

# How to Hack the Brains of Donors, Members and Other Humans



**Nancy Harhut**

- 1. Your work is so important**
- 2. Special interest in fundraising since I was 8!**





**Secret weapon**

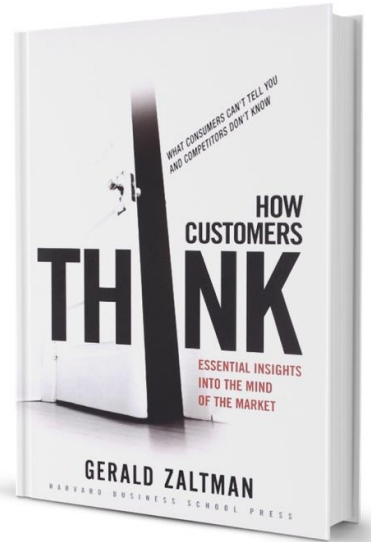


**Aunt Bertha**

# Behavioral Science

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“95% of purchase decision-making takes place in the subconscious mind.”



— Gerald Zaltman, Harvard Business School, “How Customers Think”

# Hack #1

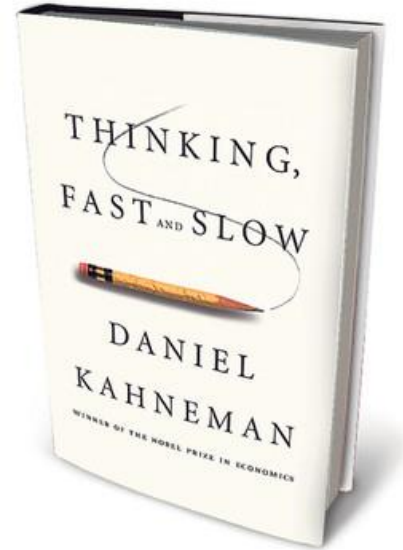
Brain prefers simple & easy

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“The brain doesn’t like logical, rational, conscious thinking—and will take any shortcut it can.”

— Daniel Kahneman, “Thinking Fast And Slow”  
Nobel Prize, 2002



- Often not rational / deliberate
- Automatic, instinctive, reflexive response
- Conserve mental energy

# Cognitive Fluency

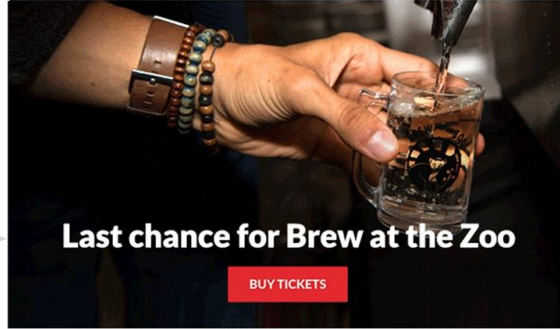




Subject: Exclusive Brew at the Zoo offer for

 Bronx Zoo

BUY TICKETS



Last chance for  
Brew at the Zoo

Can you feel that in the air? Gone are the days of sweating on a subway platform and beating the heat by your air conditioner. At long last, it's finally fall and the leaves are crunchy, the apples are ready to be picked — **and Brew at the Zoo is next week!**

We'll have all your fall favorites: beer and wine, live music, and the Bug Carousel, plus new spooky fun for our **Halloween Brew on Friday, October 19!** *And this is your last chance to get tickets.* Brew at the Zoo regularly sells out, and we want to see you there! We asked some of the animals, and they're staying up late to see you too.

[Get your tickets now, and use code BREWFINAL for 15% off!](#)

Tear up the dance floor with your friends in your group costume or dominate in animal IQ bar trivia. Sample your new favorite beer and discover a go-to food truck. You'll definitely want bring someone along on the haunted trail to grab onto!

[Don't miss this chance to get your tickets, with a special 15% discount, only unleashed when you enter code BREWFINAL at checkout.](#)

**"Thank you for voting us #1  
THREE years in a row!!"**



**WINE, CHEESE & BREW**  
GIFT BASKETS TOO...



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(508) 42-WINES (429-4637)

**THE WINE HOUSE**  
www.thewinehouseinc.com  
got.wine@comcast.net

Wine Tastings every Friday  
5:30 to 7:30 pm - FREE!



**The Wine House Newsflash**

**Hello Wine Enthuslasts!**

Hope you all had a nice Mother's Day. Even though I had to work, I enjoyed the day because I got to spend it with my 3 favorite people - Mom, Dad & Scott! If only Bosco could have joined us...



It's going to be tough to beat last Friday's lineup this week - hope Mattie is up for the challenge! Everyone loved the assortment of wines Greg had - especially the Spanish Vermouth (which is now back in stock, and still available for \$19.99).

Our improved 'Make your own six pack' of beer is really catching on. Over 60 brews to choose from and just \$10.99. Great way to try the seasonal varieties.



Our authentic Italian salami is also flying out the door! We were almost sold out but thankfully another delivery arrived yesterday. Choose from four fabulous flavors: Rosemary, Italian herbs, Red Pepper & Black Pepper. Delicious & \$6.99! We've got 2 new awesome cheeses in from France and the Stilton with Mango & Ginger is back!

A LOT of new wines found homes here last week; I think I finally finished writing descriptions for them. Six were featured at last Friday's tasting. Now we have another 5 new ones to show off this Friday - 4 French and the new vintage of Shannon Ridge Petite Sirah (this is THE BBQ wine!). See the lineup below.



We're working with Il Forno Restaurant in Ashland, planning an Italian Wine Dinner. Menu is in the works - please save the date: Monday, June 6th! I'll let you know when you can call for reservations. It is going to be spectacular!



Fwd: Next "Wine Wars" Scheduled!

**"Thank you for voting us #1  
SEVEN years in a row!!"**



WINE, CHEESE & BREW  
GIFT BASKETS TOO...



SPECIALTY CHEESES · UNIQUE FOODS & GIFTS

76 Central Street, Holliston, MA 01746  
(508) 42-WINES (429-4637)

**THE WINE HOUSE**

[www.thewinehouseinc.com](http://www.thewinehouseinc.com)  
[got.wine@comcast.net](mailto:got.wine@comcast.net)

Wine Tastings every Friday  
5:30 to 7:30 pm - FREE!

## Tonight's Wine Tasting

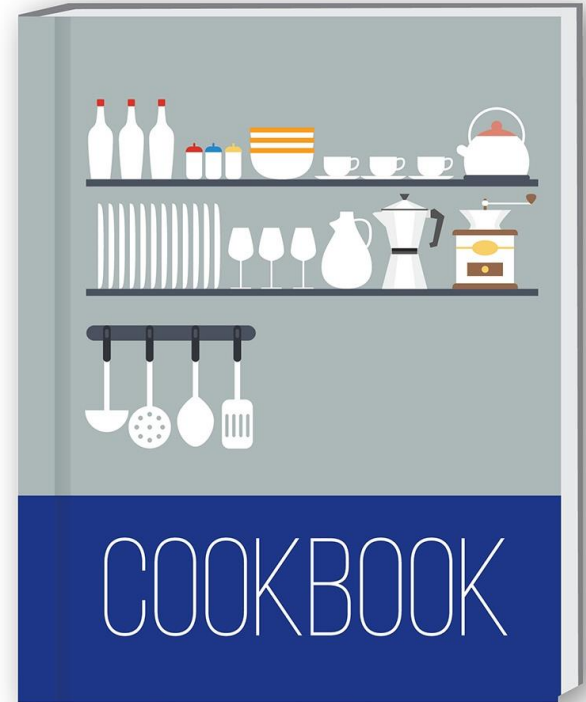
Friday, January 16th  
5:30 to 7:30 p.m.

Tonight we are 'California Dreamin' as Sunny Sheri (of Sun Wholesale) takes us to the West Coast through our glass. We're still in value mode, so put the two together and you get fruit-forward, easy-drinking, and food-friendly wines that truly over-deliver for the money. **Now doesn't that sound good?** The only "catch" is that you have to get yourself over here despite the chilly weather. We can promise you that once you get here, you'll warm right up with our



# Hard to Read

Hard to Read



— 59% longer, University of Michigan



Agenda

## Eaton Vance Webinar

75% of Americans donate to charity annually<sup>1</sup>, and most of their giving is done in the last few months of the year. Now is a great time to approach your clients with strategies to help them make the most of their giving in 2018.

Join our webinar on October 10 to learn more about how you can help your clients give, while strengthening your relationships.

- Identifying opportunities
- Client benefits
- Trends in giving
- Donor Advised Fund<sup>2</sup>
- Pooled Income Funds<sup>2</sup>

**Featured Speaker**

*Eileen Tam*, AVP, Product Manager

REGISTER

For More Information

Visit The U.S. Charitable Gift Trust<sup>®</sup>

To learn more, visit [uscharitablegifttrust.org](http://uscharitablegifttrust.org) or call Eileen Tam at 817-472-4152.

VISIT

— Quick Sprout: 266% fewer leads



**SIERRA  
CLUB**

2101 Webster Street, Suite 1300  
Oakland, CA 94612-3011  
www.SierraClub.org

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
SIERRA CLUB

**Happy 100th Birthday  
National Parks. We enjoyed  
it while you lasted.**

**PETITION ENCLOSED FOR:**

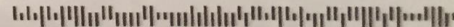
**Ms Nancy Harhut**

770 Taylor St  
Berkeley, CA 94709-2670

*Less than a nickel  
a day can help  
protect our national parks!*

AUTO

with your men



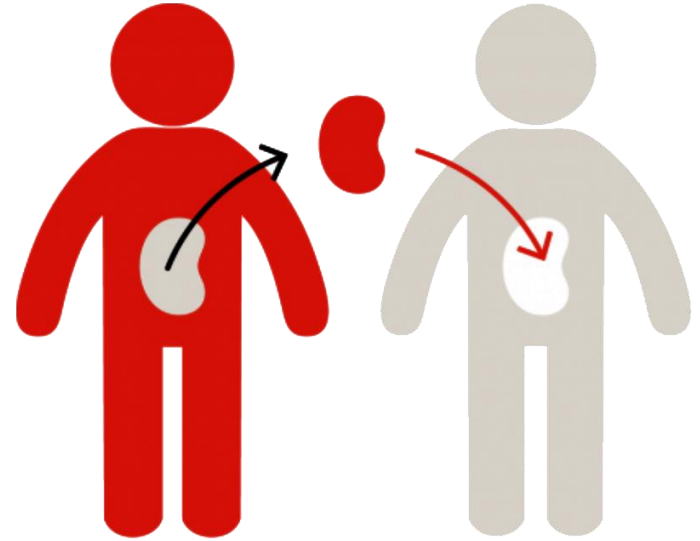
6709  
151

0587853

# Cognitive Fluency

- Rhyme as Reason Bias
- Limited reverse type
- Familiar fonts
- CTA hierarchy
- Visual cues

# Choice Architecture





**Subject:** [Alexander], confirming your upcoming meeting

You're scheduled to meet with a Benefit Counselor from Unum.

Trouble viewing this? [View it as a webpage.](#)



MASSACHUSETTS  
GENERAL HOSPITAL

▶ Your meeting is [Mon. 11/24 at 2 pm]



Hi [Alexander],

Your [Massachusetts General Hospital] benefits are important to protecting yourself and your family. **The time is almost here to enroll or make changes.**

We've set aside time for you to meet with a Benefit Counselor from Unum, who can explain your options and help you enroll.

**When:** [Monday 11/24 at 2 pm]

**[Where:]** [6th floor, large conference room]

**What:** [Your enrollment meeting]

Add to calendar

Your meeting won't take a lot of time, so please try to be there on time.

[Add it to your calendar](#) now.

Thank you in advance.

19%  Sales

## CONFIRM YOUR DONATION

BACK ON MY FEET : \$100.00

Get 100% of Your Donation to Charity: \$4.50

[Edit](#)

TOTAL: \$104.50

**DONATE NOW**



Your donation to BACK ON MY FEET and your Processing Fee are managed by WePay. A printable record of your donation will be emailed

## About this Donation

To change the person or the amount, click "Go Back" at the bottom of this page.

Name	Amount
	\$100.00
Donation Total	\$100.00

Add 2.25% (\$2.25) to cover the credit card fee for this donation.

*If checked, your total tax deductible donation will be \$102.25 (\$100.00 for DFCI and \$2.25 to pay the credit card fee)*



Checkout Options » Review & Pay » Receipt

Your cart contains items which will expire in 28 minute(s)



Did you know that ticket sales cover just 50% of the A.R.T.'s operating costs? Without contributions from our generous donors, fully HALF of our season would not be possible!

**The gift you make today directly benefits the work you see onstage tomorrow. Invest in artistic excellence with a tax-deductible contribution!**

You can learn more about giving levels and benefits on the [support](#) page of the A.R.T.'s website.

Current Cart Total: \$120.00

Round Up My Order To \$150.00

Round up my order to  
\$150.00

Other Amount

0.00

Add

[No, thanks. I do not wish to make a donation at this time.](#)

**Please enter your payment information**

**Double your donation with employer's matching funds!**

Some employers match their employee's contributions to non-profit organizations. Please type your employer's name into the field below to see if they are on our list of companies with a matching gift program.

Please note, after submitting your donation you will receive a confirmation message. At the end of this message you will find additional instructions on how to have your employer match your gift to the Alzheimer's Association.

Find Your Employer:

**Gift Information**

- \*Enter A Gift Amount
- \$35.00
  - \$60.00
  - \$120.00
  - \$1,000.00 Make a gift of \$1,000 or more and become a member of our Alois Society!
  -



**Payment Method**

- \*Select a Payment Type:
- 
  - 
  - 
  - 
  -  [What is PayPal?](#)
  -  [What is Amazon Payments?](#)
- \*Credit Card Number:
- \*CVV Number:  [What is this?](#)

# Choice Architecture

- Path of least resistance
- Defaults / Nudges
- Never force behavior

# Framing



**YES,** Get the FREE Case Study Now

**NO,** I'd rather not know how  
my marketing is performing

40-125% lift in conversion,  
Journal of Marketing Research,  
New Neuromarketing, Netherlands

Make your gift to the A.R.T. Renovation Fund today and experience the many benefits of supporting the A.R.T.!



Support Restroom  
Renovations at A.R.T.

Open me for an  
instant getaway  
(\$3.50 Wallflowers!)

Subject: Open me for an instant getaway (\$3.50 Wallflowers!)

Pick a plug, choose a scent - find your 30 day escape

[View in Web Browser](#)



TODAY ONLY!  
**\$2 SHIPPING ON \$10 ORDERS\***  
USE CODE **WARMINGUP** SHOP ▶

*Every Room,  
A Destination*

Beautiful plugs  
& NEW spring scents:  
create the ultimate  
30 day escape!

Pick a plug, choose a scent  
– find your 30 day escape

**This is a public record – make sure you're part of it:**

To: Nancy Harhut

Subject: This is a public record - make sure you're part of it:



Nancy --

Expanding economic opportunity for all Americans is one of the top reasons OFA supporters are fighting for change.

We built a [public wall on BarackObama.com](#) to show just how many people are out here, on the record on this.

Here's what we have on file for you:

- The record for: [nharhut@aol.com](mailto:nharhut@aol.com).
- Raising the minimum wage: (Not on the record yet)
- Equal pay for women: (Not on the record yet)
- Student loan relief: (Not on the record yet)

**UPDATE THE RECORD**





**SOS CHILDREN'S  
VILLAGES**  
A loving home for every child

withdrawn. She'd sob at night. She'd hoard food, afraid she'd never see more.

But with time, patience, and the help of their SOS Family, Esther and her sister thrived. Today, their eyes sparkle!

**SOS Children's Villages is the #1 organization that provides care and support to these forgotten children.**

We make sure each one has enough food to eat, clothes to wear, a safe bed to sleep in, a nearby school to attend, medical care, and—perhaps most important—a family to love them.

A family fueled by your love.

**You could, of course, say that you support other worthy causes.**

And while that would be true, I hope it may be this very commitment to a better world that makes it hard for you to turn away right now.

Because I have seen these children come alive again in our Villages. And I know how much even a small gift from you can accomplish.

For example, only \$36—what some of us spend on a lunch date—will feed a child for an entire month ... \$54 will buy two heaters to keep a family warm ... and \$128 will provide farming tools for an entire village.

And truly, any amount helps.

**Can you find it in your heart to help SOS Children's Villages today?  
To answer the desperate wish of a dying mother?**

Children are waiting outside our Villages. Orphaned or abandoned, they have nowhere to turn. What you do right now will make the difference. Can you help just one?

Or will you turn away?

**Only \$36 – what  
some of us spend  
on a lunch date**



Dear <First Name>,

Last night, a small child lay awake thinking of you. She wondered where you live ... what you're like ... and most of all, how someone she'd never met could care enough to touch her life.

And before she drifted off to sleep, she quietly thanked you. As she did the last several nights.

**Here at SOS Children's Villages, I'm so focused on getting children like her the help they need, I ask more than I thank. So let me say it now: Thank you.**

Thank you for saving a child.

<When our letter arrived, you may have thought a lot about it>. Or you may have decided in an instant. Whichever it was, your contribution to the #1 global organization dedicated to orphaned and abandoned children has helped more than you could know.

In fact, every two seconds a child loses their mother or father in this world.

**Which means in the time it's taken you to read this far, 14 more frightened children now face their first day as orphans.**

Honestly, <First Name>, at times it can feel overwhelming.

What helps me continue is you and so many others who are part of the SOS Children's Villages family. I know that together, we change the world – one child at a time. Because you care enough to make a sad child find her smile again. So, <First Name>, I hope you enjoy the enclosed thank-you gift.

And most of all, I hope that tonight when a child whispers a grateful thank you in the night, you hear it with your heart.

Sincerely,

*Lynn*  
Lynn M. Croneberger  
Chief Executive Officer and SOS Child Sponsor

**In fact, every two seconds a child loses their mother or father in this world.**

**Which means in the time it's taken you to read this far, 14 more frightened children now face their first day as orphans.**

# Framing

- Consequence of not saying yes
- Benefit target relates to
- New way to look at it
- Familiar anchor
- Make it meaningful

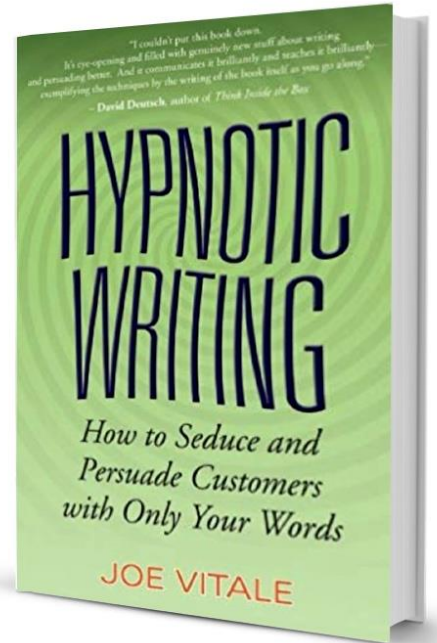
# Hack #2

People are most interested  
in themselves

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“**People sometimes believe what they are told, but never doubt what they conclude.**”

— Joe Vitale, “Hypnotic Writing”



- Hardwired for self-preservation
- Believe we're better than average
- Put more value on things that remind us of ourselves

# Personalization



Subject: Support Your Favorite Show on WERS This Season!

# SUPPORT wers<sup>®</sup>88.9fm wers.org

*And grab your chance at  
our Cinderella opening night experience*

Dear Nancy,

Dear Nancy,

Your support of weekend programs on WERS makes a **big difference**. If you love programs like *Chagigah*, *Standing Room Only*, and *All A Cappella*, then **consider making a donation today**. Your gift will continue to support the programs that brighten your weekend routine.

**PLUS!** When you make a donation today, you'll be automatically entered to win our **Cinderella Opening Night Experience!** Included:

- Tickets to the opening night of the show (12/18)
- Dinner in Boston's Theater District
- AND a money-can't-buy backstage tour of the historic Colonial Theater

We're giving away this prize package at 4PM TODAY (12/9) so don't wait - [donate now](#) in support of your favorite program.

SUPPORT SPECIALTY PROGRAMS

29.3%  Experian



Dear Friend of WCAI,

Subject: A Simple Question

[Because of Belief](#)



Dear Friend of WCAI,

Plenty of people listen to WCAI and believe it's a local and independent news and information outlet worthy of their financial support. But while some act on that belief, many don't. **Do you wonder why?** We sure do.

One possible answer also involves belief. Some people who listen to WCAI, and who are in a position to support it with an annual membership, believe their individual contribution **won't** make that much difference.



Host of **The New Yorker Radio Hour**, David Remnick. Listen to the show Sundays at 3pm on WCAI. Photo courtesy WNYC Studios.

That overlooks an essential fact. It absolutely does. [And it's why we're asking you to take the time to become a member right now.](#)

**DONATE NOW**

WCAI exists through public participation — many people banding together to keep a good thing going. With the loss of any individual's annual support, we take a step backward. [When you become a member](#), we gain ground and grow the largest source of funding we have.

Help us continue to bring you NPR news, local stories and unique programs such as **The New Yorker Radio Hour** or **This American Life**.

Thanks for being a listener and we look forward to you joining with our other members on the Cape, the Coast and the Islands.



The image shows a membership card for the Human Rights Campaign (HRC). The top section features a dark blue background with white silhouettes of a diverse group of people raising their hands in a gesture of solidarity, with one person holding a flag that has two horizontal stripes. To the right of this graphic, the text "2019" is written in large, bold, dark blue letters, with a thin red horizontal line underneath it. Below "2019", the word "PARTNER" is written in large, bold, dark blue letters. The bottom section of the card is a light beige color with a dashed border. It contains the name "Ms. Nancy Harhut" on the left. On the right, the membership details are listed: "MEMBER NUMBER" followed by "84314", and "MEMBER SINCE" followed by "1991". At the bottom of the card, there is a line of italicized text: "Please detach your HRC Membership Card before returning this form with your gift."

**2019**  
**PARTNER**

Ms. Nancy Harhut

MEMBER NUMBER  
84314  
MEMBER SINCE  
1991

*Please detach your HRC Membership Card  
before returning this form with your gift.*

# Geographic personalization

We need 15 people from your state...

Subject: [Friday DEADLINE] This is a NATIONAL crisis  
Needed by Friday: 15 people from your state to make a gift to help kids escape homelessness >>

 Covenant House

Friend, there's a lot happening in the news these days. But here are the headlines that get buried over and over:

**NATIONAL EMERGENCY:  
4.2 million kids facing homelessness**

**BREAKING: Lack of affordable housing leaves millions of children in America hungry, without homes**

**Vast rescue operations underway to reach thousands of trafficked girls and boys**

**'I felt so cold and alone'  
Teen shares his struggle to escape homelessness**

*Friend, a national crisis is unfolding as you read this, and no one is covering it.*

**THIS IS A CRISIS. ACT NOW.**

Millions of American kids are on the verge of slipping into the cycle of chronic homelessness.

This crisis is rarely in the news. So it's on every one of us who makes up the Covenant House community to help kids escape trafficking and homelessness.

[Kids are at risk — it's essential we act now. We need 15 people from your state to step up by midnight this Friday. Make a gift.](#)

**HELP KIDS FACING HOMELESSNESS NOW** ▶

We need 15 people from your state...

**Our 2018 Newton-Area Veterans Day Fund Drive for Wounded Warriors is well underway.**

**Dear Nancy Harhut, thank you for showing our injured heroes how much you care!**

Our 2018 Newton-Area Veterans Day Fund Drive for Wounded Warriors is well underway. It's one of our most important campaigns of the year. And our heroes are counting on you!

Please send your most generous gift of \$100, \$120, \$140, or more to provide the critical services our injured veterans need. Your gift will make a real difference by helping these true American heroes battle their way back from devastating wartime wounds so they can live fulfilling lives.

In recent years, men and women from Massachusetts and across the country have volunteered to defend our nation, keeping us safe and free. When they come home with serious injuries like paralysis, missing limbs, traumatic brain injuries, and severe burns, it is our duty to stand by them.

Veterans Day is almost here! **Please represent Newton today, and show how much you care by sending an Annual Veterans Day Fund gift to help wounded warriors heal.** You will help them regain their independence and show them you appreciate their sacrifice. Thank you.



Yours in patriotism,  
*Michael S. Linnington*

Michael S. Linnington, Lieutenant General, U.S. Army, Retired  
Chief Executive Officer, Wounded Warrior Project



Subject: HAPPENING NOW: Emerson's Board of Advisors is matching all donations made to WERS



**Hello Nancy,**

Hi, my name is Joshua and I'm an Emerson alum and member of the College's Board of Advisors. Boston has been my home for a long time, and I've watched stations like WBCN and WFNX disappear over the years. I never want that to happen to ERS, so here's my plan...

Emerson's Board of Advisors has pooled together \$2,018 and is making this promise:

**We'll match every donation made, dollar for dollar, up to \$2,018**

So think about how much you can give, and consider it doubled!

We are proud to make this gift because we know how much WERS means to Emerson College and to the greater music loving community of Boston. **Don't wait - we're only doing this until 6PM!**

**...stations like WBCN  
and WFNX...**



NEW ENGLAND BAPTIST  
HOSPITAL

September

Dear Ms. Larkin,

Before I share my story, I want to tell you how thankful I am to those who helped me return to motion.

Thanks to New England Baptist Hospital, and the donors who support the hospital, I can truly say that I've gone from being in constant pain to complete pain-free mobility. I credit the exceptional care and wonderful medical staff, nursing, and physical therapy I received at NEBH for making that happen.

I know there are many others who are living in pain in our community who need the exceptional care that NEBH provides. It may even be someone you know or love. So I write to you today to ask that you consider sending a gift of \$50 or \$75 to help future patients receive the unparalleled care that I did. Your gift will play an important role in returning others to their work, their lives!

For 40 years, I've been a veterinary technician at a busy animal clinic in Greater Boston. All day long, I'm squatting, lifting animals, getting up and down off the floor. Some of the dogs I care for weigh 150 pounds. I've always led an active life outside of work, too. I ride horses, lift weights, and ride my bike. I have to stay in shape to do my job.

So when my lifelong knee problems began to interfere with my work and my daily life, I turned to New England Baptist Hospital for help.



NEBH grateful patient,  
Kristin Dole

**It may even be someone  
you know or love.**

# Personalization

- Name
- Other demographic info
- Relatable



# Self-concept



**Subject:** Confirming the Unum protection you chose

[Print this and keep it as a record.](#)

[Trouble viewing this? View it as a webpage.](#)



► Please read and keep



**Smart decision, [Sam].  
You saw what needed to be done  
and you did it.**

You made a really responsible decision in choosing Unum insurance, because now you and your family will be better protected.

Your decision looks even smarter when you see how often people really *need* this type of insurance:

---

**Your name:** [Sam Sample]

**Your employer:** [Massachusetts General Hospital]

**Unum insurance that you chose:**

**You made a really responsible  
decision in choosing Unum  
insurance**

0002112



**Help show our opponents that we will never stop fighting for the right to live full and equal lives!**

Dear Nancy,

I have to hand it to you — when our fight gets tough, you get tougher.

Every time the Trump-Pence administration attempted to derail our work for LGBTQ equality this year ... you were there. As a loyal HRC Partner, you raised your voice and took action time and time again. *YOU made up HRC's resistance — and I am incredibly grateful.*

Over the past year, we worked together to defeat more than 130 anti-LGBTQ bills from becoming law in 30 states ... to protect health care (you proved to be true activists, making more than 50,000 phone calls in two days) ... to prevent anti-LGBTQ extremists, like Mark Green, from holding key leadership positions in the federal government ... and so much more.

You showed the world that HRC Partners will fight for what is right — and we will not stop until we achieve our ultimate goal: *full equality for all.*

**But the fight for LGBTQ equality is not going to get any easier anytime soon. We are depending on you and all of HRC's members to provide strength and support in the year to come.**

Just look at Trump's Executive Order which directs government agencies to accommodate employees who do not want to serve LGBTQ people ... whether it be the social security clerk who refuses to process spousal benefits for a surviving same-sex spouse ... or a federal contractor who doesn't want to provide services to LGBTQ citizens.

**Make no mistake. This is a license to discriminate. Plain and simple.**

**...when our fight gets tough,  
you get tougher.**

**As a loyal HRC partner...**

# Marlo Thomas

August 5

Mr. Allen Rosenspan  
34 Summit Ave  
Sharon, MA 01345-2149



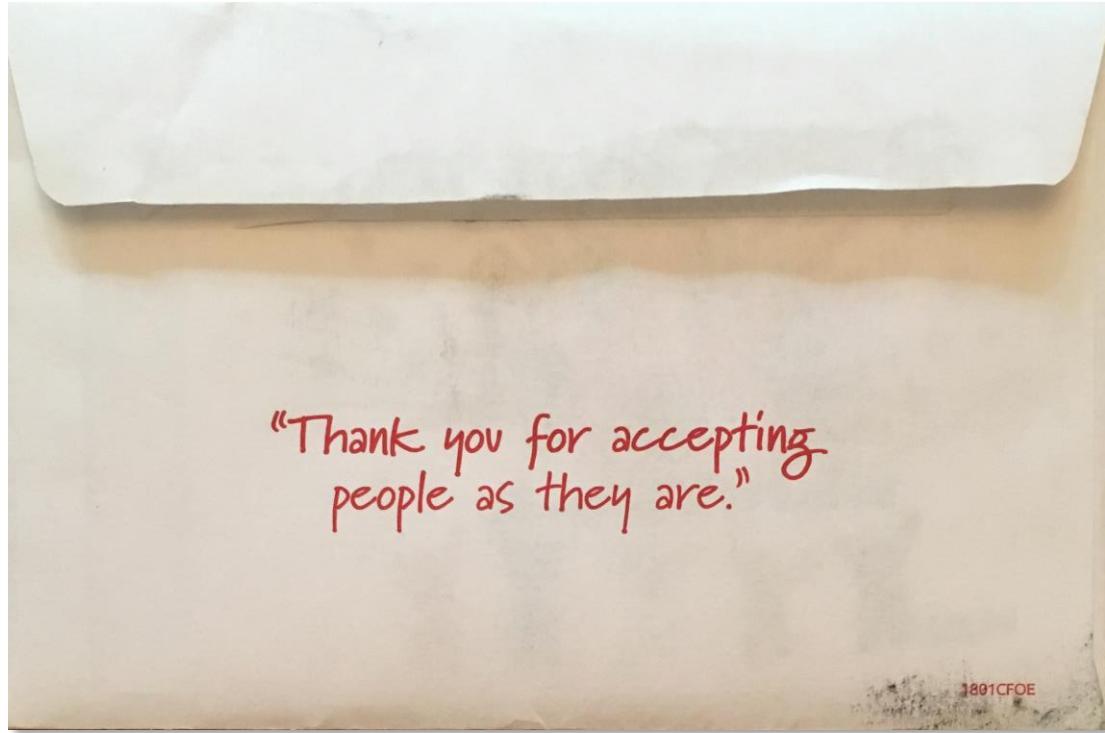
Brook, age 2  
Atypical Teratoid/Rhabdoid  
Tumor (ATRT)

Dear Mr. Rosenspan,

Generous . . . dedicated . . . compassionate -- these are just a few of the words I would use to describe you.

As a member of our Partners In Hope family, it is your generous contributions each month that allow St. Jude Children's Research Hospital to give the precious children who come to us the best possible care -- regardless of their family's ability

**Generous...dedicated...  
compassionate — these are just  
a few of the words I would use  
to describe you.**



It's the perfect way to show that you're working to save our last wild places from Big Oil!

**YOURS FREE!**

when you contribute  
**\$25 or more.**

It's the perfect way to show that you're working to save our last wild places from Big Oil!

**OUR GRAY WOLF TOTE BAG –  
AVAILABLE ONLY TO NRDC MEMBERS**

Supplies of this Members-only tote bag are limited — so please complete the enclosed reply form and return it with your Membership gift of \$25 or more today!

*Please allow 4-6 weeks for delivery.*

**NRDC**

**NATURAL RESOURCES DEFENSE COUNCIL**

40 W 20TH STREET | NEW YORK, NY | 10011 | 212.727.4500 | [NRDC.ORG/STANDSTRONG](http://NRDC.ORG/STANDSTRONG)



Printed on recycled paper

# Self-concept

- Reinforce how they see themselves
- Label them
- Help them be seen as they want to be

# Control and Choice





**Do this now: Create an income that puts YOU in charge**

**From:** Nancy Harhut  
**Subject:** Do this now: Create an income that puts YOU in charge

Dear Nancy Harhut,

In this day and age, it's easier than ever to get paid to live where you want, work the hours you prefer, and enjoy a real measure of control over your time, your income, and your life.

It's never been simpler to stay in touch from the far reaches of the globe. With good Internet access and improved infrastructure on the ground ... whole swaths of the planet that were inaccessible just a decade ago are open for business. Countries once locked down today boast towns where you can buy fudge and postcards.

It means you have options when it comes to travel, adventure, even living abroad.

The trick, of course, is having a skill that'll allow you to take advantage of this great, big, accessible world.

And that's what I'd like to talk to you about today.

**It means you have options when it comes to travel, adventure, even living abroad.**



Save 25% Today\*

JOIN NOW

RENEW | 1-866-654-5572

SPECIAL OFFER

Join today and receive a  
**FREE Travel Bag**



Free Insulated Travel Bag

SELECT



Free Day Bag

SELECT

AARP is a  
to impro  
lea

s 50 and older  
growing, we  
services.



November 2018

Ms. Nancy Harhut  
290 Park St.  
Somerville, MA 02148-2673  
[Barcode]

**Special Offer**

A contribution in any amount makes you a WGBH member with a full year of member benefits!

**Choose the amount of your contribution, any amount, and you'll have a WGBH membership for an entire year.**

Dear Ms. Nancy Harhut,

We know you have choices when you turn on your television, and we're grateful should you choose to tune in to WGBH. This month, you also have a choice when it comes to supporting us. Choose the amount of your contribution, any amount, and you'll have a WGBH membership for an entire year.

That's all you need to do to support the programs you love. Will you seize this opportunity to help WGBH fulfill our public media mission?

You'll be empowering us to tell smart, engaging stories that invite people from all walks of life to explore new places, ideas, and experiences. You'll be helping to bring thoughtful, independent journalism to your community, and you'll be ensuring that there's a safe place that children can go to learn while being entertained.

So as you can see, your support is truly our lifeblood. *You are the public in public.*



**Make one gift and we'll never ask for another donation again**

72% inc., 39% - no contact

Cancel any time\*

Select a Membership  
Cancel any time\*

- \$25 for 1 month\*
- \$16.33/month for 3 months\* Save 35%
- \$14.83/month for 6 months\* Save 41%

\$12.42/month for 12 months\* Save 50%

Best Choice!

Billing details for **Nancy Harhut**

[Use a different name for the card](#)

Card Number

Exp. Date

Security Code

[What's this?](#)

ZIP/Postal Code

I live outside the US and Canada

The image displays two subscription options within a teal-bordered container. Each option is presented in a white rounded rectangle with a red circle highlighting the payment frequency and price. The top option is 'PAY ANNUALLY' for '\$49.95 per quarter' with a 'SUBSCRIBE' button. The bottom option is 'PAY QUARTERLY' for '\$54.95 per quarter' with a 'SUBSCRIBE' button.

Payment Frequency	Price per Quarter	Subscription Button
PAY ANNUALLY	\$49.95 per quarter	SUBSCRIBE
PAY QUARTERLY	\$54.95 per quarter	SUBSCRIBE

# Control and Choice

- Let person feel in charge
- Provide finite options
- Don't let options confuse

# Hack #3

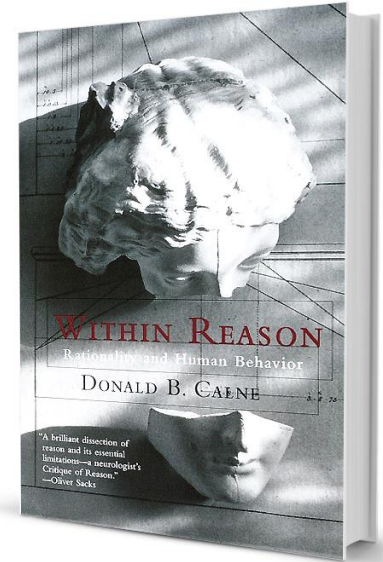
80% of our decisions are  
driven by emotion

---



“The essential difference between emotion and reason is that emotion leads to action, while reason leads to conclusions.”

— Donald B. Calne, “Within Reason: Rationality and Human Behavior”



- Decide emotionally then justify rationally
- Incapable of decision-making without emotion
- Make a more lasting impact

# Social Norms



Subject: Your town is stepping up for Hillary, and we love it!  
Reply-To: [info@hillaryclinton.com](mailto:info@hillaryclinton.com)

Will you chip in

the average  
donation  
in your area is  
**\$23.00**

Will you chip in  
to help Hillary  
and match  
your neighbors  
in your town?

Donate

[Chip in \\$1 before Super Tuesday.](#)

Subject: RE: your delivery next week

CONSERVATIVEINTEL

Please find a special message from one of our advertisers, the NRSC.

Friend

Our team is planning a delivery of Trump-Pence 2016 yard signs to your neighborhood next week!

I've already heard from several folks in your community who have ordered their Trump yard signs, but I haven't heard from you yet!

Thankfully, there is still time! **Don't be the only Trump supporter in your neighborhood without a sign — claim your Trump-Pence 2016 yard sign today!**



I've already heard from several folks in your community...

Don't be the only Trump supporter in your neighborhood without a sign...



Share this card on  
social media

Subject: In honor of Thanksgiving

## 9/11 MEMORIAL & MUSEUM

Nancy,

As Thanksgiving nears, we are reminded of the heroes in our own communities who embody the spirit of giving every day: first responders, service members, volunteers and ordinary people who give so generously of themselves on behalf of others.

[Nancy, please join us in giving thanks for our heroes. Share this card on social media and tag the heroes in your community to show your gratitude.](#)



SHARE ON FACEBOOK

# Many thanks to our generous neighbors for supporting the library!

## Donors who gave \$200 or more in fiscal year 2018

Lynne M Abensohn  
Mary & James Adelstein  
Susan & Aron Ain  
Isabelle & Joe Albeck  
Mary Albrecht  
Anne Allan & Scott Wilson  
Aronson Insurance  
Councilor Jacob Auchincloss & Michelle Gattineri  
Austin Street Partners LLC  
Micki Avery & Selig Broitman  
Warren Awtrey & Mark Weinrod  
Sandra & David Baird  
Adrienne & Christopher Baker  
Bakers' Best Catering  
John Balder & Victoria Stein

Councilor Barbara Brousal-Glaser & Lorenz Glaser  
Patricia & Lalor Burdick  
Krista & Michael Busnach  
Sandy & John Butzel  
Amy & Stephen Campbell  
Johanne & Michael Campbell  
Lisa Carbone & Robert Lakomski  
Gail Carpenter & Stephen Grossberg  
Wendy & Edmund Case  
Pat Casey & Paul Hennessy  
Nelson Checkoway & Paula Morgan  
Janet & Steve Clay  
Coldwell Banker Residential Brokerage  
Melanie Conroy &

Framingham Public Library Staff  
Judy & Jeffrey M Freedman  
Lillian R Freedman  
Mark Froimowitz & Marilyn Berman  
Beth A Galan  
Joseph & Rae Gann Charitable Foundation  
The Gant Family Foundation  
Maira & Barry Gault  
Marathon Runner Ryan Gauthier  
Gloria & Lee Gavris  
Rebecca S Gelman  
Temple Gill & Christopher Yens  
Gilmartin Magence LLP  
Girls Who Code Inc  
Marian & Arthur Glasgow

Dana Hanson & Brian Burba  
Philip S Harper Foundation  
Marlene & John Harrington  
Dorothy P Harris  
Melissa & Bill Hartranft  
Louise J Hauser  
Joan & Charles Hawley  
Estate of Albert S Henick  
Philip B Herr  
Marcia & Jeff Herrmann  
Susie Heyman  
Liz Hiser & Charlie Hoban  
Historic Homes  
Kathleen Hobson & Atul Gawande  
Laura Holt & Bob Krantz  
Honda Village Inc.

Councilor Josh & Julie Krintzman  
Rachel & Bryan Koplou  
Katie Kubie & Bill Winkler  
Toby & Michael Kumin  
Jody & Treff LaFleche  
Councilor Marc & Roberta Laredo  
Anne & Bob Larner  
Lasell Village  
Lori & Eric Lass  
Carolyn Lattin & Venkat Venkatram  
Irene & Richard Laursen  
Nancy & Maurice Lazarus Fund  
Councilor Alison Leary  
John & Alice Lee  
Stephanie Lee & Bob Peterfreund  
Margaret Leipsitz & Matthew Yarmolinsky





Save 25% Today\*

JOIN NOW

RENEW |

## About Us

AARP is a nonprofit, nonpartisan organization dedicated to helping people ages 50 and older to improve their quality of life as they age. With over 38 million members and growing, we lead positive social change through our extensive product offerings and services.

**With over 38 million  
members and growing**

**85% of this summer's donors gave less than \$100**

**Donate \$15 (Value: \$45) →**

**Donate \$35 (Value: \$105) →**

**Donate \$50 (Value: \$150) →**

**Donate \$100 (Value: \$300) →**

More than 15,000 EDF members have already claimed their matching gift. [Will you join them?](#)

85% of this summer's donors gave less than \$100—but with this limited-time matching gift opportunity, even a \$35 gift is worth \$105.

**There's no better opportunity to maximize the impact of your donation.**

LYRIC STAGE  
YOUR THEATRICAL HOME

THE LYRIC STAGE COMPANY OF BOSTON  
140 Clarendon Street, Boston, MA 02116  
lyricstage.com | 617.585.5678

"I regard the theater as the greatest of all art forms,  
the most immediate way in which a human being can share  
with another the sense of what it is to be a human being."

-THORNTON WILDER

October



Nancy L. Harhut  
290 Park St  
Newton Center, MA 02459-2673

Dear Nancy,

Another season is underway at the Lyric Stage Company of Boston — and **thanks to you** and all of our audience members we are, once again, offering a line-up of award winning shows.

From the stark prison walls and fantasy escapes of *Kiss of the Spider Woman*, the laughter and wisdom of *The Roommate*, and the beauty and integrity of *Breath*

# Social Norms

- Similar to target
- Many people
- Testimonials

# Loss Aversion



Don't miss this special gift.

Subject: Don't miss this special gift.

Please [give today to receive your special gift.](#)

Having trouble reading this email?  
[View it in your browser](#)

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.™

A special gift just for you, with our thanks



Dear Nancy,

Spring is a time of great hope, and here at the Alzheimer's Association, it reminds us of how your generosity brings hope to those who are affected by Alzheimer's disease. [We sincerely appreciate your support.](#)

That's why we'd like to send you our purple journal to show our thanks for [your gift of \\$25 or more.](#)



Give \$25 or more today and receive our purple journal.

[DONATE NOW >](#)

## The WCAI fish mug is going away

Subject: The WCAI fish mug is going away



Keep WCAI **Strong** and **Independent**

Good morning,

Donate today and help WCAI's December Drive get off to a strong start. And, it's your last chance to receive this 2018 version of the WCAI handmade fish mug as a thank-you gift. We'll retire it on Wednesday evening.

[Sign up as a sustaining member to WCAI at \\$12.50 a month](#) and we'll thank you with the fish mug.

The mug is designed exclusively for WCAI members by Flying Pig Pottery in Woods Hole. But, it's only available until Wednesday evening.

There's so much going on in the world and right here in our corner of New England that we need to know about and understand. [Your support today](#) will ensure that WCAI has the resources to keep us informed and, yes, entertained.



There's still time  
to act

Subject: There is still time to act

**GREENPEACE**

Nancy-

Don't miss out! Dollar-for-Dollar Match.



[Your gift today will do twice as much to support our work!](#)

[DONATE NOW](#)

As you know, Nancy, a group of donors has offered to match all #GivingTuesday gifts made to Greenpeace before midnight tonight, up to a total of \$100,000. If you give \$50, it will become \$100. If you give \$250, it will become \$500.

[Your special, one-time-only gift today will help us reach that \\$100,000 goal.](#) And, when we do, the \$100,000 becomes \$200,000!



studied and worked in far-flung places.

We hope these photographs remind you that BU is a force for good in the world, through everything from ground-level service to life-changing scientific research. Through your support of BU, you're a force for good, too.

2019 is a landmark year: September 21 marks the end of the Campaign for Boston University, our \$1.5 billion fundraising effort. Each of BU's schools and colleges has been transformed by a historic surge of alumni support. Will you help Boston University finish strong by making a gift of \$35 to the College of Communication Fund this year?

Wherever you are in the world, we hope you have an excellent 2019, and that you'll help BU celebrate victory in September.

In appreciation,



D.A. Whatley (Questrom'15)  
Chair, Boston University Young Alumni Council

P.S. **December 31 is the deadline for gifts eligible for 2018 tax deductions.** You can make your contribution online today at [bu.edu/giveonline](http://bu.edu/giveonline).

**P.S. December 31 is the deadline for gifts eligible for the 2018 tax deductions.**

Lot 18

YOU HAVE \$15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT  
WILL EXPIRE TOMORROW AT 11:59 PM EST

Simply click [Apply Credit](#)

before submitting your order. Your  
future self will thank you later.

*Yours helpfully,  
The Lot18 Member Services Team*

[START SHOPPING](#)

Endowment Effect

## We're about to unsubscribe you

Subject: We're about to unsubscribe you



Our party is counting on you to elect Democrats up and down the ballot -- but according to our records, you haven't opened one of our emails in a while.

So we wanted to reach out and ask: **Would you prefer to get updates from the Democratic National Committee via text? Text JOIN to 43367 or sign up below.**

**Yes, I want to  
receive texts**

By signing up for texts, you'll receive updates during key moments and we'll only ask you to chip in every once in a while. It's an easy way to stay in the loop on the work Democrats across the country are doing.

Building a Democratic Party capable of winning in all 50 states requires all of us to stay involved, so we hope you'll take a moment to sign up for our texts.

[Tell us if you'd like to receive texts from the Democratic National Committee -- or text JOIN to 43367.](#)

Thanks!

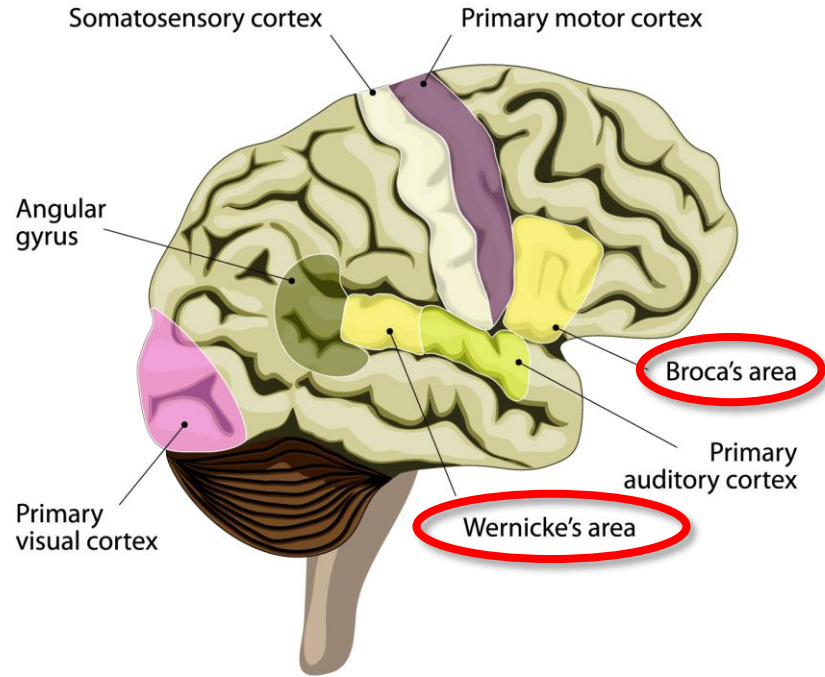
The Democrats

**P.S. If you want to continue receiving emails from the Democratic National Committee, you can [sign up for less email here](#).** You'll only receive the most important updates!

# Loss Aversion

- Pain you avoid if you respond
- Pain you face if you don't respond
- Endowment effect

# Storytelling





What do you see in your heart?



Is it in your heart to help?

Please?

As Esther watched her mother waste away, she told her: "If you die, I'm going to crawl into the grave with you."

Dear Friend,

As Esther watched her mother waste away, she told her: "If you die, I'm going to crawl into the grave with you."

Esther's father had already died, leaving the 9-year-old to care for her dying mother and her baby sister.

They lived in a shack in a Zimbabwean slum—with little food, dirty water, and no medical attention. A place where a simple case of diarrhea could kill a child.

With her last breath, Esther's mother whispered to her daughter: "Goodbye. Take care of yourself."

But how?

How could a hungry, hurting, 9-year-old girl, showing signs of sickness herself, tend to a baby, scavenge for food, and fetch water?

The situation was heartbreaking. Yet Esther is one of the lucky ones.

Because we found her before the men who traffic in child prostitution did.

Before disease devastated her little body.

Before she and her sister fell asleep hungry and never woke up.

The truth is, we found her thanks to you. You, and people like you, whose hearts bear the handprints of children they've never met—yet keep alive.

Kind people who ache for these poor children. And choose to help.

It's what got Esther and her sister to an SOS Village, where they could begin the long road to healing. When she first arrived, Esther was

(Continued on back)

The screenshot shows the Smile Train website header with navigation links: "Our Cause", "Our Stories", and "Get Involved". On the right, there are buttons for "WAYS TO GIVE" and "DONATE". A red banner below the header contains the text: "Update your Facebook profile picture and have \$10 donated. Click to learn more." Below the banner are social media icons for Facebook, Twitter, LinkedIn, Pinterest, and Google+. The main content area features a testimonial text: "As an elementary school teacher, Blessing Awa knew how poorly children with untreated clefts were treated in her community. So, when her own daughter was born with a cleft lip, she acted out of fear and abandoned her daughter, leaving the newborn with family members without even giving her a name." To the right of the text is a subscription form titled "Receive Smile Train Updates" with input fields for "First name \*", "Last name \*", and "Email \*", and a "SUBSCRIBE" button. At the bottom of the page, there is a photograph of Blessing Awa, a woman with a cleft lip, looking thoughtfully to the side.

**So, when her own daughter was born with a cleft lip, she acted out of fear and abandoned her daughter...**





Museum of Science.



"Mom ... science is so COOL!"

The Museum of Science is looking for 1,000 people who want to change the world.

Will you be one of them?

Dear Nancy,

A ten-year old girl named Katie walks into the Museum of Science with her classmates.

She's fascinated by an interactive exhibit that lets her recreate one of Galileo's famous experiments.

That one Museum visit sparks Katie's curiosity and opens her mind to new possibilities. She goes home and tells her mother something surprising:

**"Mom ... science is so COOL!"**

There's no doubt that children like Katie will push the boundaries of what's possible in our world. They will be tomorrow's thought leaders and changemakers. *That's the incredible power of the Museum of Science...and it's what you can help make possible when you become our newest supporter today.*

Because I believe you appreciate the importance of science to our children and our very future, I'm asking you to be one of the 1,000 new donors we need by November 30 to raise the \$50,000 required for our vital programs.

A ten-year old girl named Katie walks into the Museum of Science with her classmates.

She's fascinated by an interactive exhibit that lets her recreate one of Galileo's famous experiments.



**We all have a 9/11 story.  
This is mine.**

**On September 11, 2001, I arrived at my job as an executive assistant at the May Davis Group on the 87<sup>th</sup> floor of the North Tower. Feeling run down from a case of bronchitis, I had equipped myself with a cup of take-out tea.**

Subject: We all have a 9/11 story. This is mine.



Nancy,

On September 11, 2001, I arrived at my job as an executive assistant at the May Davis Group on the 87<sup>th</sup> floor of the North Tower. Feeling run down from a case of bronchitis, I had equipped myself with a cup of take-out tea.

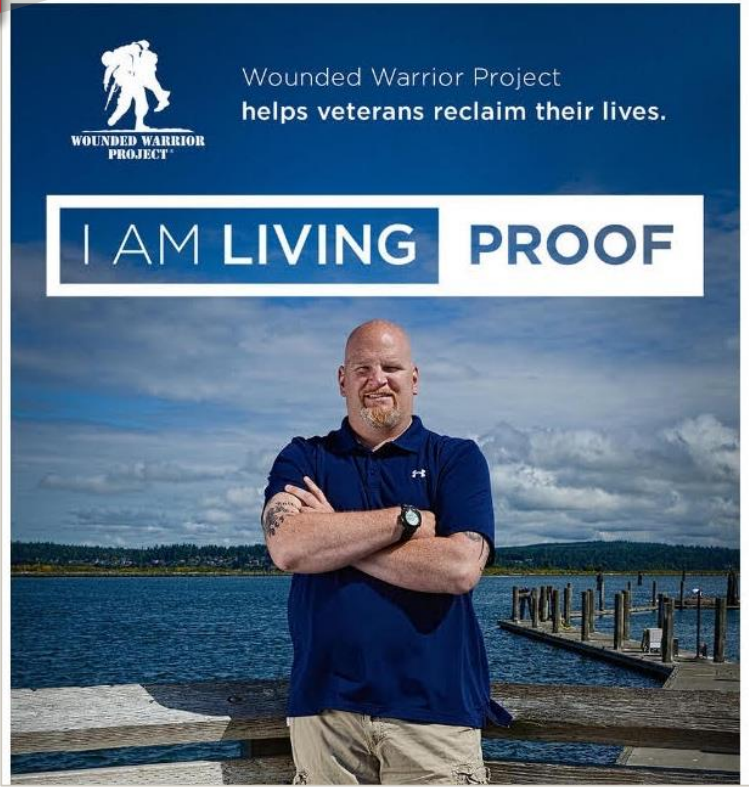
At 8:46 a.m., a ferocious jolt toppled me from my seat, spilling my tea. Ceiling tiles fell to the floor around me. Smelling jet fuel, I ran to find an exit to the nearest emergency stairwell — the only one on my floor left intact after the impact of hijacked Flight 11.

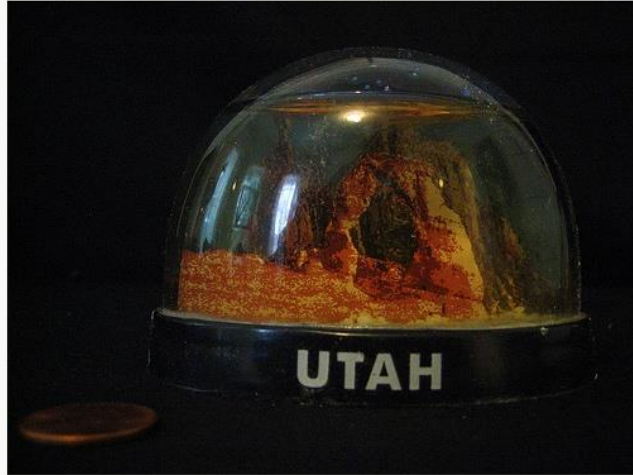
On the way down, I was amazed by the order that people maintained in the stairwell, with civilian tenants staying to the right as responders carrying heavy equipment climbed the stairs on the left. My co-workers and I were scattered during our descent as we braved the gas fumes and intense heat. Separated from my colleagues, I eventually reached street level alone, around the same time that the South Tower collapsed — causing me to run in terror toward St. Paul's Chapel.



Nancy, here's my story.

Subject: Nancy, here's my story.





Object No. 10 of 50 -- Significant Objects v3

*[The bidding for this object, with story by Blake Butler, has ended. Original price: 99 cents. Final price: \$59.00. Significant Objects will donate the proceeds of this auction to Girls Write Now.]*

My granddad's granddad had a box under his bed. If you got to open the box (you had to beg) you would find a little door. The little door had a combination on it that you had to know to get inside the second box, which I did. I had the combination tattooed on my spine when I was four while on a trip to see the circus. The tattoo was free. My granddad's granddad was very powerful and rich.

99¢



\$59

# Storytelling

- Wrap your message in a story
- Make it personal
- Include images/videos

# Brain Hacks to Remember

1. Brain prefers simple & easy
2. People are most interested in themselves
3. 80% of our decisions are driven by emotion

# THANK YOU!

**Nancy Harhut**

NHarhut@me.com



Nancy.Harhut



@nharhut



Nancy Harhut

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