

# Four Steps to Ally Acquisition

How-to Guide for Growing  
Your Circles of Support



In an era when so much is invested in stirring up “the base,” Marketing for Change offers a different capacity – engaging the unengaged and building unexpected allies. We help organizations build active majorities around specific issues, leveraging all the tools of behavior change marketing to connect first and convert gradually.

Our ally acquisition practice listens and segments audiences in new ways, then leverages behavioral determinants, identity and empathy to grow the true reach of an organization or issue. We use a four-step process to transform the passive and distracted into allied actors for your cause.

### Find

First we identify the unengaged – often this is most people. Then we segment not by ethnicity, party or position, but by tribe. A tribe shares cultural touchpoints, personal constructs and identity narratives, and are heavily influenced by each other.

### Connect

We do not persuade or argue. We find agreement. We join each target on their territory, and begin building the alliance in their frame. We fulfill an identified audience needs state in a way that relates to the organization, issue or cause we want to further.

### Counsel

To strengthen the connection, we create and nurture a digital dialogue where the objective is building the relationship necessary for conversion. The relationship goes two ways: We are understanding them and they are understanding our issue.

### Convert

Measurable conversions are not unlike those in other advocacy effort: Joins, likes, shares, signatures and online or offline outreach to policymakers. The difference is the journey there – more a conversation than a simple activation.

## How to Use Ally Acquisition

Each step has a payoff. Try one or several. Not every step may be necessary, but there is probably at least one that will quickly position your organization for accelerated growth or broaden your reach to new audiences.

**Synthesis Session:** We facilitate a half-day workshop for a large group of stakeholders, donors and/or potential allies that builds a consensus around a grow-for-power strategy that broadens appeal and triggers more grassroots action.

**Ally Research:** A custom analysis using new or existing data identifies the unengaged, builds audience profiles and uncovers promising need states, laying the groundwork for segmenting the unengaged and identifying how to connect.

**Acquisition:** We partner with you to build a custom digital-first campaign, with some on-the-ground activities in key markets if budget allows, aimed at activating and acquiring allies unlikely to be in your supporter database but still willing to take limit actions of support.

**Acquisition Branding:** We review your brand, and then design adjustments or sub-brands to broaden your reach to segments identified in the acquisition step.

## Use personal, social and observational signals to broaden your appeal

### Personal

- Current Identity
- Personal Constructs
- Aspirational Identity

### Social

- Authenticity
- Affiliated Tribes
- Saliency

### Observational

- Cues & Clues (Territory Effect)
- Bandwagon Effect
- The Look-and-Feel



For more resources, go to [MarketingForChange.com/insights-center/resources](https://MarketingForChange.com/insights-center/resources)



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