

THE NGO ACADEMY'S

*Advocacy
Algorithm*



with Karen Judd Smith

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Advocacy Algorithm



Module VI: Lesson 26

The Power of One: *Your One Big Sticky Idea*

WHAT WE'LL COVER

- The power of **ONE**
- It needs to be “**sticky**”
- 6 Principles of an OBSI
- The 4 U's of communicating your OBSI

WHAT WE'LL COVER

- 6 Ways to Convey Your OBSI
- The power of **VERBS**
- A Brief intro to the **3 Dimensions** of human nature & 3 levels of communication...
- Final thoughts on OBSIs

THE POWER OF ONE

- This can **make or break** your advocacy
- Essential to *change leadership*
- Must **thread** your entire advocacy effort: be **thematic**
- NOTE: People don't really even remember 3 things, so stick with **ONE**, and be memorable!

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has....”

Margaret Mead

MAKING A DIFFERENCE

If each grain of sand were to say:
One grain does not make a mountain,
There would be no land.

If each drop of water were to say:
One drop does not make an ocean,
There would be no sea.

If each note of music were to say:
Each note does not make a symphony,
There would be no melody.

If each word were to say:
One word does not make a library,
There would be no book.

If each brick were to say:
One brick does not make a wall,
There would be no house.

If each seed were to say:
One seed does not make a field,
There would be no harvest.

If each of us were to say:
One person does not make the difference,
There would never be love and peace on earth.

You and I do make the difference,
Begin today and make the difference.

THE POWER OF ONE

- How it can be **better/cheaper/faster/easier**
- Able to **inspire** (emotion/preference)
- It must be **right**
- And yes, it needs to be **sticky**

6 PRINCIPLES OF ONE BIG (STICKY) IDEA

- Simplicity
- Useful / Credible
- Unexpected
- Concrete / Specific
- Emotions
- Stories / Interesting

Chip Heath, Dan Heath
“Made to Stick”

THE **4 U'S** 4 COMMUNICATING YOUR OBSI

- Useful
- Urgent
- Unique
- Ultra Specific

6 WAYS TO CONVEY YOUR **ONE** BIG IDEA

- Promise
- Invitation
- Problem - Solution
- Secrets & Systems
- Story
- Predictions

THE POWER OF THE **VERB**

- Adjectives — Fluff
- Verbs — Substance and excitement

Today's Homework ...

What do you think is the key theme of your NGO's work in the UN context? (This may differ from local presentations of your NGOs work.)

How do you think you might be able to succinctly, convey that in a "sticky" way?

- The way it is conveyed?
- An "idea whose time has come"?
- A counter-intuitive story from the field?
- Innovative outreach methods consistent with your OBSI?



