



ONECHANGE[®]

Simple actions matter.[™]



@stuarthickox
stuart@onechange.org

About One Change

- One Change empowers people to believe that simple actions matter and to make smart choices
- Inspired by CBSM theory since 2006:
 - Over 3.8 million conversations in engagement programs across North America
 - 1,200 communities
 - 15,000+ volunteers and advocates



www.onechange.org
1-866-585-6359

What we do

- Design/deliver and consult re engagement campaigns that reach directly into communities: encouraging individual and community action
- Use the best of CBSM-based approaches combined with traditional marketing to encourage behavior change
- Help sponsors/partners communicate important messages and cross-promote programs
- Use data analysis and targeting reach specific audiences
- Deliver measurable outcomes



Why CBSM?

- Inspiration for change
 - The power of community
 - The shattering of barriers
- Method and magic
 - Methodology guides, magic inspires
- When combined with traditional marketing tactics works on a large scale
- There is opportunity to do better



www.onechange.org
1-866-585-6359

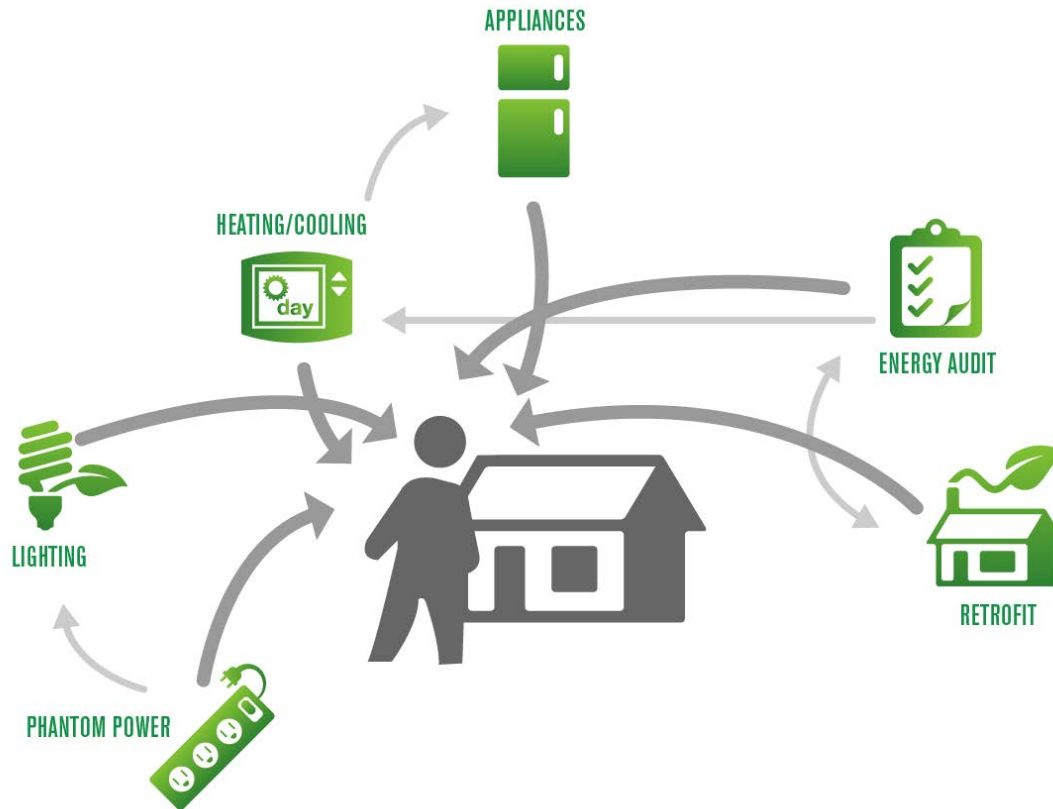
Why it works

- Identifying barriers – informs program design and delivery
- Authentic engagement harnesses the power of person-to-person communication
- Networks of people become committed to messages and are willing to share
- Simple first acts set people on a path for change
- Building relationships and trust overcomes disengagement

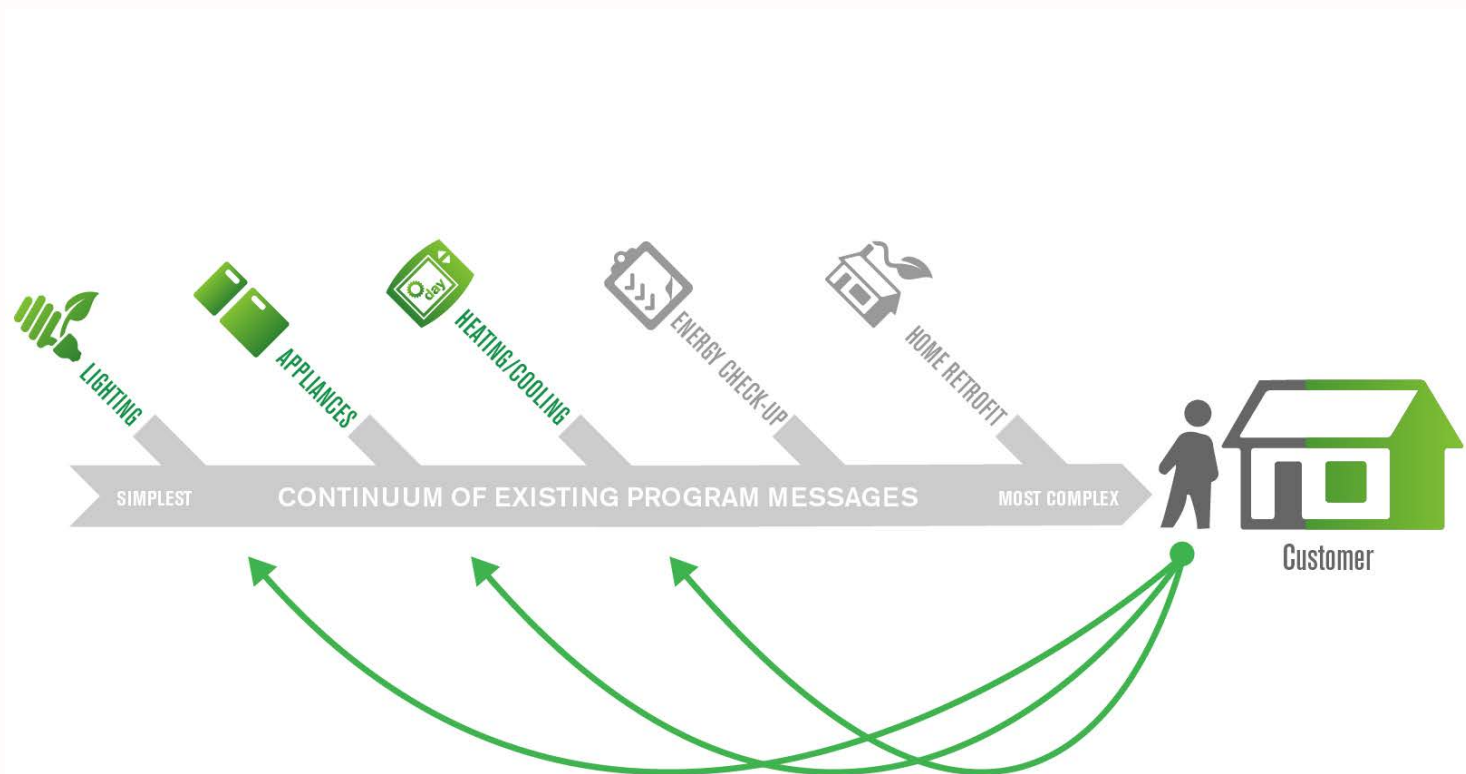


www.onechange.org
1-866-585-6359

Not confusing people helps too



A continuum of action – over time



Sometimes we feel like this



www.onechange.org
1-866-585-6359

Questions?

Stuart Hickox

@stuarthickox

@onechangeorg

Stuart@onechange.org

613 232 5892



www.onechange.org
1-866-585-6359