

TOP TEN DRAGONFLY INSIGHTS

1. Be personable and tell powerful stories.

Be relatable, authentic, and genuine, and tell personal stories that connect with your audience. People forget facts, but they never forget a good story.

2. Use Design Thinking.

Don't get caught up in traditional ways of problem solving; think outside the box and remember to always design your campaign with your audience in mind.

3. Iterate, Iterate, Iterate.

"We have a strategic plan," said Southwestern Airlines CEO Herb Kelleher. "It's called doing things." Always err on the side of action -- you will learn more by actively doing than by getting stuck in the "idea phase."

4. Use social media to your advantage

Use social media platforms as a way to communicate your message and reach your audience directly. Unlike traditional media which targets users with a brand, social media is about having a conversation. (For more tips, check out our list for engaging people on Facebook and Twitter.)

5. Stay focused on your goal (Focus + GET - use The Dragonfly Model).

Outline what your focused goal is and always work towards it. Use the model -Focus, Grab Attention, Engage, and Take Action -- to follow through from having just a seed of an idea to a full-fledged cause.

6. Create a ripple effect.

Social networks are a powerful way to spread a message quickly and efficiently. Utilize emotional contagion and find "influencers" in your networks. Build your campaign in a way so that others can build on it as well.

7. Ask for time, then money.

Research shows that people are more likely to donate money after you first ask for their time. Be strategic about not only who you ask, but what you ask for. Read more about the Time-Ask Effect on our Research page.

8. Engineer virality.

Create a clear, powerful message and make it easy to share. Always ask yourself, "If I received this, would I be engaged, and compelled to share it with others?" If not, go back and start again until you come up with something truly shareable.

9. Isolate a "sticky" idea or story that represents your cause.

Create S.T.A.R. moments (Something To Always Remember) - an easy take away message for your cause that sticks in people's minds.

10. Spread happiness.

The Dragonfly Effect arose out of the idea that small acts can create big, positive change in the world. Prosocial actions make people's lives feel more meaningful, fulfilling, and happy -- so Focus, Grab Attention, Engage Others, and Take Action, and start doing your part to spread more happiness.

