

Taking action

Procrastination/ Pre-commitment

Consequences,
Milestones and
roadblocks you set up to
keep yourself on track.

Taking action

Relatable / Empathy

People relate to people
like them. Their empathy
for different people is
greater when personally
identifiable.

Taking action

Action-goal gap / planning fallacy

People don't actually do
what they intend to do.
People underestimate
how long things will take.

Taking action

Goal effect

People work harder
the closer
the goal gets.

Taking action

Relatable / Empathy

YOU'RE HELPING YESHI GROW

Yeshi used to starve when the rains didn't fall, often going for days without food.

We helped her family to grow more nutritious food and now she's healthy, happy and strong.

With your help, we can save more children like Yeshi.

Thank you!

Photo: Ken Hagglin/Corbis
Worldwide/Ethiopia 2013



Application:

What is the role of testimonials and making them relatable to your audience? The role of storytelling about the beneficiaries.

Taking action

Procrastination/ Pre-commitment



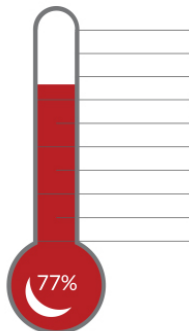
Application:

People will delay updating a Will. This is demonstrated by the long time prior to death that the last Will is written.

Taking action

Goal effect

Fundraising Goals



Application:

What goals are achieved by updating ones Will? These will change over time and by life-stage. Organisational goals and vision.

Taking action

Action-goal gap / planning fallacy



Application:

It is common to hear about supporters who have pledged a gift to a charity in their Will but it is ultimately unrealised as the Will is never updated.