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# Being Heard: Understanding Principles of Persuasion and Communication

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# Agenda

- How we make decisions
  - What to say – principles of persuasion
  - How to say it – principles of communication
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# How we make decisions

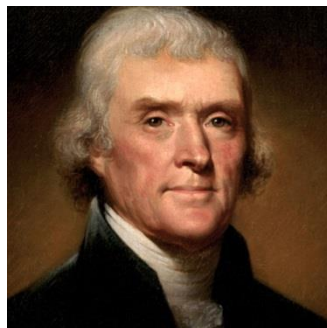


VS





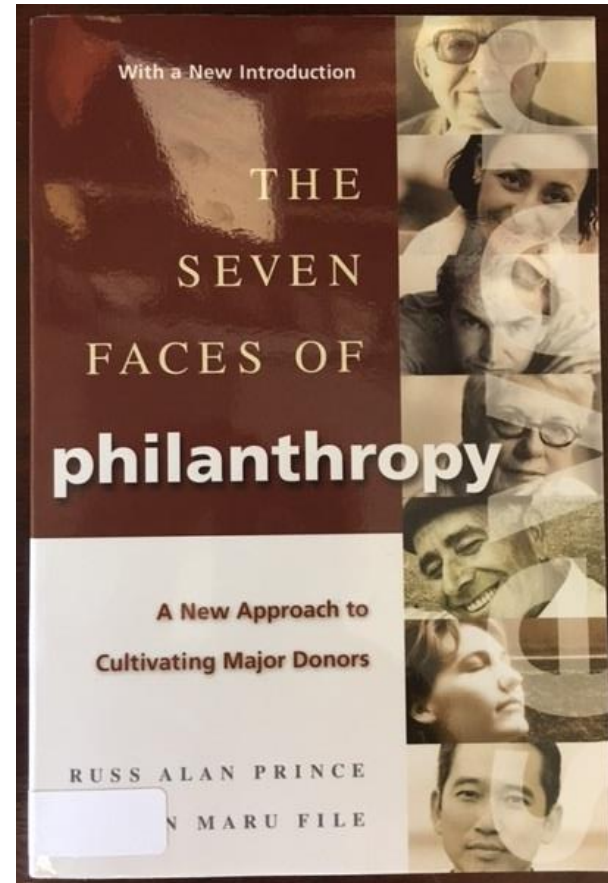
VS





# Possible “elephants”

- Altruists
- Communitarians
- Devouts
- Dynasts
- Investors
- Repayers
- Socialite



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Question:

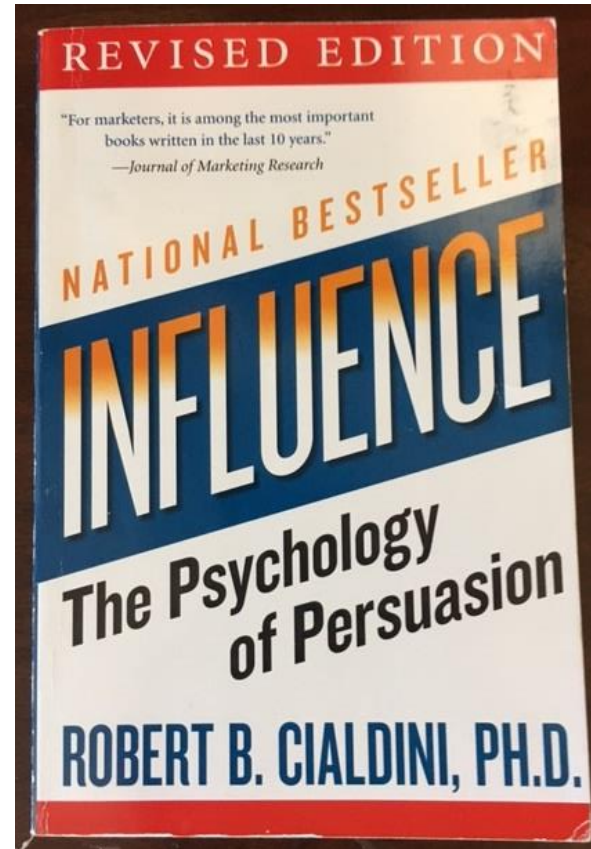
How likely is it that tax benefits are a donor's "elephant"?

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# Principles of Persuasion

- Commitment and Consistency
- Social proof
- Scarcity / Loss Aversion
- Authority
- Liking
- Reciprocity
- Contrast



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# Commitment and Consistency

**17%**



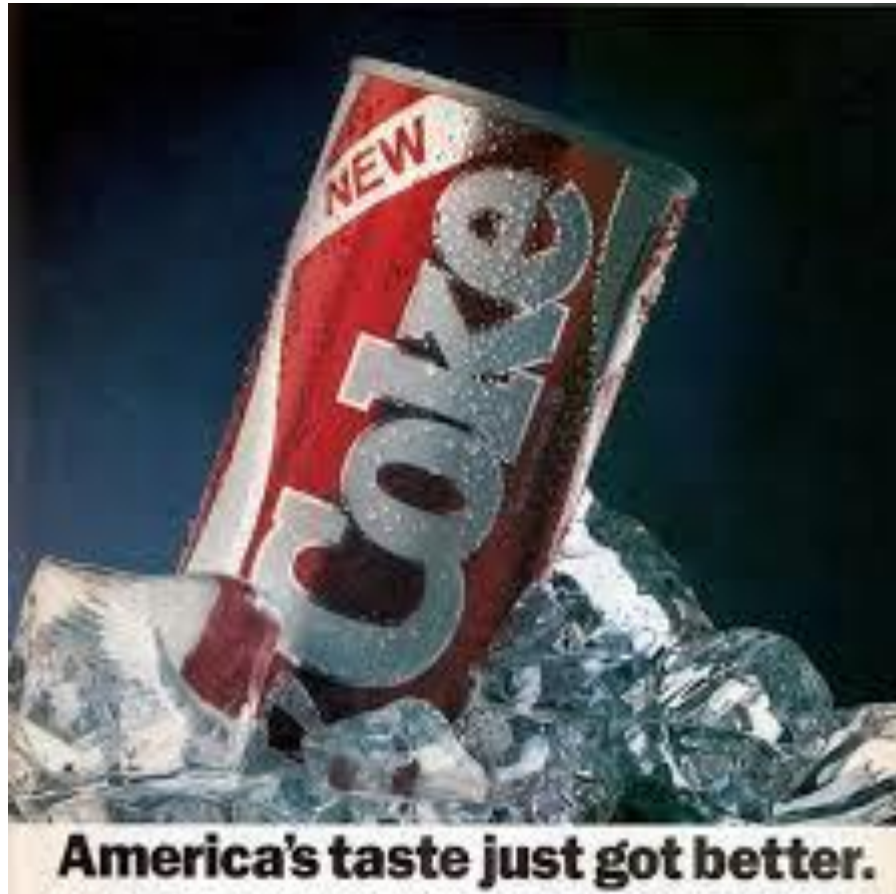
**76%**

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# Social Proof



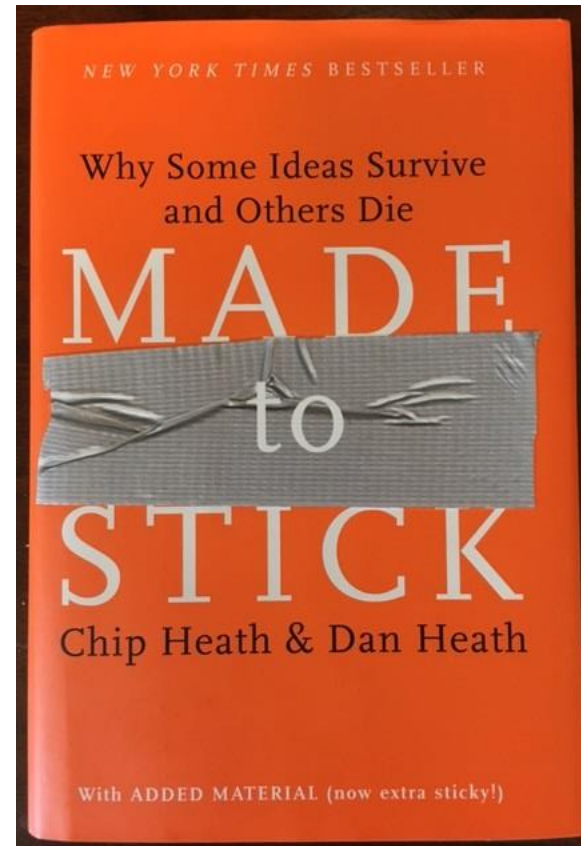
# Scarcity / Loss Aversion



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# Principles of Communication

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories



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# Unexpected



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# Unexpected



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# Unexpected

**You don't have to be Rich to  
make a gift to the  
University of Denver**

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# Concrete

**Remember...**

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# Concrete



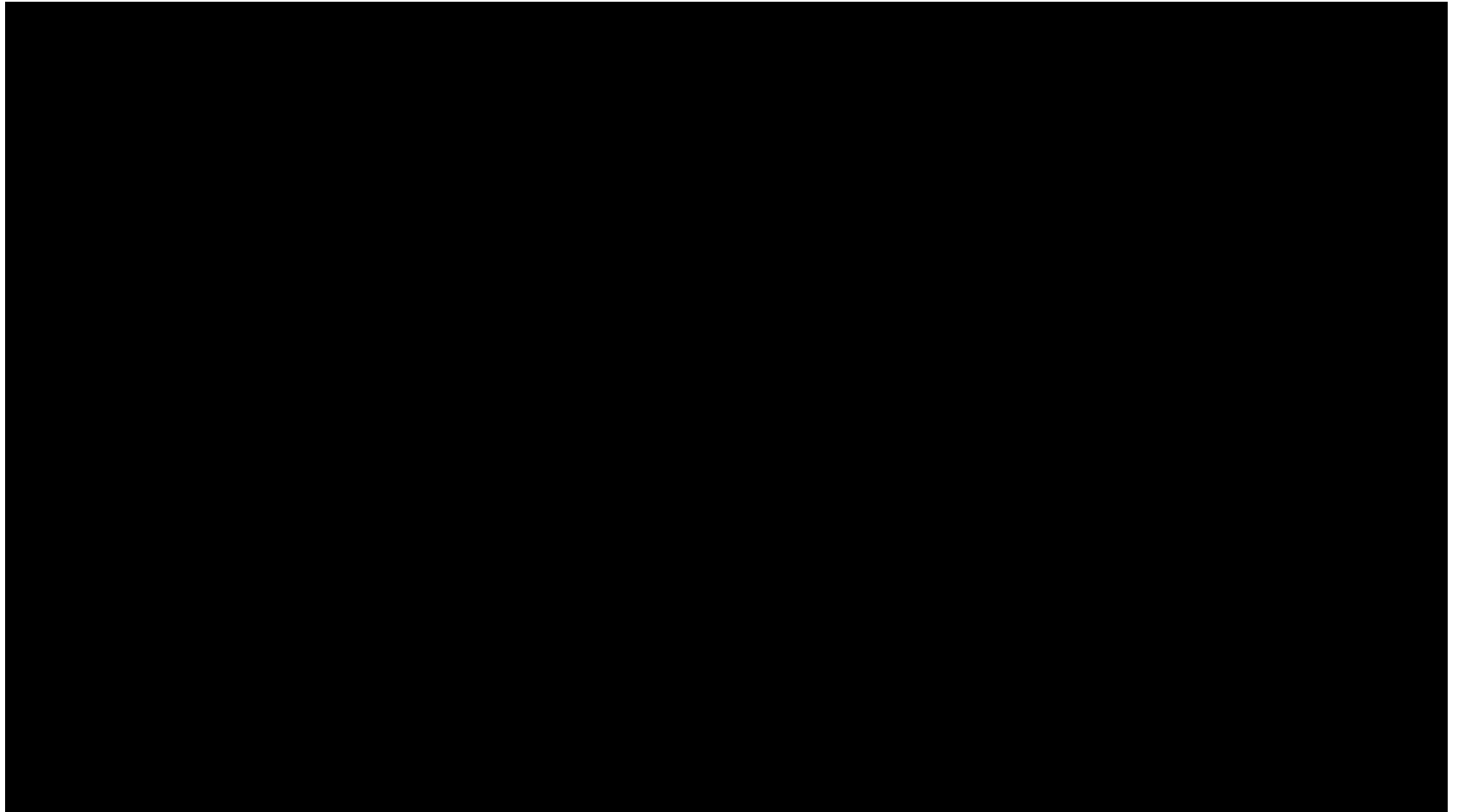
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# Emotional



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# Emotional



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# Questions then Conclusion

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# Virginia Tech names statistics graduate program for alumna Jean Dickinson Gibbons

May 20, 2015

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