

ANTIOCH  
UNIVERSITY  
NEW ENGLAND



CONSERVATION  
PSYCHOLOGY  
INSTITUTE

# Cracking the fundraising code: Applying psychology to inspire exhibit visitor donations

A Conservation Psychology webinar



# Cracking the fundraising code: Applying psychology to inspire exhibit visitor donations

- Overview & Introductions
- Presentation
- Q&A



Moderator: **Dr. Kayla Cranston**,  
Faculty and Director of  
Conservation Psychology Strategy  
and Integration at Antioch  
University New England



# Cracking the fundraising code: Applying psychology to inspire exhibit visitor donations

## Presenter: Dr. Kristen Lukas

Dr. Kristen Lukas conducted her graduate work in experimental psychology with a focus in animal behavior at Georgia Institute of Technology and Zoo Atlanta. Her research interests include environment and behavior, animal health and welfare, and conservation psychology. Before arriving at Cleveland Metroparks Zoo in 2002, she was the first curator of primates at Lincoln Park Zoo where she conducted research in primate behavior and designed a new facility for gorillas and chimpanzees. In leading the conservation and science program at Cleveland Metroparks Zoo, Dr. Lukas manages a large and diverse conservation program that includes working with staff of the Dian Fossey Gorilla Fund International in Rwanda to train students from the University of Rwanda in conservation science. She joined the Fossey Fund Board of Directors in 2016 and currently serves on the Board's Executive and Marketing Committees.





# Cracking the fundraising code:

Applying psychology to inspire visitor donations  
in a conservation exhibit



Kristen E. Lukas, Ph.D.

Director of Conservation & Science, Cleveland Metroparks Zoo  
Vice Chair, Board of Directors, Dian Fossey Gorilla Fund





About the Fossey Fund

The Ellen Campus of the DFGF

The behavior change challenge

**The BIG IDEA**

Next Steps

Questions?



# The Dian Fossey Gorilla Fund

## *Helping People. Saving Gorillas*

PROTECTION

SCIENCE

TRAINING

COMMUNITIES





# Dian Fossey Gorilla Fund Today







# Karisoke Exhibit (2016)

NEWS

## Gorilla museum opens in Musanze

A new exhibit that seeks to tell the story of Rwanda's mountain gorilla conservation success story has been opened in Musanze. Named the Karisoke Exhibit, the museum is the brainchild of the Karisoke Research Center, which is run by the Dian Fossey Gorilla Fund International (DFGI), an international gorilla conservation organization.





# Gorilla Trekking in Rwanda

- Ecotourism
- ~2 M ppl/yr to Rwanda
- 17,000+ visit the mountain gorillas in Volcanoes National Park
- Life changing experience





# The Ellen DeGeneres Campus of the Dian Fossey Gorilla Fund

Vision:

*Gorillas as an entry point for a lifetime of conservation activism*

Featuring:

1. Sandy and Harold Price Research Center
2. Education Center
3. Student Dorms
4. Cleveland Metroparks Zoo Interpretive Trails
5. Cindy Broder Conservation Gallery





# The Ellen DeGeneres Campus of the Dian Fossey Gorilla Fund

Vision:

*Gorillas as an entry point for a lifetime of conservation activism*

Cindy Broder  
Conservation Gallery:

- ❖ Ellen's Welcome
- ❖ Dian Fossey
- ❖ Gorillas and You
- ❖ Modern Conservation
- ❖ Conservation and You
- ❖ Irmelin DiCaprio Theater





# The Ellen DeGeneres Campus of the Dian Fossey Gorilla Fund

Vision:

*Gorillas as an entry point for a lifetime of conservation activism*

Cindy Broder  
Conservation Gallery

- ❖ Ellen's Welcome
- ❖ Dian Fossey
- ❖ Gorillas and You
- ❖ Modern Conservation

## ❖ **Conservation & You**

- EVERYONE CAN DO SOMETHING...
- **WHAT CAN YOU DO?**



## **GOALS:**

- Demonstrate how everyday people (just like me!) are contributing
- Demonstrate that DFGF values and needs what you have to contribute
- Create an activism opportunity with clear target behaviors
- Apply principles of conservation psychology to maximize likelihood of compelling the desired actions

A journey of a thousand miles  
begins with a single step.

*Lao Tzu*



# HOW AND WHERE DO WE START???

*Identified two primary questions*

Q1: How do we get guests to do what we want them to do?

**Conservation Psychology 101**  
UC San Diego (Extension)  
Spring 2020

Q2: What *exactly* do we want guests to do?

**Con Psych Coaching**  
Antioch University (New England)  
Spring/Summer 2020

# Q1: How do we get guests to do what we want them to do?

- Traditional Approaches

“Knowledge → Behavior Change”

“Attitude → Behavior Change”





# Q1: How do we get guests to do what we want them to do?

## Conservation Psychology 101



Community-Based Social Marketing  
FOSTERING SUSTAINABLE, HEALTHY & SAFE BEHAVIORS



*The cornerstone of sustainable and healthy communities is behaviour change.*

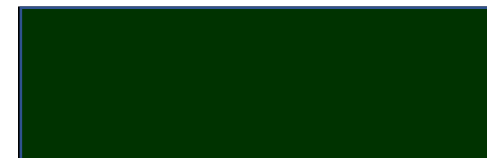
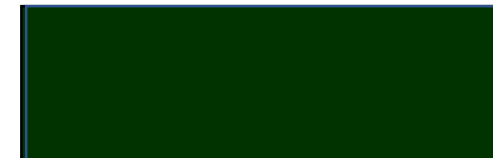
*Doug McKenzie-Mohr*



Select behaviors

Identify benefits &  
barriers

Develop change  
strategy



Q2: What do we want guests to do?

Coaching  
Service

SUPPORT US

FOLLOW US

REMEMBER US

JOIN US

# Q2: What do we want guests to do?

Coaching  
Service

## SUPPORT US

Make an onsite donation

## FOLLOW US

Sign up for newsletter  
Follow us on social media

## REMEMBER/SHARE US

Take a photo at photo op station  
Share photo on social media

## JOIN US

Pledge to take a meaningful and  
personal action after you leave

# Q2: What do we want guests to do?

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# Identify Target Audience(s)

## RESIDENTS

- Rwandan
  - Tour operators
  - Community leaders
  - Professionals
  - Agriculturalists

**ALL ARE POTENTIAL DONORS!**

- Ex-pats
  - Humanitarians
  - Investors/business professionals
  - Embassy staff members

## INTERNATIONAL TOURISTS

- University students
- Educators/professors
- Working professionals, high wealth
- Working professionals, average wealth
- Retired professionals
- Philanthropists
- Nature lovers
- Backpackers/adventurers
- Dian Fossey fans
- Gorilla lovers
- Reluctant tagalongs

# Identify Target and Undesirable Behaviors



**MAKE A DONATION**



*Walk out without donating*

# Identify Benefits and Barriers



## MAKE A DONATION

## *Walk out without donating*



### Target Behavior +++ Benefits +++

### Target Behavior ----- Barriers -----

### Unwanted Behavior +++ Benefits +++

### Unwanted Behavior ----- Barriers -----

- I know I am providing immediate support to DFGF
- DFGF Adopt program benefits (e.g., photo, updates, certificate)
- There is no commitment with a one-time gift
- I get to enjoy the FUN (TBD) giving experience
- It just feels good to give

- No cash on hand
- Fear credit card use at exhibit isn't secure
- Feel I've already supported DFGF by trekking
- Not convenient enough to do it quickly
- I don't have enough time to donate

- I get to keep all my money
- Takes less time if I just leave now
- I can enjoy what's next more quickly
- I don't have to look around for my cash, wallet
- I don't have to make a decision about how much to give

- Feel guilty for not contributing to this good cause
- Miss out on the FUN of donation experience
- Not able to get instant recognition for making a gift
- Fear looking like a cheapskate in front of others

How do we connect exhibit content with personal identity?



- Audience segmentation
- Adapt messaging to identity of visitor
- Invest visitor in the process of identity selection



# GORILLA CONSERVATION: WHAT CAN **YOU** DO?

Which Gorilla Game Changer are YOU?



Everyone can do something...what can YOU do?

TAKE QUIZ

**JUVENILE JOY**



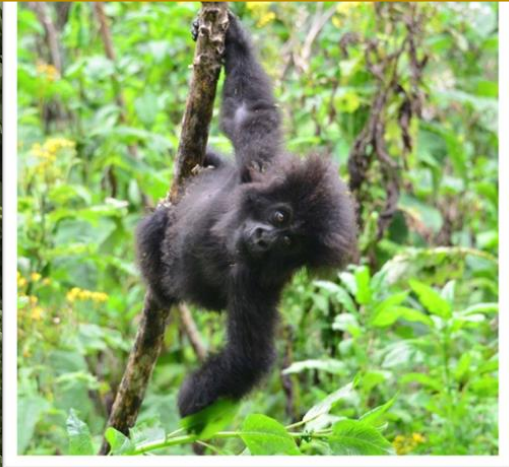
**MAMA MARVELOUS**



**SILVERBACK STRONG**



**INFANT INCREDIBLE**



**BLACKBACK BRAVE**



## Section of Exhibit

## Primary Message

<b>Ellen's Welcome</b>	<i>This campus matters, to Ellen and to people all around the world.</i>
<b>Dian Fossey</b>	<i>Dian was a pioneer who knew gorillas and changed the conservation game.</i>
<b>Gorillas and You</b>	<i>Gorillas are like us in so many ways and, like us, face challenges.</i>
<b>Modern Conservation</b>	<i>Conservation is complex and requires a diverse, community-centered approach.</i>
<b>Conservation and You</b>	<i>We can't do this without YOU.</i>

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<b>Conservation and You</b>	<i>We can't do this without YOU.</i>
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### Primary Message

### Secondary Message

### Tertiary Message

Dian Fossey

**Gorillas and You**  
*Gorillas are like us in so many ways and, like us, face challenges.*

Modern Conservation

Conservation & You

Gorillas are smart, compassionate, and have friends and family too

A gorilla's life is similar to mine

Gorillas are at risk

Gorillas are smart/inquisitive

Gorillas care for and look out for each other

Gorillas' lives revolve around friends and family

Everyone has a role to play

Every day brings new challenges

Gorillas are part of and depend on larger ecosystem

Being a gorilla isn't always easy

# GORILLAS and YOU

## Key Messages



# GORILLAS and YOU

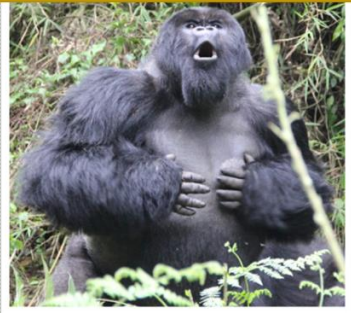
## Quiz Question

**What about gorillas most fascinates you?**

- a. Gorillas are at risk and need our protection
- b. Gorillas are part of and depend on a larger ecosystem
- c. Gorillas care for, and look out for, one another
- d. Gorillas and humans share many physical characteristics
- e. Gorillas are smart, inquisitive, and solve problems

a. Gorillas are at risk and need our protection

**BLACKBACK BRAVE**



b. Gorillas are part of and depend on a larger ecosystem

**SILVERBACK STRONG**



c. Gorillas care for, and look out for, one another

**MAMA MARVELOUS**



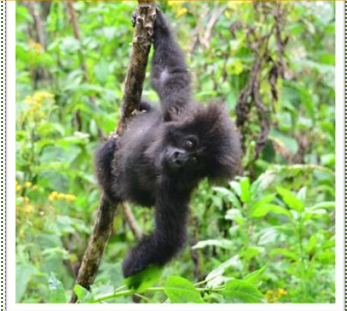
e. Gorillas are smart, inquisitive, and solve problems

**JUVENILE JOY**



d. Gorillas and humans share many physical characteristics

**INFANT INCREDIBLE**



# Cialdini's weapons of influence

Reciprocation

Consistency & Commitment

Social Proof

Liking & Cooperation

Authority

Scarcity





# Cialdini's weapons of influence

Reciprocation

We should pay back what others have given us.  
Small 1<sup>st</sup> behaviors lead to larger 2<sup>nd</sup> ones.

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Scarcity

The idea of potential loss plays a huge role in decision making.

# APPLYING Cialdini's weapons of influence

Reciprocation

We gave you this great space and experience; now can you give us a donation?

Consistency & Commitment

You already paid a lot to trek gorillas and it was a lot of work. You clearly care about gorillas.

Social Proof

As you can see, everyone who comes through this exhibit donates to the Fossey Fund.

Liking & Cooperation

The Gorilla Game Changers, the ones you just met, are asking you to help them do their work.

Authority

The uniformed tour guide is directing you to donate either cash here or online here.

Scarcity

People who donate here and now get this special gift – not available any other time or place.

## Marvelous MAMA



Please join other **Marvelous Mamas** who are working to protect actual infant gorillas and their families by:

- Symbolically adopting a gorilla here: [ADOPT](#)
- Making a donation here: [DONATE](#)

When you make a donation from the Conservation Gallery of the Dian Fossey Gorilla Fund's Ellen Campus, you will receive [this exclusive benefit]. This is the only time and place you can receive this gift as thanks for your generous support!





## Next steps:

2020

- Pilot test the quiz with target audiences
  - Profile fit – do the characters fit with the target audiences?
  - Distribution of character results – is everyone Silverback Strong?
  - Do we need to add questions?
  - Does the ask work?
- Develop formative and summative evaluation plans

2021

- OPEN the Ellen DeGeneres Campus of the DFGF(!)
- Implement broadly & evaluate

# Lessons Learned

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- Long-term behavior change is HARD!
  - END GOAL: Gorillas as an entry point for a lifetime of conservation activism
    - ***FIRST BEHAVIOR: DONATE right now***
- There are many tools and strategies in the behavior change toolbox
  - CBSM for first behavior...what's next?
- Conservation Psychology Institute's coaching service – HIGHLY RECOMMEND!



# ~~Acknowledgments~~ HUGE THANKS TO:

- Cleveland Metroparks Zoo
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- Dian Fossey Gorilla Fund
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- Antioch University's Conservation Psychology Institute
  - University of California - San Diego (Extension) and Dr. Wes Schultz
  - Dr. Kayla Cranston and this *wonderful* coaching service!
- MASS Design team
- The Ellen Fund
- COVID-19 (?)



Thank you! Questions?





Thank you for  
joining us!

**Thank you for joining us for our Fall 2020 Webinars. The Conservation Psychology webinar series will continue in Spring 2021 – be sure you are on our mailing list so that we can notify you when those webinars are scheduled!**

<https://lp.constantcontactpages.com/su/hmoWhBA/ConsPsy>

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**We are here for you!**

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