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

- 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

- 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

-Reinforce / summarize the main ideas.
-Close with a memorable statement such as a challenge, question, story, or quotation.
CASE STUDY: Funding for Community Services
Thank You!

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