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

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.

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/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 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

About the Behavioral Design Center

ideas42

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.