



# Email EQ

*Tips to Tap the Emotional Brain*



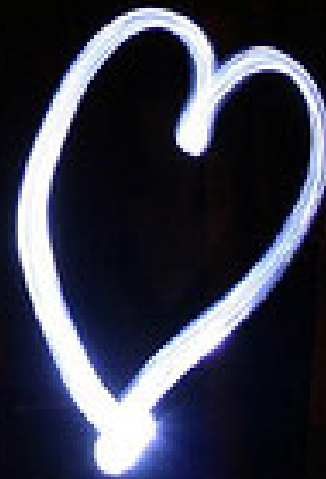
Cary  
Walski

*MAP for Nonprofits*  
*MAPTechWorks.org*

.....

Kevin  
Watson

*Hamline University*  
*AidanWebServices.com*



Recorded Earlier



**AIRCRAFT: WAS BUILT BY  
6-YEAR-OLD'S FATHER**

**9NEWS.com**

1:52 65°

**BREAKING NEWS**









Why do people  
give to some  
causes but not  
others?

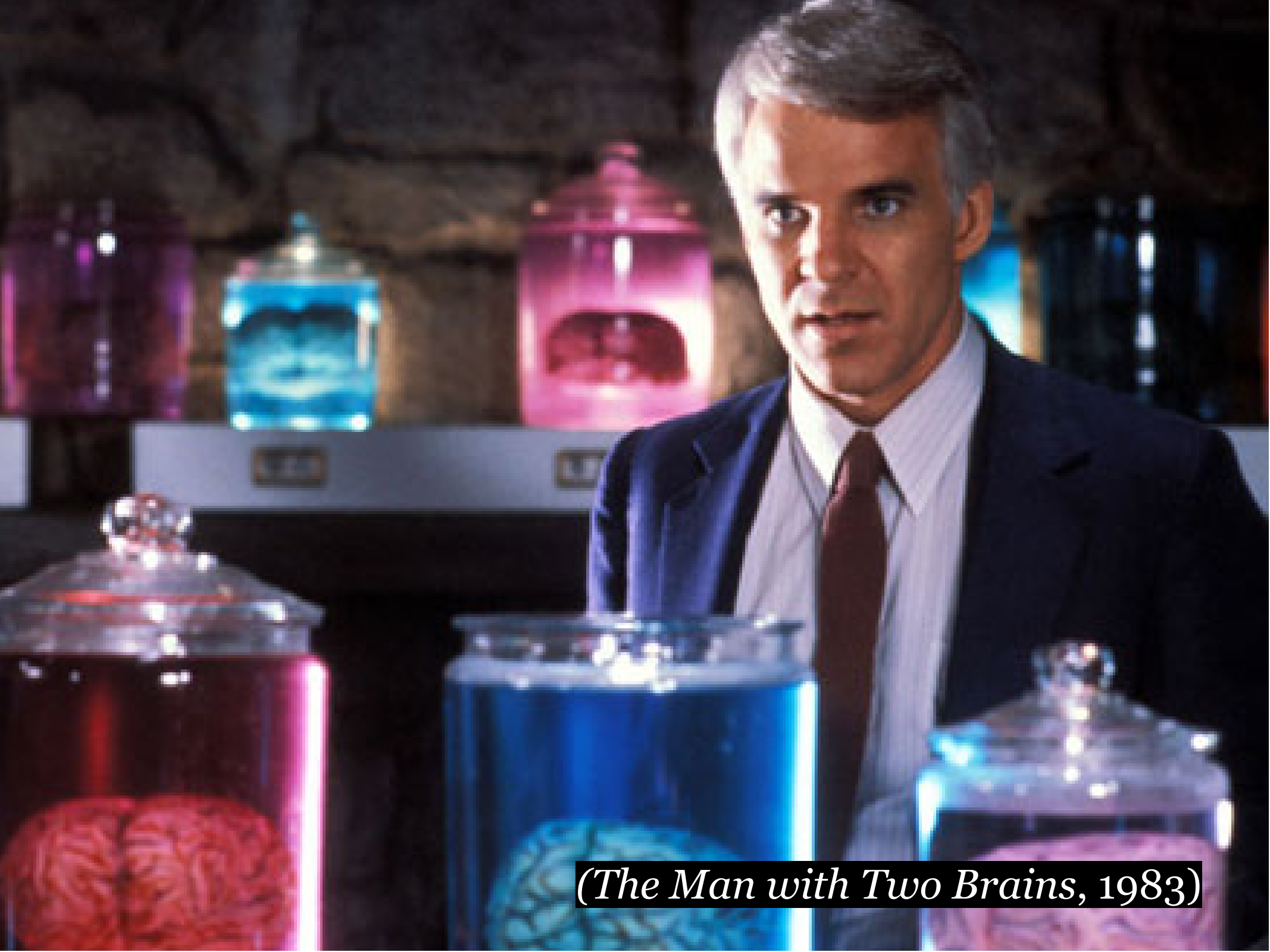


# Agenda

- A Tale of Two Minds
- Three Insights
- CSI My E-campaign
- Q & A





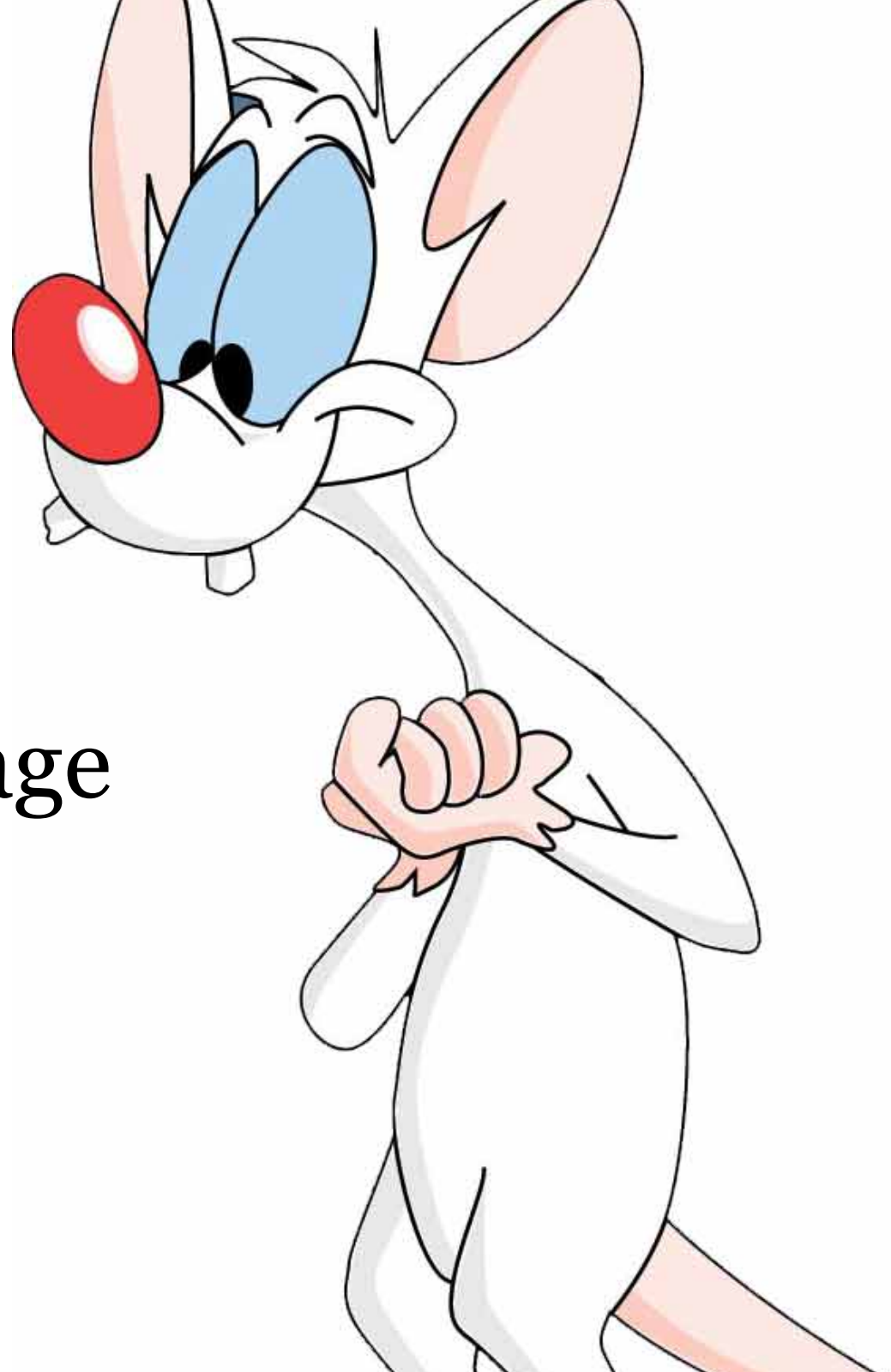


*(The Man with Two Brains, 1983)*

# System 1

- Emotional Brain
- Fast
- Likes stories
- Visual /  
Concrete Language
- Innate

*(Why We Care, Slovic, 2009)*





# System 2

- Analytical Brain
- Slow
- Abstract
- Verbal
- Rational
- Learned  
in School

*(Why We Care, Slovic, 2009)*





# How do you motivate system 1?

ATTENTION



HELPING



FEELINGS

MESSAGE



*(Why We Care, Slovic, 2009)*



A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned against a dark, almost black background. The lighting is soft, highlighting the texture of the skin and the contours of the fingers. The overall mood is one of care and connection.

**Make Your Message**  
**TANGIBLE**





"1 Pack = 1 Vaccine."


"1 Pack Will Help  
Eradicate Newborn  
Tetanus Globally."


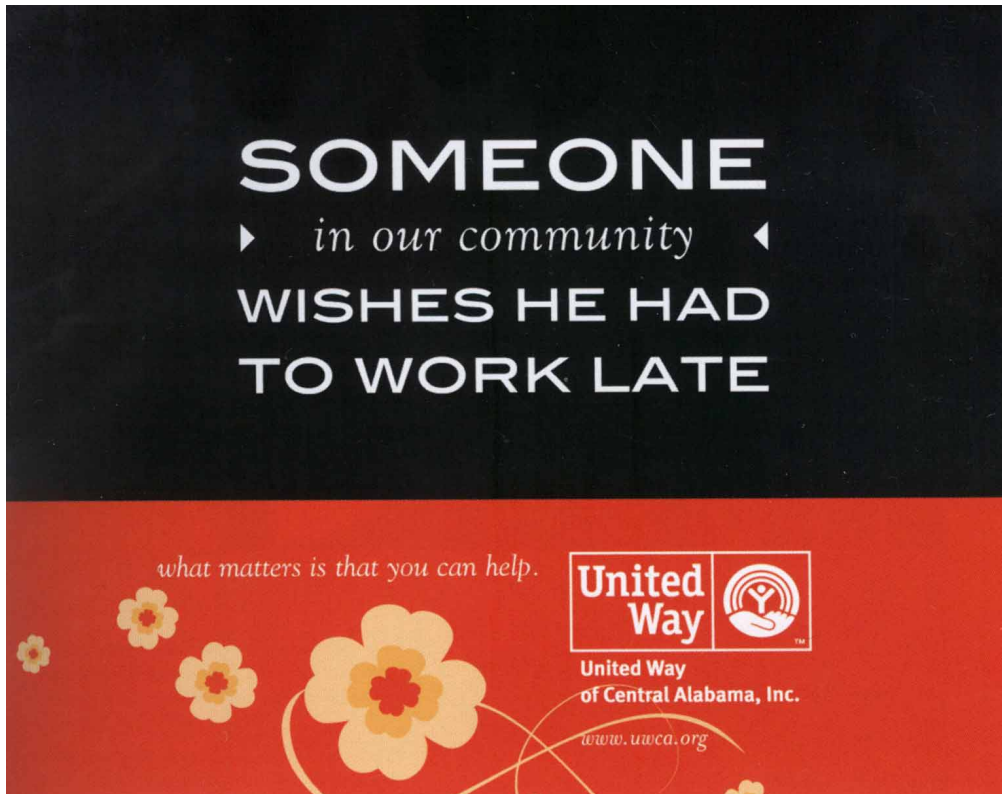
*(The Critical Link Between Tangibility & Generosity,  
Cryder & Loewenstein, 2009)*



**SOMEONE**  
▶ *in our community* ◀  
**WISHES HE HAD  
TO WORK LATE**


*what matters is that you can help.*

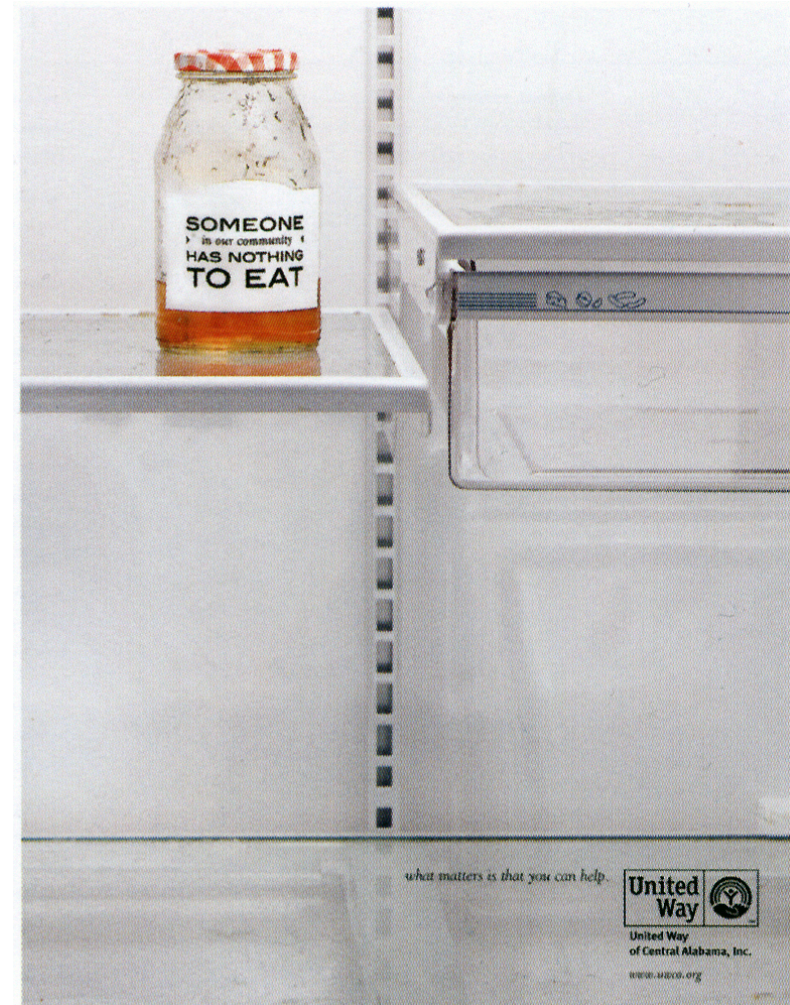
**United Way**   
United Way  
of Central Alabama, Inc.  
[www.uwca.org](http://www.uwca.org)



**SOMEONE**  
▶ *in our community* ◀  
**HAS NOTHING  
TO EAT**

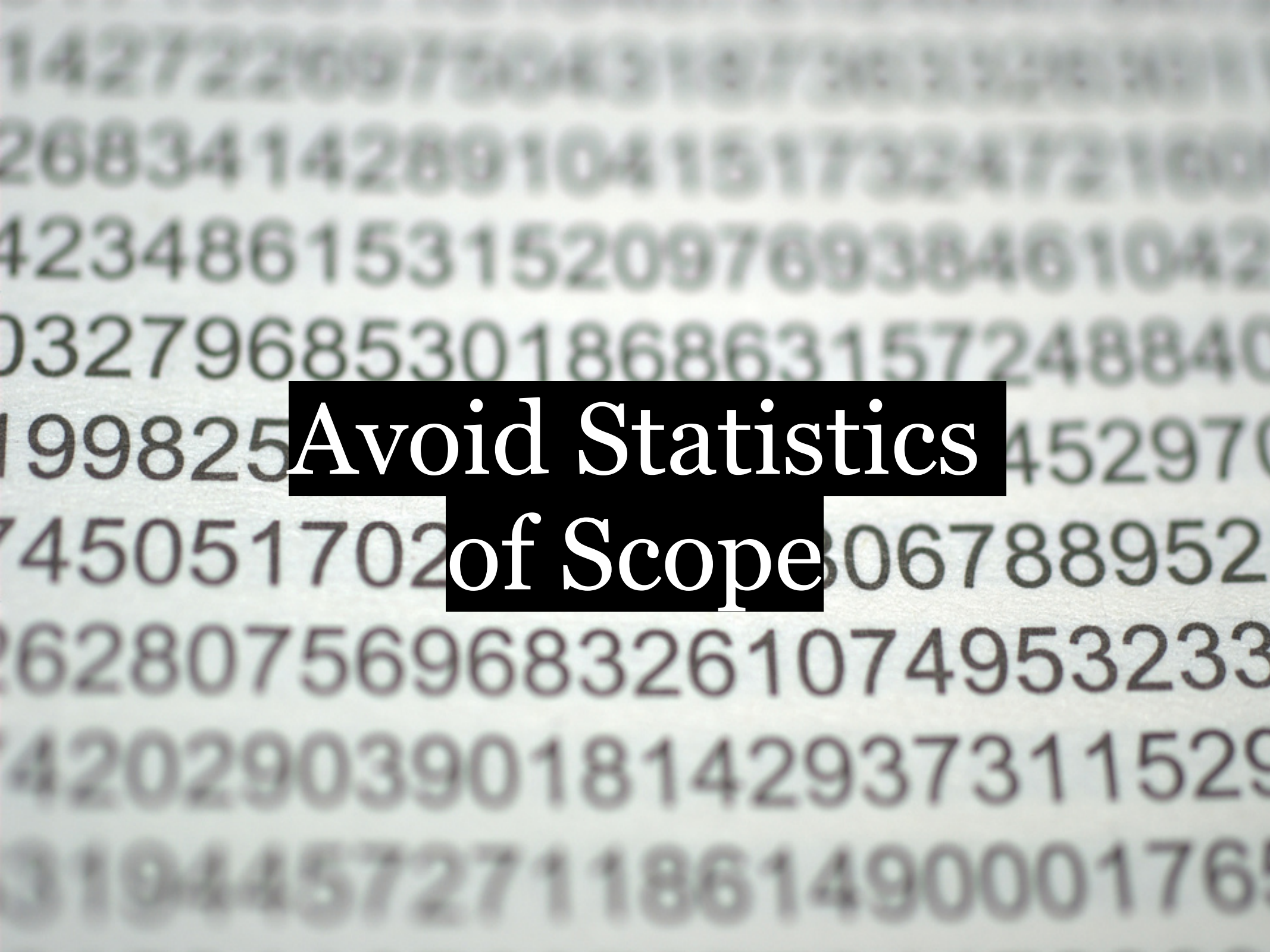
*what matters is that you can help.*

**United Way**   
United Way  
of Central Alabama, Inc.  
[www.uwca.org](http://www.uwca.org)



*(Designing for the Greater Good, Top & Cleveland, 2010)*





# Avoid Statistics of Scope





Saving 4,500/11,000

>

Saving 4,500/250,000

*(Insensitivity to the Value of Human Life,  
Featherstonhaugh et al., 1997)*



Tell the Story  
of the "One"



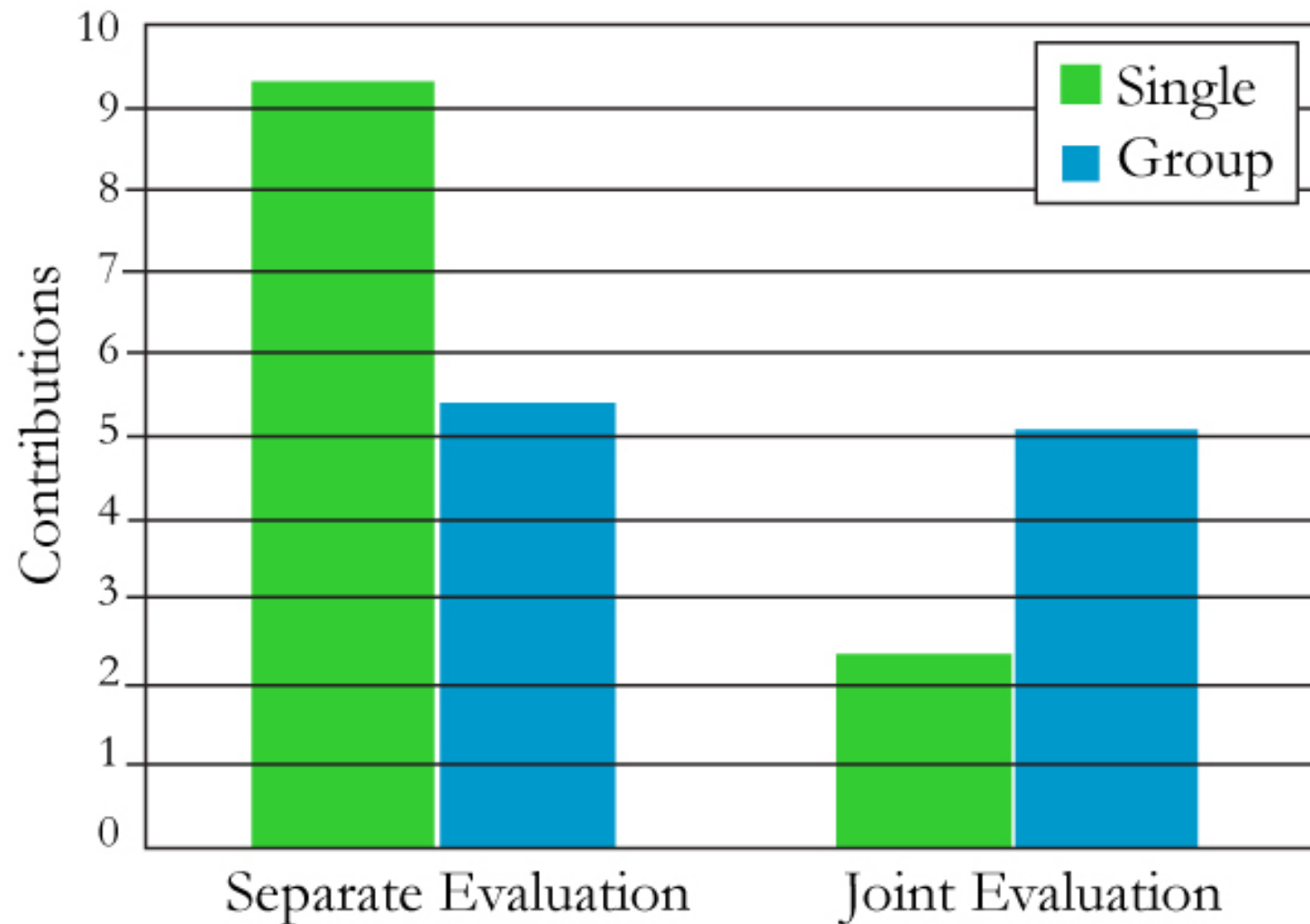


**Amy, Age 1.5**





*(The Singularity Effect of Identified Victims in Separate and Joint Evaluations, Kogut & Ritov, 2005)*




*Mean contributions for identifiable single sick children and identifiable groups of 8 children in separate and joint evaluations.*

***(The Singularity Effect of Identified Victims in Separate and Joint Evaluations, Kogut & Ritov, 2005)***







- Make Your Message Tangible

- Avoid Statistics of Scope

- Tell the Story of the "One"





CRIME SCENE DO NOT

Activity: CSI My E-campaign