

NYC BEHAVIORAL DESIGN CENTER PROJECT ASSISTANCE

Is a behavioral problem limiting 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 impediments that prevent people from gaining the full benefit of these resources. These impediments can be reflected in behaviors like:

- ✘ Failure to sign up for programs, or attend sessions
- ✘ Initially enthusiastic participants stop coming
- ✘ Community members under-utilizing 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 NYC-based community organizations for assistance in applying behavioral strategies to problems in their program operations, systems, and communications.

Through a 4-5-month project, at **no cost to you**, Center staff will work with you to: **define** the behavioral problem; **diagnose** the behavioral 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 **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 **improving service delivery, child and youth programs, or civic engagement**, with the aim of quickly enhancing program impact.
- ▶ There is a behavioral problem involving individuals' choices and actions, especially discrepancies between the two. (i.e. Program participants, staff, or constituents are not doing "x," or are doing "y" instead of "x.")
- ▶ There is available data about the desired behavior and/or outcome.
- ▶ Your program has existing touch-points (interactions, channels of communication) with participants or other target audience.

About the Behavioral Design Center

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The NYC Behavioral Design Center at **ideas42** works with NYC non-profits to infuse behavioral science approaches into practice, professional development, and program design. Through educational workshops, coaching, and cooperative research and design, the Center helps non-profits boost productive use of their services and programs, enhance civic engagement, and improve outcomes for their clients and communities.