

Evildoers Tremble at Release of Second Edition!

Expanded, updated version of "Storytelling as Best Practice" certain to give good causes decisive edge in ongoing battle with forces of darkness.

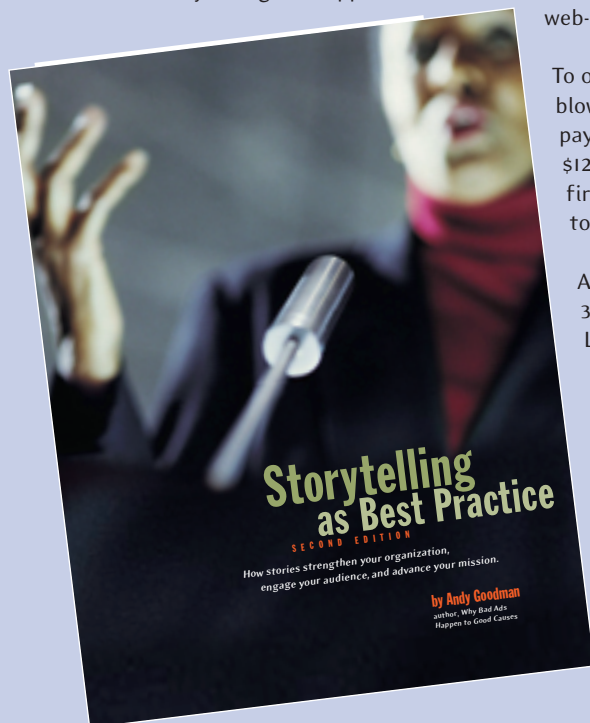
Okay, perhaps I'm overstating the case a touch, but if you haven't already purchased this compendium of *free-range thinking* essays from 1999-2004, now you have an even better reason to grab a copy. While still including all the articles about storytelling that appeared

in the original booklet, the second edition also contains articles published in *free-range thinking* after the first edition's release in October 2003, a more comprehensive bibliography of books on storytelling, and some of the first edition articles have been updated to ensure that references to web-based resources are accurate.

To order your copy (and strike a blow for good), please send a check payable to Andy Goodman for \$12.50 (\$10 per copy plus \$2.50 for first class shipping and handling) to:

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Discounted shipping costs are available for orders of 10 copies or more, so please send an email to andy@agoodmanonline.com before placing your order to obtain rates. (Sorry, we cannot accept credit cards.) ■



Free-range thinking™ is a monthly newsletter for public interest groups, foundations, and progressive businesses that want to reach more people more effectively. For a free subscription, send your request to: andy@agoodmanonline.com or call 213.386.9501. Back issues are available on the web at www.agoodmanonline.com.

Newsletter edited by Carolyn Ramsay.



a goodman

GOOD IDEAS FOR GOOD CAUSES

3250 Wilshire Boulevard, suite 1400
Los Angeles, CA 90010



Oh Say, Can They See?

Public health, civic engagement, global warming—progress on these and other intangible issues can be difficult to see (if not downright invisible). So how do you ensure your work remains in sight and top of mind?

After studying thousands of innovations to determine why certain ideas catch on quickly while others don't, Everett Rogers concluded that "observability" was a critical factor. "The easier it is for individuals to see...an innovation" wrote Rogers, "the more likely they are to adopt." Cell phones are a prime example: from the moment they were introduced they were highly visible, which contributed to their rapid spread. Satellite radio for cars, in contrast, faces an uphill battle (the recent signing of Howard Stern notwithstanding.) Look around the next time you're stuck in traffic: can you tell who has it and who doesn't?

Unfortunately for many nonprofits, their work is more analogous to selling satellite radio receivers than cell phones. Even if they make great strides in protecting endangered species, registering new voters, or promoting healthier behaviors, their progress may be impossible to see. That's why it's incumbent on these organizations to consider not only how they can reach their goals, but also how they can ensure their efforts and results remain visible. This month, I offer a handful of examples illustrating how a few good causes are giving their audiences something to see. ►

▶ **Sticking it to Voters**

If someone has already voted, why reward the effort with a cheap paper sticker? Because the drive



to increase voter turnout doesn't end on the morning the polls open. By making voters visible

throughout Election Day, polling place officials indirectly encourage others who haven't voted yet to get out and do their civic duty.

We're Getting Warmer

You've had your launch event and mailed out your solicitation letters, so after a month or so has passed, how can you remind potential donors that a fundraising drive is still under way? Thermometers like the one pictured here are one device to keep your drive visible while also showing momentum towards your goal.



Now You See It, Now You Don't

Sometimes a public interest organization's goal is met by *denying* visibility to an antagonist. Tagging can be a gang's way of declaring its dominance in a neighborhood, establishing a perverse form of visibility while still hiding from the authorities. Conscientiously removing any graffiti as soon as it appears is how community leaders and law enforcement officials send a message back to the gangs that even this low level of criminal activity will not be tolerated.

Showing Your Colors

One of the most widely adopted visibility tools is the looped ribbon. What began with a red ribbon symbolizing concern for those suffering with AIDS is steadily moving through the rainbow to include pink (solidarity with breast cancer survivors), yellow (backing our troops at home and abroad), green (support for family farms), and other colors.



Plugging Lance a Lot

When Nike throws its marketing muscle behind your cause, visibility can soar with an audible *swoosh*. The Lance Armstrong Foundation has raised over \$10 million through the sales of silicon rubber "Live Strong" bracelets, which debuted at Niketown selling for \$1 apiece and whose initial production run was entirely underwritten by the company. The bright yellow (i.e., highly visible) bracelet, worn by Armstrong during the Tour de France and John Kerry at the Democratic convention in Boston, displays support for cancer patients and survivors as it continues to raise funds for Armstrong's foundation.



Solidarity in Sterling Silver

Women who want to display their support for a friend trying to quit smoking can wear a "Circle of Friends" sunburst pin. Celebrities including Jamie-Lynn DiScala, Jessica Simpson,



and Cicely Tyson have worn the pin, which sends \$5 (out of each \$16 purchase) to "services for women who are dedicated to living smoke free lives." The campaign publicizing the pin is a collaboration of American Legacy Foundation, Entertainment Industry Foundation, Discovery Health Channel, and companies including Avon, Bally Total Fitness and others.

A Key Question for Nonprofits

J. Mays—the car designer best known for updating the VW Beetle, Ford Thunderbird, and the next Ford Mustang—worries about every aspect of his creations' visibility, right down to their keys. Owners of expensive luxury cars, he points out, carry only "a nasty piece of black plastic with a piece of metal sticking out of it" as a visible reminder of their investment, and Mays believes even something that small can negatively affect brand identity. Which raises this question for nonprofits: what does the membership card that your supporters carry around with them—i.e., your day-to-day visibility in their lives—say about you? ■

