

The 5 E's of Persuasion

Explore

Explore their needs. Ask members or non-members what they are looking for in an organization.

- What type of activities or fundraisers would peak their interest?
- What would their ideal organization look like?

Establish

Establish specific interests and clear communication.

- Ask members or non-members how we could turn their goals into a reality.
- Establish a clear line of communication for everyone

Explain

Explain how the process works

- What steps will need to be made to make these changes effective and lasting?
- What exactly needs to happen for the fundraiser or event to be successful?

Emphasize

Emphasize the key benefits

- Explain the importance of the event and why.
- Remind members and non-members of the importance and passion for the project.

Execute

Execute the plan, one step at a time.

- Use benchmarks to keep track of your goal.
- Focus on executing the next step rather than the end goal.

This is a five-part psychological persuasion plan that helps to ensure that the chapter is moving forward in the direction that benefits everyone. This allows people to feel heard and allows an opportunity to share their inspiration, which in turn makes them more excited to participate in chapter development.

A prime example of using this 5-step process is explained below:

Host a gathering of members and non-members such as a simple dinner as a “Get To Know Us Night” (like an open house.) Encourage members to bring at least one non-member to this gathering. The more virsitile the group, the better the results.

In a separate room, ask non-members to join you for a presentation to explain what your organisation is and how it can benefit them. The presentation will begin by explaining the basics of your group, leading into explaining why you are passionate about your work, then express how even non-members could help! (That's right! They do not need to be a member paying dues to participate.)

Once the presentation is over, open the floor to answer any questions they may have about the organization. Try to answer to the best of your ability with an upbeat attitude, but there is no shame in letting the guests know that you do not know the answer, but can get back to them with the right answer after the meeting.

EXPLORE: When all questions have been answered, explain to the group that you need their help. As a social organization, we often hold fundraisers and events to allow a closer connection between its members. Begin discussing the importance of fundraisers and fun-raisers. We are always looking for new and exciting events to host. Ask the group the following questions: What charities do they think are worthwhile? What was the most successful fundraiser you have ever heard of or experienced? What was their most fun event they have attending in the past? Not everything needs to be a fundraiser, but can also be a fun-raiser; (we are not All about business.

Before taking any answers, reassure the group that there are NO stupid answers. Even if a fundraiser has been done before, it can always be done differently. THE KEY IS TO HAVE AN OPEN MIND! Accept any and all answers as it may spark an idea for something else later on.

ESTABLISH: Write their answers on a board or easel to ensure a clear understanding of their answers. List what they find fun and interesting. Be as specific as possible. Ask questions about the event similar to: What did they enjoy most about that event? Would they have changed anything to make the event more enjoyable?

EXPLAIN: At the end, ask the group if they would be interested in joining an organization that held these fun and exciting events listed on the board or easel along with charities they would like to donate to. Take this time to then explain to the group how their answers will help their chapter to decide which events are worth looking into and planning. The group's ideas will be brought to the attention of the Worthy Matron and then discussed as a possible fundraiser in the near future.

EMPHASIZE: Be sure to emphasize the importance of these gatherings and how these fundraisers could help to raise money and awareness to the charities they provided earlier. Also, emphasize to the group that we are always learning and finding ways to improve to provide a positive impact within the community. Directly emphasize key benefits to the chapter members, the community, and all else involved.

Thank everyone for their time and help in planning some future events for the chapter. DO NOT push to give out petitions, but if approached for a petition to join, certainly give them one.

EXECUTE: At the end of the meeting, ask the current leader and leader elect, to join you in the meeting room with your group. Explain to the leaders the level of interest in these ideas, and ask if they can infuse these suggestions onto their upcoming term. If there is an interest, there is a chance their ideas could help shape the group into a prosperous future. Begin to discuss the next steps in implementing the ideals of the previous meeting. Decide what ideas they would like to try, and begin an action plan to start the planning process of a SMART Goal fundraiser.

It is important to call the meeting with the group right away so the group actively sees that you are going to follow through on your word that their ideas WILL be addressed and acted on right away. No delay! The previous discussion will still be fresh in everyone's mind.

This is one of many ways you can utilize the 5 E's to persuade non-members to become active members.