Primer on Efficacy

Efficacy is the feeling that one’s actions matter and make a difference. Increasing someone’s efficacy is a key way to successfully recruit someone to join your cause and move up in their leadership role. Below are types of efficacy that you can strengthen for donors in your group.

# Self-efficacy: They are capable of helping.

**Them:** “I’ve never fundraised before.”

**Example response:** “That’s not a problem! We expect that this will be most people’s first time. We’ll train you and answer any questions you have. Do you have a specific thing you’re concerned about?” [Encourage them it’s normal to have concerns]

# Response efficacy: Their voice will be heard.

**Them:** “Do you really think people will donate? I’m not sure [my friends/community/people] will be receptive to me, especially because [insert political news cycle reason here].”

**Example response:** “Yes, I do. The reason fundraising for progressives has been down is because we haven’t been engaging in direct conversations. Most people’s only contact with movements is through mass texts and emails, and we’re going to change that. People are much more likely to be responsive from someone from their community than an automated email from a stranger.”

# Collective efficacy: Acting together is more effective than acting alone.

**Them:** “I don’t think this volunteer fundraising team is going to work. How will you get people to commit to fundraising when so many people fear/dread it?”

**Example response:** “It’s going to take some work! But we have a plan. [Talk about your North Star and plan to get there - for example:

Our plan is to go from 5 individual donors to 500 individual donors in the next 2 years so that we can launch a new program entirely independent of outside funder influence. We plan on asking 1,000 potential new donors over the next two years, where we expect half of the people to say yes. For those who say yes, we’ll ask them to ask 3 friends to donate. This month, we plan on getting 25 new donors to help us get there but it'll only work if people like you say yes. What do you think? Can I count on you to join our kickoff event to help us get there?”]

# Collective response efficacy: The solutions we're pushing for will solve the problem.

**Them:** “I feel like only wealthy people can make an impact with donations, and I’m not wealthy and don’t have wealthy friends.”

**Example response:** Acknowledge this feeling and name specifically:

* Why this project/program/effort
* Why you want them specifically to join this project/program/effort

*Adapted from* [*PowerLabs*](https://powerlabs.io/efficacy-is-essential)