

# WHICH

## Non-Profit Leaders Brief

bite-sized insights for busy non-profit leaders.

# SHOULD WE

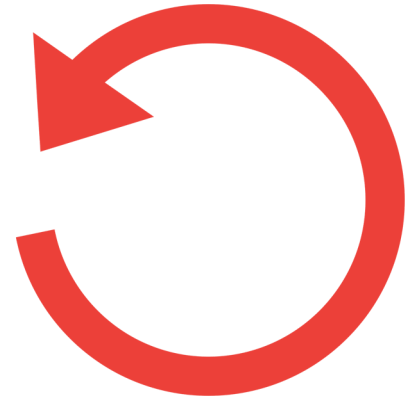
# attitudes or

# TARGET:

# behaviour?

**Conventional wisdom says:** if we can get someone to believe in our cause, they will take action for our cause.

**Science says:** get someone to take action for your cause, and their belief in your cause will grow stronger.\*



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The more we can create structures where regular people can **plug in, connect to each other, stand up for what matters**, the more possible it will be to transform the deepest injustices in our society.

- Nicole Carty, SumOfUs

## What does this mean for us in our organizations?

- Small, easy action asks like petitions or 1-click letter campaigns may not be enough on their own to sway government, but they do help build engaged audiences of advocates.
- Those who take small actions for your cause can then be called on to take slightly larger actions, as they self-identify more and more as advocates for your cause. Collect data so you know who these people are.
- These advocates, when empowered to execute their own actions rather than yours, will believe even more strongly in what they are doing.

\* These insights are from Allan R. Gregg's forward to the book "Engagement Organizing: The Old Art and New Science of Winning Campaigns" by Matt Price.