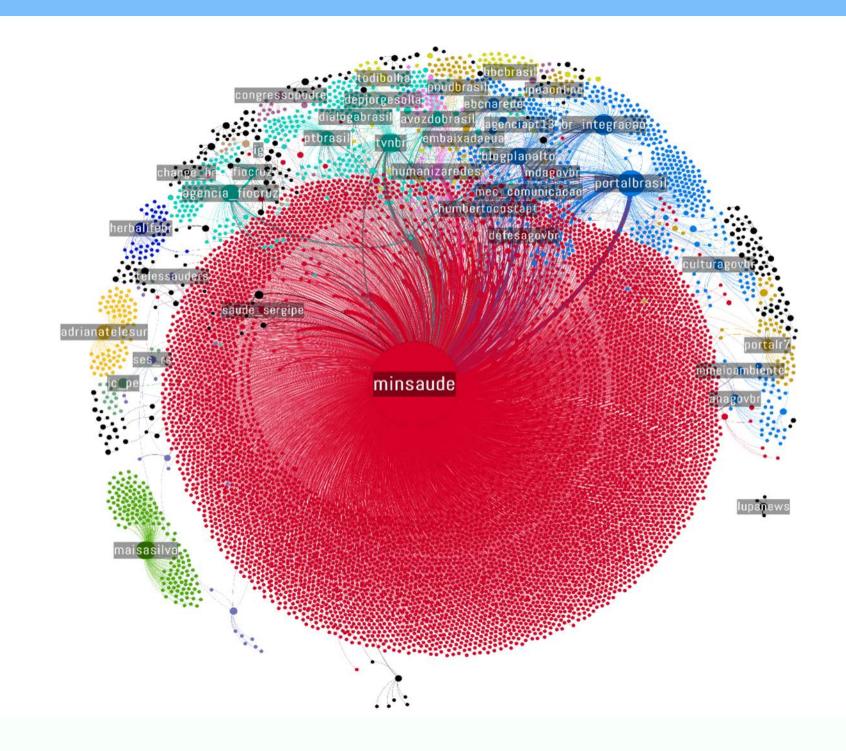






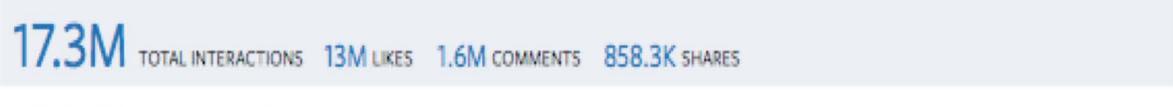


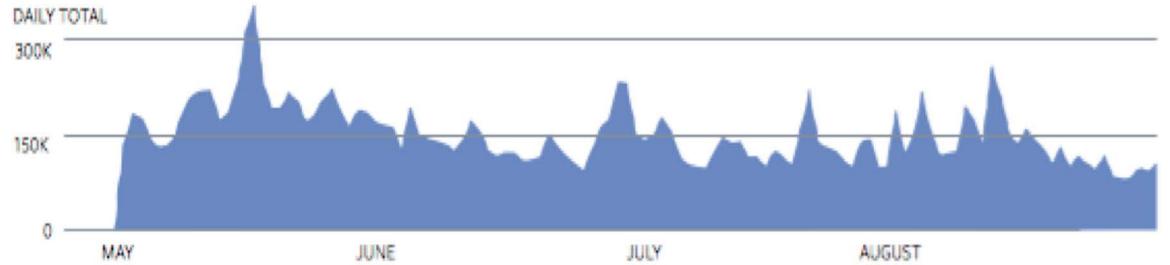
- Symptoms
- Fight against the mosquito
- Prevention
- Rumors



## Evolution of interactions, 2016

#### Zika interactions on Facebook May 5-Aug 31 in Brazil







What were people talking about?

33% Mosquito

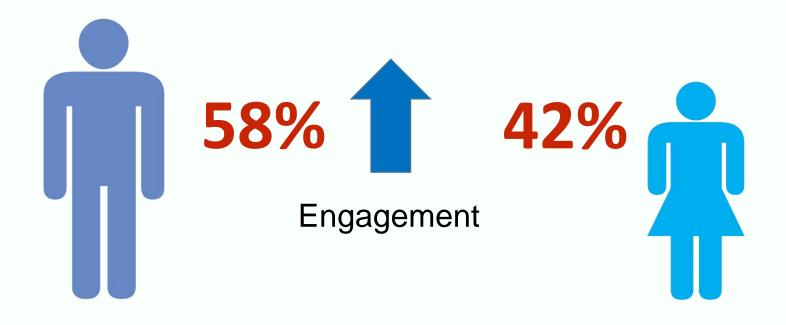
23% Dengue

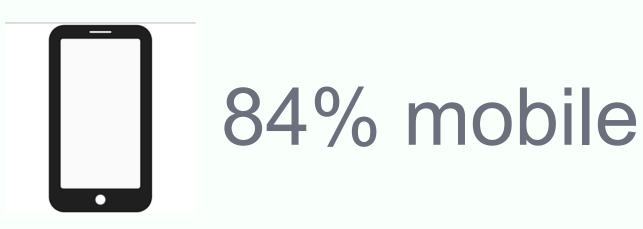
19% Chikungunya



- Vector Control
- How to protect yourself?
- Doubts about Zika
- Symptoms
- Myths and rumors

82% - 18 to 44 years old

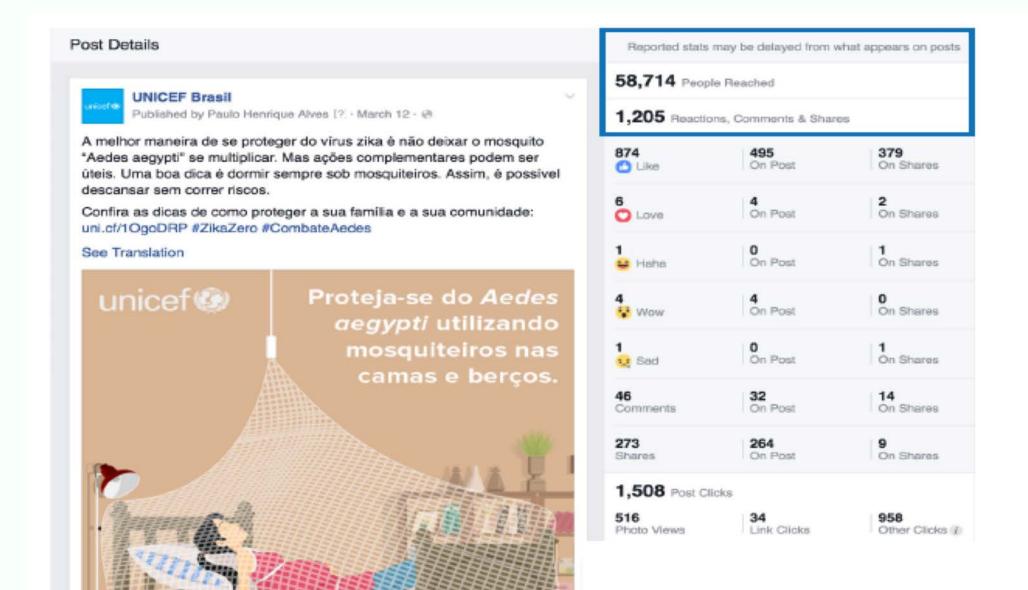




#### Brazil, 2016



#### Before we had insights





#### After we used the insights



#### **UNICEF Brasil**

Published by Paulo Henrique Alves (?) · April 29 at 11:42am · ₩

Este pai quer ajudar outras famílias a conviver com a microcefalia.

Quando soube que a esposa estava grávida, Felipe se encheu de expectativas. Começou a planejar a vida e se organizar para receber a filha. A notícia de que Graziela nasceria com o quadro de microcefalia trouxe medos e frustrações. O amor prevaleceu.

"A gente cria expectativas sobre a vida, a gente tinha outros planos. Ninguém quer ver uma filha passar por uma dificuldade. Vejo muitos pais se afastando das famílias porque não aceitam. Vejo que eles precisam de apoio psicológico para retornar para suas famílias, até porque as mães precisam muito do nosso apoio. O pouco que a gente consegue ajudar já é muito pra elas." Felipe Tavares, 30 anos, pai de Graziela Vitória, 4 meses. #UNICEF #ZikaZero #CombateAedes







#### The power of listening

Reach: 58,714 Engagement: 1,205 X

Reach: 3,461,439 Engagement: 224,919

The right message to the right audience at the right time.





#### Post-campaign survey

#### Raise awareness

Have you heard that UNICEF is working to limit the spread of Zika?

36%



# Take action

Do you plan to take action to protect yourself from Zika?

82%



# How do we go from one-off to longer, more sustained engagement?

#### Brazil, 2016



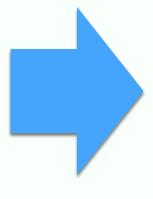
#### The 3-mo engagement journey

Join Team UNICEF

Synchronize an exercise app with **Team UNICEF** 

3













#### The 3-mo engagement journey

#### Complete 5km to unlock a donation for UNICEF







#### And stay engaged by exercising, learning and/or giving => Competition



Badges









Donate for the children









THE GREAT DONOR

THE EXPERT Run 3 days in a row

#### Brazil, 2016



## What was working ... and what wasn't

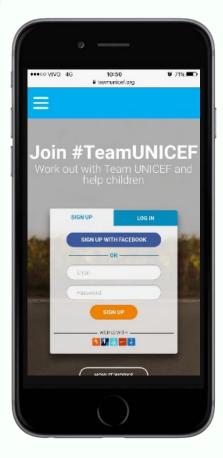
People were joining Team UNICEF

2

Many were not synchronizing w/ the exercise app

3

Many were not moving



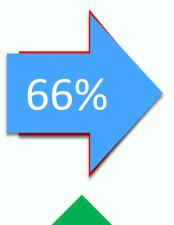










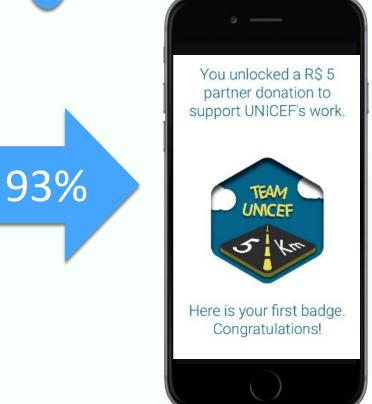




#### We course-corrected

4

#### Complete 5km to unlock a donation for UNICEF







### And stay engaged by exercising, learning and/or giving



















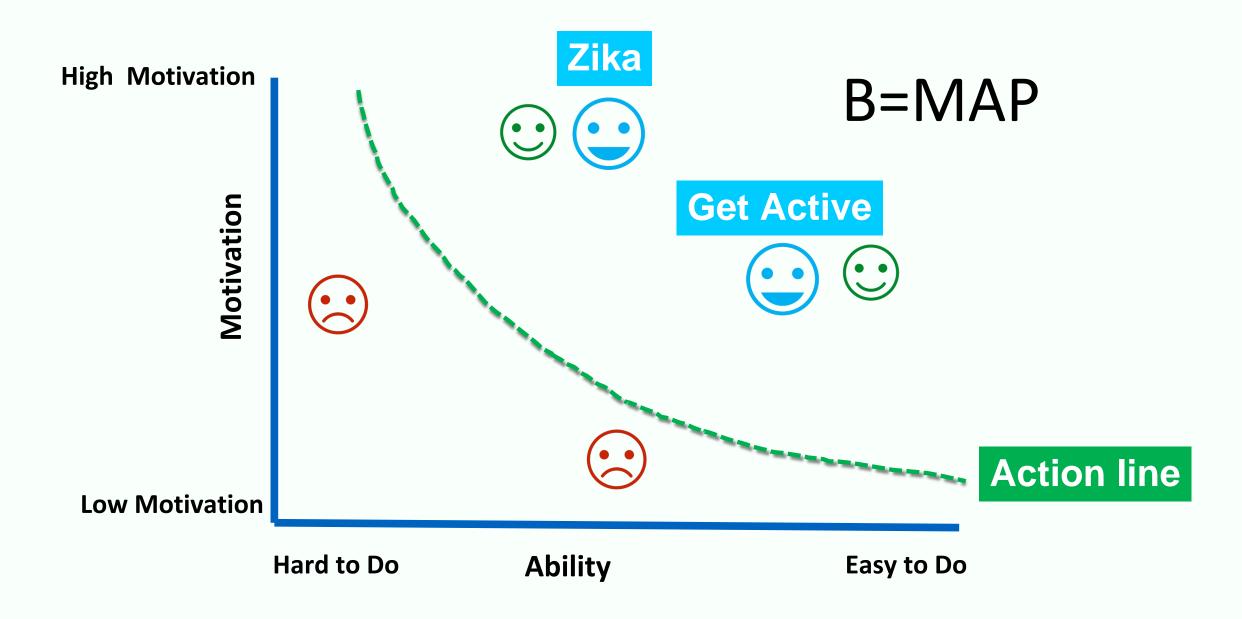
Run 3 days in a row

#### The power of understanding the journey

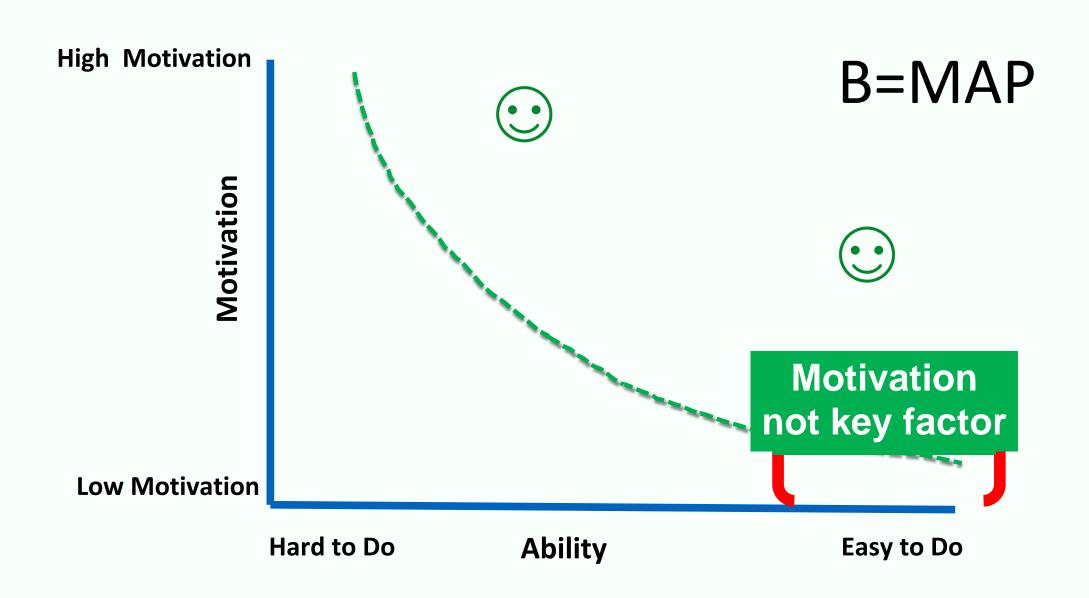
In three months
145 countries
34K participants

# Now, what would it take to move from the episodic towards sustained engagement?

#### Fogg Behavior Model



#### Learning from behavior design



#### What is a Tiny Habit?

#### A behavior that:

- You do at least once a day
- Takes you less than 30 seconds
- Requires little effort
- Is prompted by existing habits (anchors)

#### Tiny Habits: Two-part recipe

- After I brush my teeth, I will floss one tooth
- After I put my feet down in the morning, I will say this is going to be a great day
- After my head hits the pillow, I will say one thing I am grateful for
- After I pee, I will do two push ups

**CELEBRATE!!!!** 

#### Could we learn from Tiny Habits?

Consider easy behaviors... for your audience

- Today is tag-a-friend day
- FB fundraisers

Understand your audiences' habits; time actions accordingly

- Need a 3-min break from work emails? Read this story
- We got the perfect podcast for your morning walk
- Gearing up for X-Mas shopping? Try Amazon Smile: same experience + Amazon gives to your favorite charity

Going further: helping people develop their own generous habits

#### In sum

#### To successfully engage:

- Listen. Really listen, with the right tools
- Craft messages based on what audiences are concerned about

#### To sustain engagement:

- Stay in the journey with your audiences at every step
- Figure out what's not working for them, address it

#### To design effectively from the start:

- Consider audiences' motivation and abilities
- Start with easy, small behaviors
- Understand audiences' habits

## Let's discuss!

