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**Brain Injury
Alliance**

N E W J E R S E Y

The Voice of Brain Injury in New Jersey Since 1981

Persuasion: A Cornerstone of Effective Advocacy

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What do you think persuasion
is?



Persuasion occurs

- ▶ When a person(s) is thinking and/or acting in a way another wants them to think and/or act.



Objectives

- ▶ Objective One: To define persuasive messaging i.e., of persuasion;
- ▶ Objective Two: To know where and when persuasion can and should be used; and,
- ▶ Objective Three: **To learn how to structure a persuasive message.**

OBJECTIVE 1: To define persuasive messaging i.e., of persuasion

- ▶ To prevail on (a person) to do something, as by advising or urging. Ex: We could not persuade him to wait.
- ▶ To induce to believe by appealing to reason or understanding; convince. Ex: To persuade the judge of the prisoner's innocence.
- ▶ To have someone think and/or act in a way one wants them to think and/or act.

What does persuasive messaging look like?

- ▶ To the person receiving the message:
 - The messenger is prepared and knowledgeable; both about their interest and about their communication partner.
 - The message is clear.
 - The message is brief.
 - The messenger appears honest, sincere, trustworthy.
 - The messenger has asked him/her to take particular action

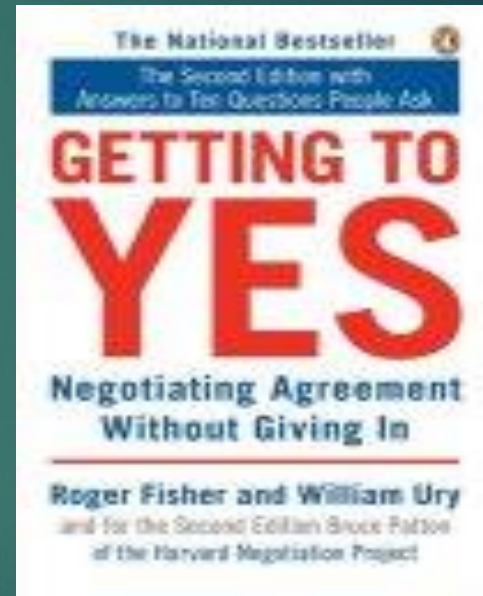
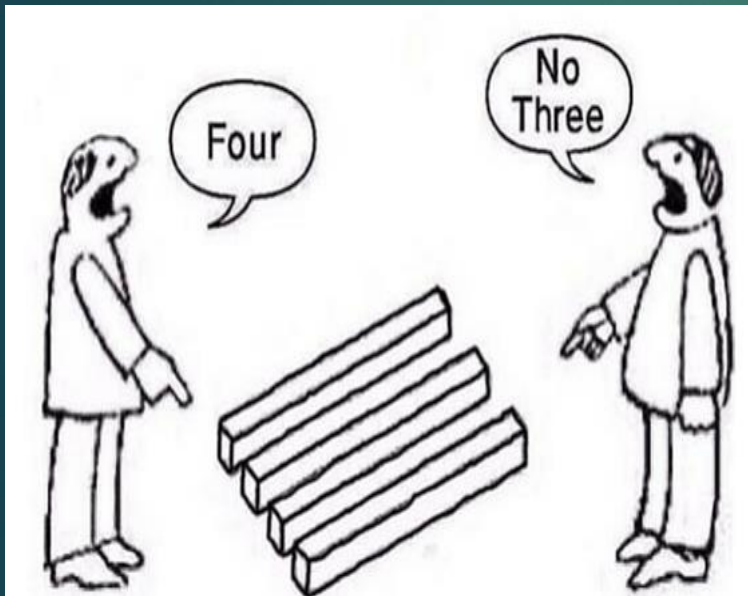
Persuasive messages are also

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- ▶ Goal-specific
- ▶ Organized
- ▶ Succinct
- ▶ Free from background noise
- ▶ Jargon-free
- ▶ Personable



Starts at But ends at



OBJECTIVE 2: To know where and when persuasion can and should be used

- ▶ In the court of law
- ▶ In the State Legislature, United States Congress
- ▶ By advocates when asking their elected officials to address a concern and/or to support or oppose a legislative proposal.
- ▶ By elected officials when asking citizens to vote for them.

OBJECTIVE 3: To learn how to structure a persuasive message

- ▶ Three sections: 1] Opening; 2] Body; 3] Conclusion.
- ▶ Opening
- ▶ Body
 - 3-5 key points within body.
 - Include supporting information.
- ▶ Conclusion: Reinforce/summarize the ideas.
 - ▶ Be memorable (use challenge, question, anecdote, quotation).

Step 1: Begin with the End in Mind

- ▶ Define the problem, concern, or interest that is of importance to you.
- ▶ Know what you want to accomplish and why.
- ▶ Define the specific end you want to realize.
- ▶ Define the message, idea, or point you want to communicate.

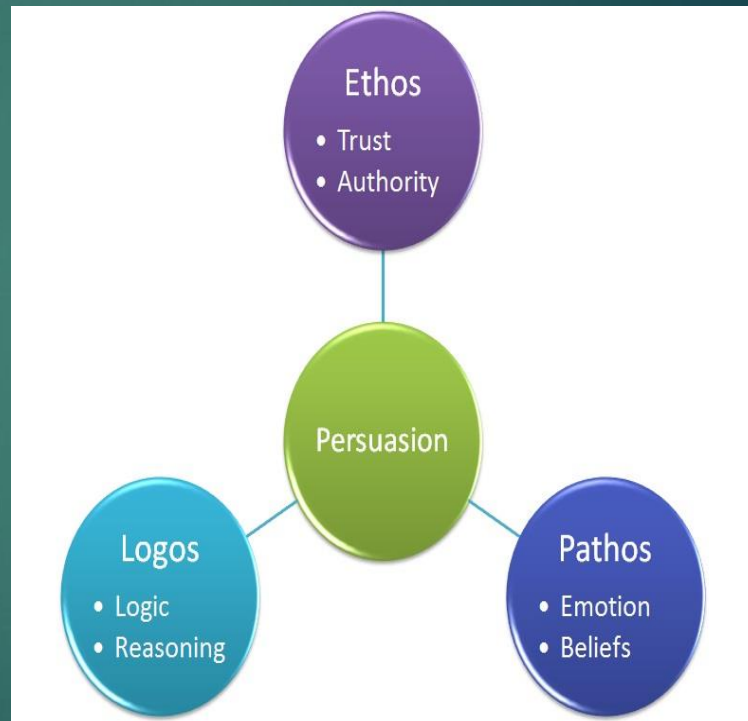


Step 2: Develop the Body

- ▶ Employ ethos, logos, pathos.
- ▶ Incorporate three (3) to five (5) subpoints that support the message, idea, or main point.
- ▶ Support each subpoint with definitions, descriptions, explanations, examples, facts, statistics, authorities, testimony, stories/anecdotes, visual aides.
- ▶ Logically assemble the ideas.

Ethos-Logos-Pathos

- ▶ Ethos – Credibility, trust
- ▶ Logos – Why should the person think and/or act a certain way?
- ▶ Pathos – Causes emotion. Use storytelling.



Step 3: Create an Opening / Introduction

- ▶ Catch the audience's attention by asking a startling question, stating a quotation, telling a story, displaying a picture or object etc.
- ▶ State your objectives.
- ▶ State your main message or focal point.

Step 4: Polish the Conclusion /End

- ▶ Reinforce / summarize the main ideas.
- ▶ Close with a memorable statement such as a challenge, question, story, or quotation.

CASE STUDY: Funding for Community Services



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Thank You!

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