Communicate Better with Clients, Funders and Your Community

A Partnership of
University of Pittsburgh
Office of Child Development
Carnegie Mellon University
The Fred Rogers Company

With support from Grable Foundation and R. K. Mellon Foundation
What Works in Child Development

What Works in Communication

“Something Worth Giving”
Presentation At a Glance

• Science of Giving
• Implications for Pittsburgh
• Q&A
The Science of Giving
What moves you?
Sarah is 3 years old. She has lived in a car her whole life. She faces hunger every day. You can help.
“I made a difference to that ONE.”
No shortage of advice …
1,546,330 starfish die every year.

The Save the Starfish Foundation helps 2 starfish for every $150 you donate.

Our costs include:
- Transportation
- Staff salaries
- Gloves
- Operational costs
- Starfish education
- Buckets
- Miscellaneous

“Together we can save every starfish in the whole world.”  
—Ryan Seacrest

I want to contribute to saving some of the many, many starfish that die everyday. I am enclosing:

☐ $1,200  ☐ $600  ☐ $300  ☐ _______ (other)

Name: ____________________________________________

Address: _________________________________________

City: ___________________________ State: ___________ Zip: ________

Telephone: _____________________ Email: ________________

Credit Card: _____________________ Exp. Date: ________
How can we *get* what we are asking?
What can we *give* (our audience) while we are asking?
3 Simple Questions

1) Care ?
2) Hope ?
3) Something Worth Giving ?
Care
Hope
Something Worth Giving
Each afternoon, 1.5 million children are alone and unsupervised after school.
Each afternoon, 15 million children are alone and unsupervised after school.
Compassion

Numbers of People Affected

Logic

Actual

Slovic, P. (2007). Psychic Numbing and Genocide ...
It’s time to vote!

- A = personal narrative with image
- B = description of issue with statistics
- C = mix of both
Identifiable vs. Statistical Victims.

(Small, Loewenstein, Slovic 2007)
“If I look at the mass, I will never act. If I look at the one, I will.”

— Mother Teresa
... 16.9 million children and youth under age 18 are living in homes with loaded and unlocked firearms.
More than 2 out of every 5 homes with children has an unlocked firearm in unlocked storage.
Has Your Child Had a Sleep-over Lately?

I have an unlocked gun in my house!

Me, too!

Me, three!

2 out of 5 homes – loaded and unlocked
Care ← Connectedness

Relatable, Identifiable
Care?
Hope
Something Worth Giving
Reduce Social Distance
(Reduce)
Social Distance
Commitment, longevity, loyalty, partnership,

Excitement, hope, wonder, anticipation, curiosity
Knowledge, access, social, historical, cultural

Outdated, stuffy, restrictive, inefficient, boring
Care

Hope

Something Worth Giving
When Caring ... or Giving ... Stops

2010 Haiti Earthquake

First 24 hours: $7 Million via Text to Red Cross
First 4 Days: $25 Million Total

... Down to less than HALF of Week One
I don’t believe people are tired of helping, only that they get tired of feeling helpless.
Over the last 5 years, do you think the teen birth rate has …

A. Increased

B. Decreased

C. Remained about the Same
Over the past 10 years, do you think the % of teens who commit violent crimes has ...

A. Increased

B. Decreased

C. Remained about the Same
As far as you know, what % of children live in single parent families?

A. 10%
B. 25%
C. 40%
... teen birth rate has ...

A. Increased

B. Decreased  CORRECT (22%)

C. Remained about the Same
... teen violent crimes has ...

A. Increased

B. Decreased  CORRECT (5%)

C. Remained about the Same
... % of children live in single parent families?

A. 10%
B. 25%  \[\text{CORRECT} \ (19\%)\]
C. 40%  \[\text{Over-estimate} \ (76\%)\]
Two Weeks of Local Television News

Two Weeks of Local Television News

Negative Youth Stories
444 Violent Crimes

8 Hours 18 Minutes

Positive Youth Stories
16 Youth Volunteering

10 Minutes

“Perpetual, Worsening Crisis”
SAVE OUR LIBRARY
VOTE NO

On the Library Bond Proposal
HUGE COST
Up to $130 Million

RENOVATE FOR MUCH LESS
Don’t demolish it!

CHANGING TECHNOLOGY
Everything is going digital.

Paid for with regulated funds by “Protect Our Libraries”
www.protectourlibraries.org
“Books vs. Technology” Frame
I have an even smaller wireless device that gives me access to thousands of books & movies...

It's a library card.
Care

Hope?
Something Worth Giving
Helpers
Your Donation Brings Hope

This hurricane season is predicted to be severe. American Red Cross volunteers are ready to go to work.
Care
Hope

Something Worth Giving
Every dollar you give …

- Sponsors … A Child
- Buys … Supplies
- Provides … Meals
- Is matched by … Dollars
Every dollar you give will be matched with …

A) Another Dollar.
B) Two Dollars.
C) Three Dollars.

\[\text{SAME}\]

*Karlan & List (2007)*
“Which of those would do the most to improve the life in the community?”

*Tropman Report, “Do They See What I see?”*
Non-profit Executives

Donate Money: 51%
Volunteering: 11%

Community Residents

Volunteering Working together: 58%
Donate Money: 4%
We are in this ... together
3 Simple Questions

1) Care?
2) Hope?
3) Something Worth Giving?
So tell us about Pittsburgh?
49 unique organizations
238 unique participants
like inviting 39 families of 6 over for dinner
64 hrs of workshop time
100% would recommend it to a friend or colleague
97% are likely to use the process or concepts learned
“This session was more than I expected and could have hoped – I left inspired and equipped with ideas to bring back to my organization.”

–Non-Profit Summit Attendee
## Understanding Process

<table>
<thead>
<tr>
<th>Audience</th>
<th>Spotlight</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents / Caregivers</td>
<td>Build Parent/Caregiver confidence and awareness of simple things they can do to support their child's early learning – Support services for adults</td>
<td><em>Your child is a S.T.A.R. – you can help them</em></td>
</tr>
<tr>
<td>Professionals</td>
<td>There are many venues and opportunities for early learning</td>
<td><em>We are all part of the early learning team</em></td>
</tr>
<tr>
<td>Community /</td>
<td>Simple things everyone can</td>
<td><em>Children are inviting</em></td>
</tr>
</tbody>
</table>
Learning New Conceptual Tools: Mapping out your “World”
## Implementation:
### Shared Values, Opportunity and Collective Action

| Caregiver and awareness of things they can do for their child's support and growth | Your child is a S.T.A.R. & you can help them grow | Educators 
|---|---|---
| S – Stories 
| T – Talking 
| A – Activities 
| R – Relationships | Educators 
| Health Care Providers 
| Pediatricians 
| Libraries | Associations 
| Certificate Programs 
| Intermediate Unit 
| Universities/Higher Ed |

<table>
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<tr>
<th>Any venues and for early literacy</th>
<th>We are all part of an early learning team.</th>
<th>All providers</th>
</tr>
</thead>
</table>

| Everyone can early literacy | Children are inviting all of us to grow with them | All providers |
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Credit:

- Google.com

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