We can help!

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

Through a 4-6-month project, we will work with you to:

- **define** the behavioral problem;
- **diagnose** the 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 implement and assess the impact of those changes.

### Project Criteria

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

- Project addresses priority issues related to enhancing the wellbeing of low-income individuals and communities, with the aim of quickly enhancing program impact
- An issue involving individuals’ choices and actions, especially discrepancies between the two
- Available data about the desired behavior and outcomes
- Existing touch-points (interactions, channels of communication) with program participants or other target audience

### APPLY at

**bit.ly/BDC-ProjApp**

to describe the problem, desired outcome, target program and audience.

**Want more info?** Contact laura@ideas42.org or browse ideas42.org/bdc

For quick consultation, **sign up for an office hour** at calendly.com/nycbcd to get customized advice on a behavioral problem your team or program is facing.

Looking to improve 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 problems like:

- 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

About the Behavioral Design Center

The NYC Behavioral Design Center at ideas42 provides capacity-building education, coaching, and hands-on assistance to help local non-profits identify and address behavioral barriers that emerge in service delivery and civic engagement efforts, with a particular focus on alleviating poverty. By applying these strategies, organizations can make good programs even more effective and reach more New Yorkers who could benefit from them.