

**THE  
NARRATIVE  
PROJECT**



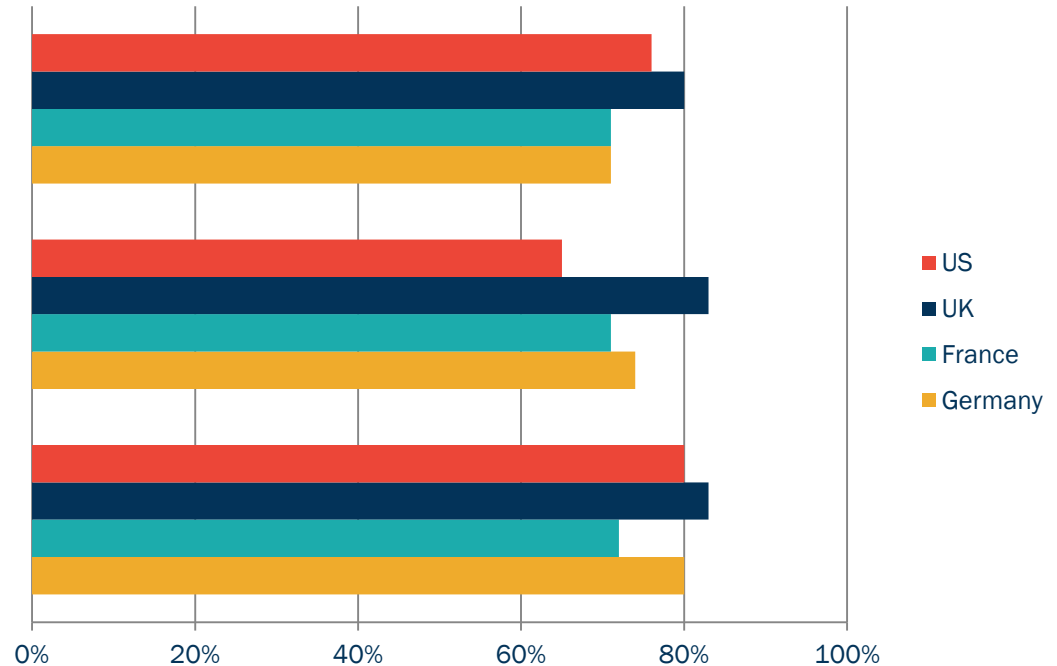
**BUILDING PUBLIC SUPPORT FOR GLOBAL  
DEVELOPMENT IN THE US, UK, FRANCE  
AND GERMANY**

# Public Attitudes are Negative

Poor countries tend to stay poor.

Despite billions in aid, the poorest people around the world are not much better off than they were 20 years ago.

Most of the countries that were poor 30 years ago are still poor today.



# Three BIG barriers to public support based on research with nearly 5000 people in the U.S., UK, France and Germany

## CYNICISM

There is widespread agreement among the public that there has been no progress in developing countries.

## DISTANCE

Most people do not have any connection (and little empathy) with the world's poorest people.

## FUTILITY

Very few believe that their actions can have any impact on these problems.

# Our Ambition •

• Transform the way the sector talks about itself.

• Reverse the decline of public support for our work.

• Create a climate that helps us all be more effective.

• Bring coordination and consistency to our approach.

# A Comprehensive Approach

The primary objective was to learn something *new* about how to **change** public attitudes – rather than greater understanding of existing attitudes.

## Pre-research

- Audit existing research
- Create arguments to test

## Qualitative

- Focus groups with stimulus

## Quantitative

- 1200 person online interviews per country
- Engaged Public sample

## Analysis

- Perception shifts
- Advocacy actions
- Propensity to donate

## Post-research

- Create the narrative
- Text analytics

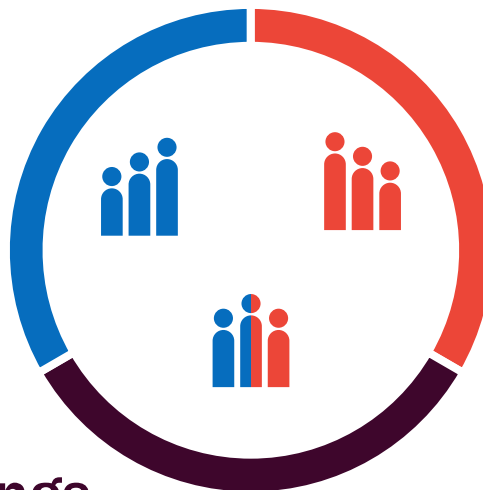


# Audiences for this Research

MUST be engaged with these issues to qualify for the research.

## Pros (47%)

- Positive about development
- Liberal and well-educated
- Consume a lot of news media
- High perceived social capital
- The youngest group



## Skeptics (14%)

- Skeptical about development
- Older
- More conservative
- Care considerably less about other social causes

## Swings (39%)

- Undecided about development
- Generally older than the Pros
- Similar politically to the Pros
- Care about other social causes, but a little less than Pros

We tested messaging narratives to see which ones our audience responded to most: Autonomy & Partnership were the strongest in the U.S.

## NARRATIVE INDEX SUMMARY

Ranked by Pro Index Score

Index Score: Affinity + Net Convincing +  
Support Government Funding +  
Likely to Donate + Likely to Take Action



Pros



Swings



Skeptics



	Mean	311	179	102	262	226	187	212
	Range	300-319	160-193	84-127	254-266	212-253	172-194	189-224
<b>AUTONOMY</b>		319	193	127	266	253	191	224
<b>MORALITY</b>		313	182	84	254	224	192	217
<b>PARTNERSHIP</b>		312	181	98	266	214	194	217
<b>PROGRESS</b>		300	160	98	262	212	172	189

 Top scoring narrative

 Bottom scoring narrative

Narrative test. See NARRATIVE & MESSAGING INDEX SCORE METHODOLOGY for Index score components

Base: Engaged Public in each country. Sample ~1200 in each country. Fieldwork from May 14 - 29, 2014



# Key Audience Insight

We can nearly double the number of our supporters if we can convince the undecided “Swing” audience



# Narrative Messages



**INDEPENDENCE:** Development programs help people in the world's poorest places become independent and stand on their own two feet.



**SHARED VALUES:** People born in the world's poorest places deserve the chance to achieve their full potential, because every human life is valuable.



**PARTNERSHIP:** Development programs work because people from across countries and communities join forces to share knowledge, resources and responsibility.



**PROGRESS:** Development programs work. We've beaten smallpox, nearly defeated polio and helped millions of people get education and training.

## TAGLINE:

Building the  
foundations of  
independence.



# Digital Results

- The narrative project content saw an **increase of 120% in engagement across all partner social channels.** (retweets, likes, comments, shares)
- **Women and Girls content outperformed Global Development content,** with more significant gains in engagement.
- Shorter, more precise content (particularly with images) **performed best** across all partner channels.

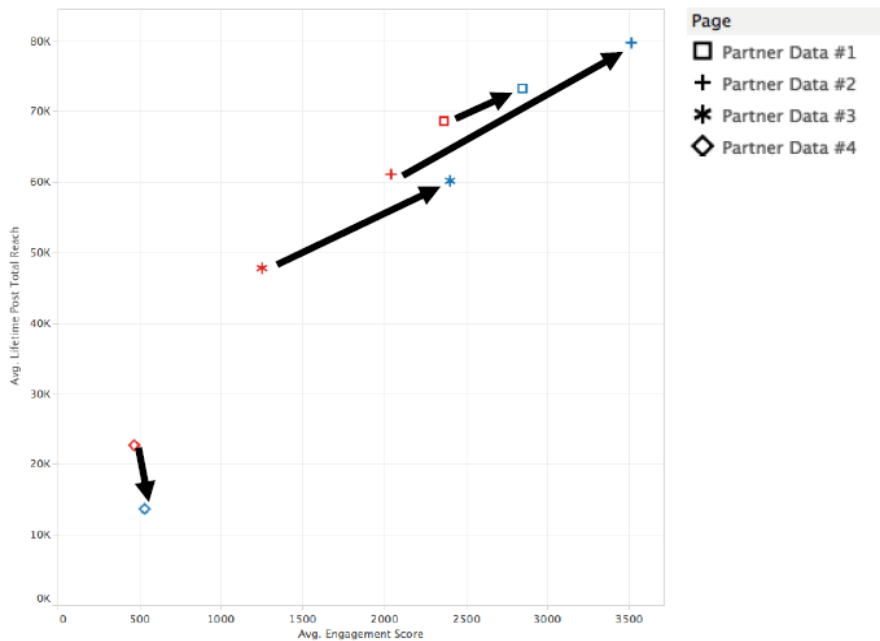


Figure 2: Increase in performance based on engagement and reach per partner.

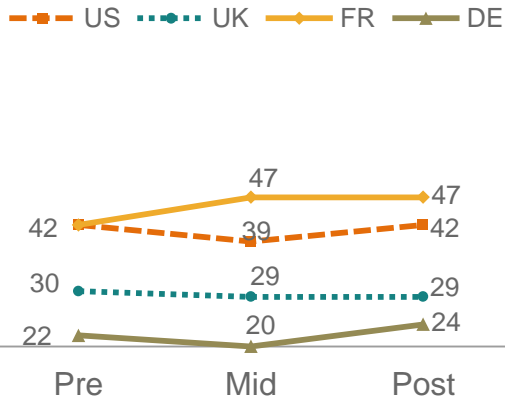
# Changing These Opinions is Hard

Proportion that agree 'Foreign aid is a big waste'

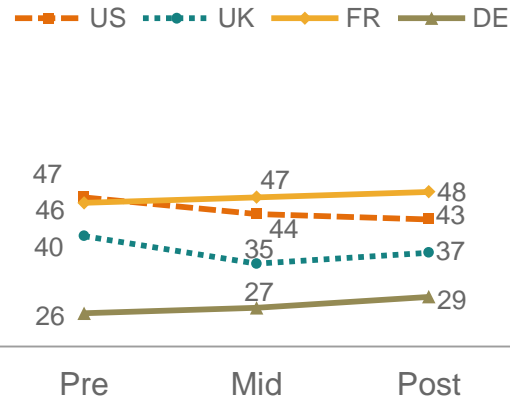
No statistically significant change in any audience group over the course of the survey

Top 2 shown (Strongly agree + Somewhat agree)

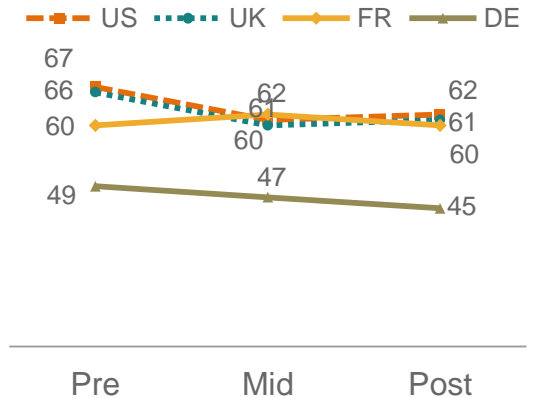
## Pros



## Swings



## Skeptics



Indicates a statistically significant change from pre to post at the 90% confidence interval

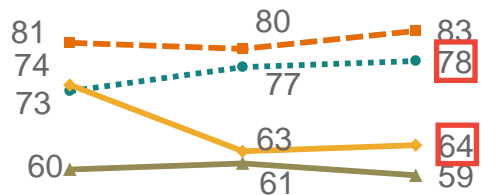
# Likelihood to Donate to Charity Increases Among Swing Audience

## Likelihood to donate to a charity or non-profit organization

Showing Top 3 (10 - Very likely to donate to an NGO + 9 + 8)

### Pros

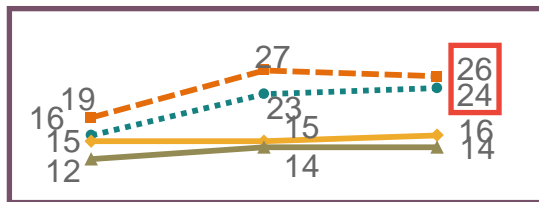
US UK FR DE



Pre Mid Post

### Swings

US UK FR DE



Pre Mid Post

### Skeptics

US UK FR DE



Pre Mid Post

Indicates a statistically significant change from pre to post at the 90% confidence interval

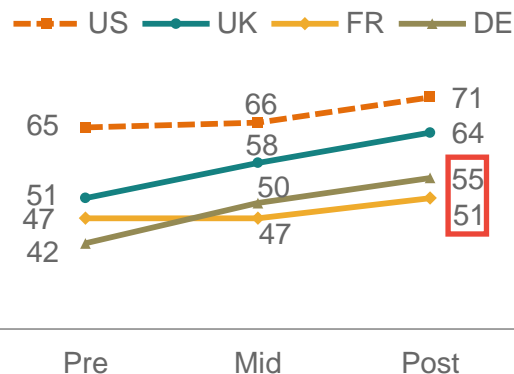
Q#. QBSR5 / QPS3 / QPST3. Thinking about charitable giving to help in developing countries, please indicate how likely you would be to donate to a charity or non-profit organization (i.e. NGO) that works on international development programs, where a score of 0 means that you are 'Not at all likely to donate to an NGO', and a score of 10 means you are 'Very likely to donate to an NGO'. Where would you place yourself on this scale?

# Our Frames and Messages Were Effective at Changing People's Views of Their Own Impact

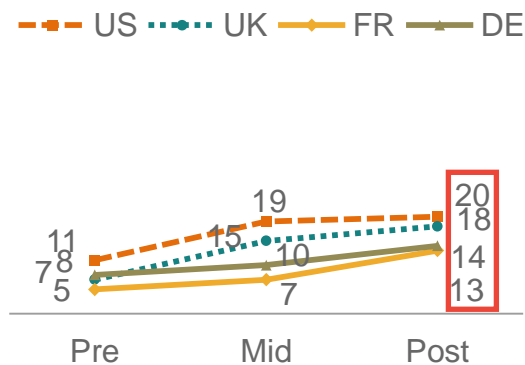
## Personal impact on reducing poverty in poor countries

Showing Top 3 (10 - You can make a great deal of difference + 9 + 8)

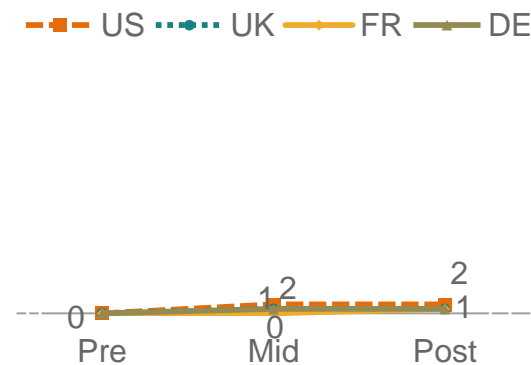
### Pros



### Swings



### Skeptics



Indicates a **statistically significant** change from pre to post at the 90% confidence interval

#. QBSR4 / QPS2 / QPST2. Thinking about you personally, how much of a difference do you think you can make to reducing poverty in poor countries? Please use the following scale where 0 means that you 'can't make any difference at all' and 10 means that you 'can make a great deal of difference'.

Base: Engaged Public in each country. Sample ~1200 in each country. Fieldwork from May 14 - 29, 2014



# Always Emphasize our Goal: Self-reliance

## Do

- Position the end goal of development as the best way to give everyone a chance to become self-reliant.
- Relate practical development support goals to a broader story of growing self-reliance around the world.

## Don't

- State abstract goals like 'ending poverty' as our ambition. These concepts act as triggers for Skeptics who, when provoked, are quick to point out unrealistic objectives as reasons not to support development programs.



# Describe the Potential of People Living in the Poorest Places

## Do

- Talk about people in developing countries as individuals who share our values—ingenuity, determination, pride and persistence—who were born into unlucky circumstances.
- Harness the most resonant moral case for development support: opportunity is unfairly distributed around the world and, people do not choose where they are born.

## Don't

- Portray people in developing countries as helpless, voiceless “others” who need to be rescued.
- Using terms such as “the world’s poorest” is not forbidden, but they should only be used in combination with messaging that invokes shared values such as dignity and pride.



# Use Progress as a Tool— Not a Story Itself

## Do

- Use progress stories when they have context and are shared in alignment with beliefs people already hold about the world.
- Frame progress in terms of risk of attrition: if we stop now, we will not only fail to make more progress, we will lose all the gains we've made over the last few decades.




## Don't

- Try to persuade people with progress without framing your story through a shared value/theme first.
- Progress stories are important because they show that development works, aid is effective, and things can change. Progress is not the story itself.



# EXAMPLE: CAMPAIGN MESSAGING

EXAMPLE PROVIDED BY THE UNITED NATIONS FOUNDATION

ORIGINAL MESSAGE	NARRATIVE THEME	REVISED MESSAGE
We have met mothers who will walk for miles for the opportunity to vaccinate their children. <b>We want to give them the opportunity</b> to provide their children with a healthy shot at life.	<i>Independence</i> → 	We have met mothers who will walk for miles for the opportunity to vaccinate their children. <b>They're determined to provide their children with a healthy shot at life, and an environment in which to survive and thrive.</b> Let's help them get there.
The fact is 1 in 5 children are dying before the age of 5 from preventable diseases and <b>we have the power to help.</b>	<i>Independence</i> → 	The fact is 1 in 5 children are dying before the age of 5 from preventable diseases. <b>We have the power to help give a hand up, not a hand-out, so that they can grow and unlock their potential.</b>
Shot@Life supports the work of the UN, GAVI and other global partners to deliver life-saving vaccines to children in developing countries, many in hard to reach, rural areas. This work would not be possible without the <b>support of the American people and U.S. government.</b>	<i>Partnership</i> → 	Shot@Life supports the work of the UN, GAVI and other global partners to deliver life-saving vaccines to children in developing countries, many in hard to reach, rural areas. This work would not be possible without the <b>strong, mutual partnership between the American people, U.S. government, and the families we are reaching. Together, we've reduced the global burden of disease, not by handouts but by partnership.</b>

# Narrative Themes

