

**PART 3: DIY TOOLKIT**

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**DO-IT-YOURSELF  
(DIY) TOOLKIT**



# DIY Toolkit

Now that you're familiar with the 7 Motivations, you can begin applying them to your own efforts. Use them to identify strategic engagement areas, whether you are a business, public entity, nonprofit or community organiser.

The Do-it-Yourself (DIY) Activation Toolkit guides you through three stages — Ideate, Design & Test, Launch — to identify which motivations to target and how to align your program, product, campaign or service with their distinct characteristics.

The first worksheet in this toolkit helps to identify the primary motivations for your organization's audience.

If you work in a specific field, use the Action Area Briefs to support your thinking — we have covered the following five topics: Eating; Stuff; Moving Around; Home; General (civic engagement, taking a break, money).

Each Brief shares priority and secondary action areas from a footprint perspective. There are tables showing which motivations are First Movers for particular actions, which are Convincables (and could be swayed to take a particular action), and which motivations are less or disinterested in the action listed. Note that people from across the motivations do the same action but for very different reasons.

As you go through the DIY Activation Toolkit, keep in mind that motivations respond to different appeals. Some segments are motivated by the planet, others are not. Some motivations respond to emotion and pleasure, others to facts and rational thought.

Work with your team to determine how to best use the 7 Motivations to accomplish your goals. They can be referred to over time to further refine your strategy. Applying these motivations can assist your efforts to enhance justice, sustainability, and resilience.

The full DIY Toolkit includes a slide deck, handouts, video / audio clips, and a workshop agenda. You can find it at: [www.oneearthweb.org/motivations](http://www.oneearthweb.org/motivations). Let us know how you use this by emailing us at [motivations@oneearthweb.org](mailto:motivations@oneearthweb.org) — and connect with us if we can help you use the motivations and mainstream lighter living action.



# DIY Activation Worksheet

Date: \_\_\_\_\_ Name: \_\_\_\_\_

We're using the motivations in order to help us with:

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(e.g., marketing, a campaign, product or service innovation, program development etc. — get specific)

## Step 1: Identify your relevant motivations:

Pick 1 – 2 Motivations that are a clear fit with your business or organization, and 1 – 2 that are a stretch and would extend your reach and impact. Use your own understanding as well as your Action Area Briefing (eating, getting around, home, stuff, general daily living) to make your selection.

### These 1 – 2 motivations are a clear fit:

1. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

2. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

### These 1 – 2 motivations are a stretch, but worth it:

1. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

2. \_\_\_\_\_

\_\_\_\_\_ % of BC with this dominant motivation

