

# NYC BEHAVIORAL DESIGN CENTER PROJECT ASSISTANCE

## Is a behavioral problem limiting the effectiveness of your program?

Non-profits in New York City provide valuable services and opportunities to millions of New Yorkers, but their impact can be diminished by behavioral problems, including:

- ✘ Failure to sign up for programs, or attend sessions
- ✘ Initially enthusiastic participants stop coming
- ✘ Clients under-utilize available benefits, services, and resources relevant to their goals
- ✘ Staff not taking actions to fully engage or serve clients
- ✘ Low constituent participation in community forums, voting, and advocacy



### We can help!

The NYC Behavioral Design Center is accepting requests from local non-profits for assistance in applying behavioral strategies to problems in their program operations and communications.

Through a 3-5-month project, at **no cost to you**, Center staff will work with you to: **define** the behavioral problem; **diagnose** the behavioral barriers to the desired action, using observations, interviews, surveys, and data analysis; **design** low-cost interventions or changes to current program procedures or communications; and advise you on how to assess the impact of those changes.

**APPLY** at  
[bit.ly/BDC-ProjApp](https://bit.ly/BDC-ProjApp)  
to describe the problem,  
desired outcome, target  
program and audience.

**Want more info?** Contact [laura@ideas42.org](mailto:laura@ideas42.org) or browse [ideas42.org/bdc](https://ideas42.org/bdc)

For quick consultation, **sign up for an office hour** at [calendly.com/nycbdc](https://calendly.com/nycbdc) to get customized advice on a behavioral problem your team or program is facing.



### Project Criteria

Ideal projects, to varying degrees, will have the following characteristics:

- ▶ Project addresses priority issues related to enhancing service delivery or civic engagement, with the aim of quickly enhancing program impact.
- ▶ A behavioral problem involving individuals' choices and actions, especially discrepancies between the two.
- ▶ Available data about the desired behavior and/or outcome
- ▶ Existing touch-points (interactions, channels of communication) with program participants or other target audience

### About the Behavioral Design Center

ideas<sup>42</sup>

The NYC Behavioral Design Center at **ideas42** provides education and technical assistance to help NYC non-profits infuse behavioral science-informed strategies into their practice, professional development, and program design, and improve outcomes for their clients and communities. With initial funding from The New York Community Trust and the Booth Ferris Foundation, the Center is building a portfolio of behavioral interventions focusing on enhancing human service delivery and civic engagement.