

ideas42, a NYC-based non-profit behavioral design lab, is launching the NYC Behavioral Design Center to help non-profit organizations infuse behavioral science-informed strategies into their practice, professional development, and program design. The Center will help non-profits boost productive utilization of their services and improve outcomes for their clients and communities. The Center is now accepting requests for support from human service agencies interested in applying behavioral insights to existing or new programs.

## Background

Behavioral design uses scientific insights from psychology and economics to help people make better choices for themselves and for society. ideas42 and other behavioral science researchers have designed low-cost, scalable solutions to achieve significant impact in diverse arenas as college success, voting and receipt of benefits.

## Project Criteria

With funding from The New York Community Trust and the Booth Ferris Foundation, the Center is building a portfolio of behavioral interventions across the City’s human service sector. Ideal projects, to varying degrees, will have the following characteristics:

**Organizational Priorities and Social Impact:** Projects will address priority issues for the organization aimed at enhancing service delivery or civic engagement. Interventions will be designed to quickly enhance program impact, and foster positive change among clients, staff, and/or community members.

**Behavioral Problem:** Problems should involve individuals’ choices and actions, especially when there is a discrepancy between the two. Behavioral design can help people form intentions and follow through on them, but cannot solve structural issues, including inadequate capacity or resources.

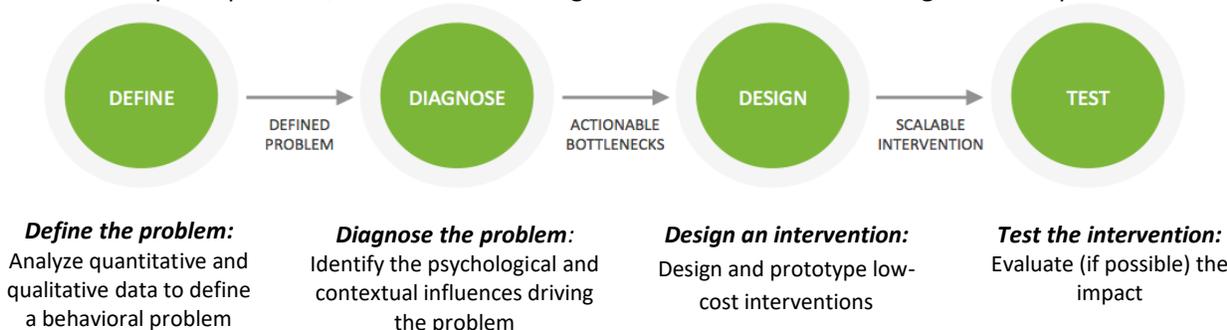
**Focus on Existing Touch-Points:** The Center will design light-touch interventions leveraging existing or intended materials and processes including: protocols, communications (e.g., emails, mailings), or forms.

**Readily Available Data:** Impact will be measured through outcome data that is already being collected.

The Center will also consider requests to assist with aspects of new program development.

## Methodology

With its nonprofit partners, the Center will design scalable interventions using ideas42’s process:



**Interested?** Use this application: [bit.ly/bdc-projappl2018](https://bit.ly/bdc-projappl2018) to tell us about the problem, the desired outcome, and the target program and audience. Contact [laura@ideas42.org](mailto:laura@ideas42.org) for further information.

**Need quick consultation on a behavioral design issue?** Join the BDC for an office hour and get customized advice on a behavioral problem your team or program is facing: <https://calendly.com/nycbdc/officehours>