



Using Engagement Mindsets to Turn Apathy into Action

Why Should Anyone Care About Your Lake?

Meet Your Guide



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We help nonprofit communicators:



Learn Their Jobs



Love Their Work



Lead Their Teams





**Response when
you try to get
people to care
about what's
going on with
the lakes?**



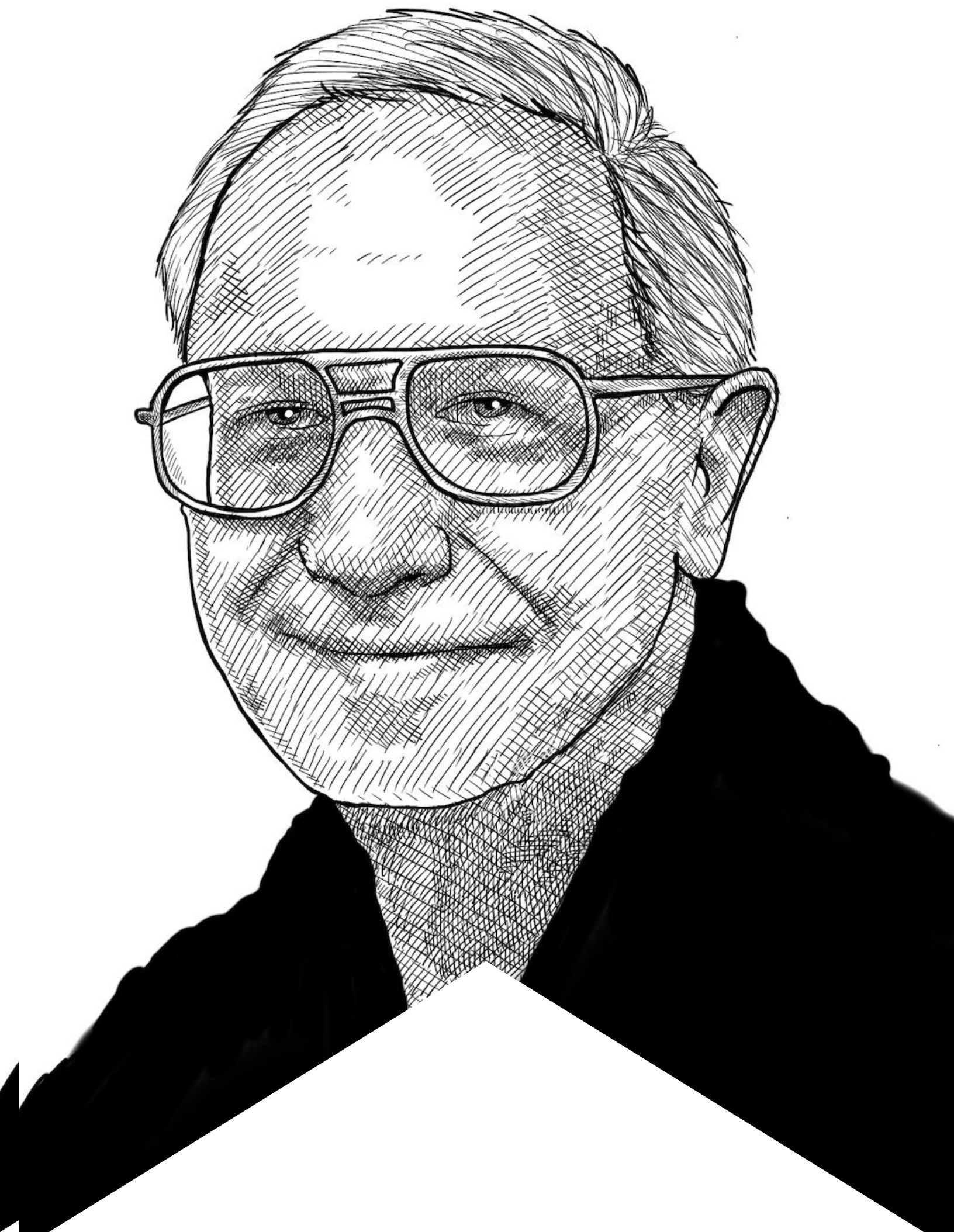


**HOW FASCINATING
PLEASE TELL US MORE**



**WHY IS IT
SO QUIET?**

NETFLIX



The Research Behind the Solution

Shalom H. Schwartz developed the Schwartz Theory of Basic Human Values, which identifies universal values that guide human behavior across cultures. His work is widely used in psychology, sociology, and marketing to understand what motivates people.

Empirical Research.

Widely Accepted.

Predictive Power.





Schwartz Theory of Basic Human Values





We all hold each of these values in different combinations.





This is a “tension system” where, at any given moment, we are **forced to prioritize when we hold values that are in opposition.**





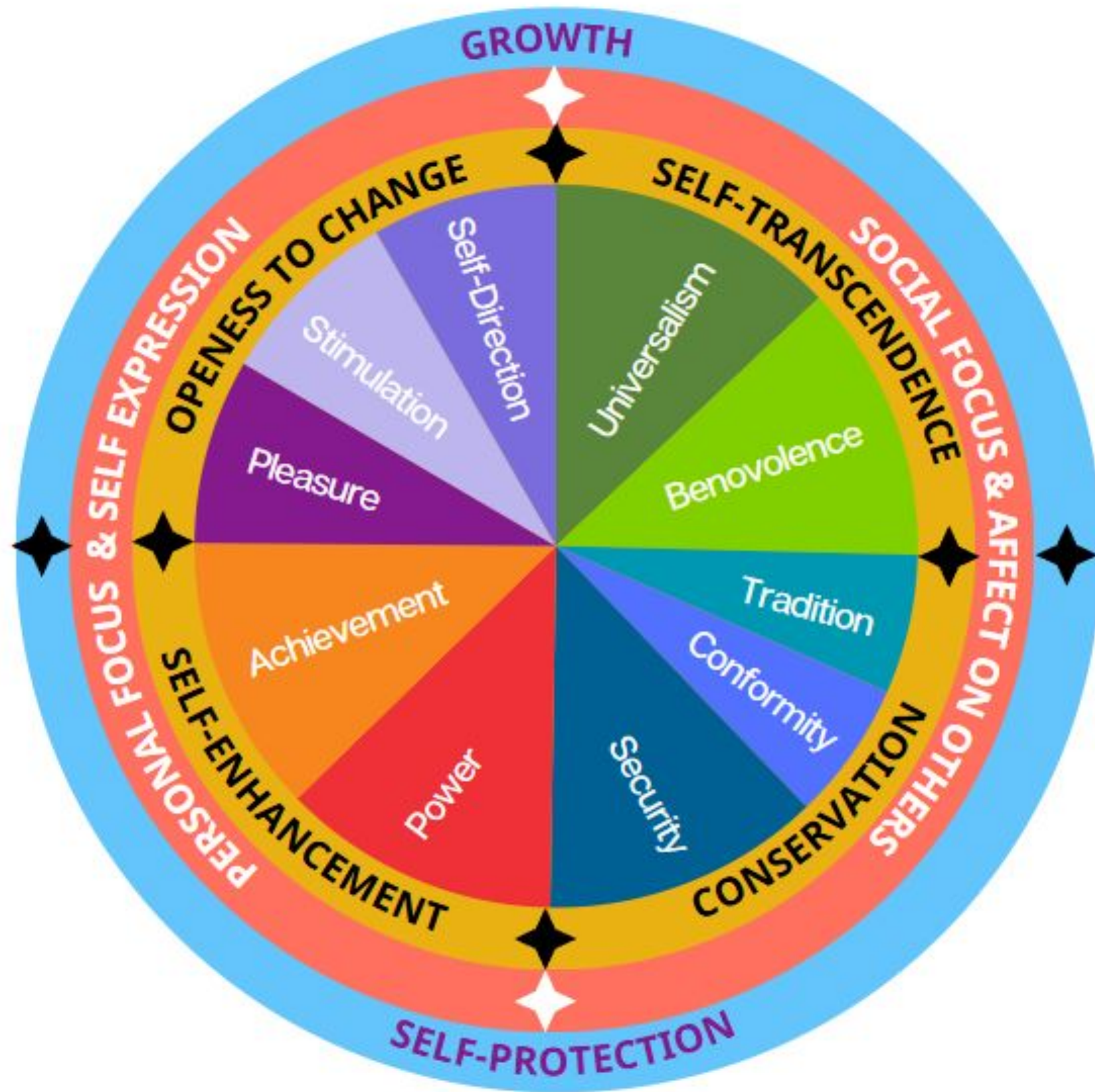
Each quadrant has a core value.





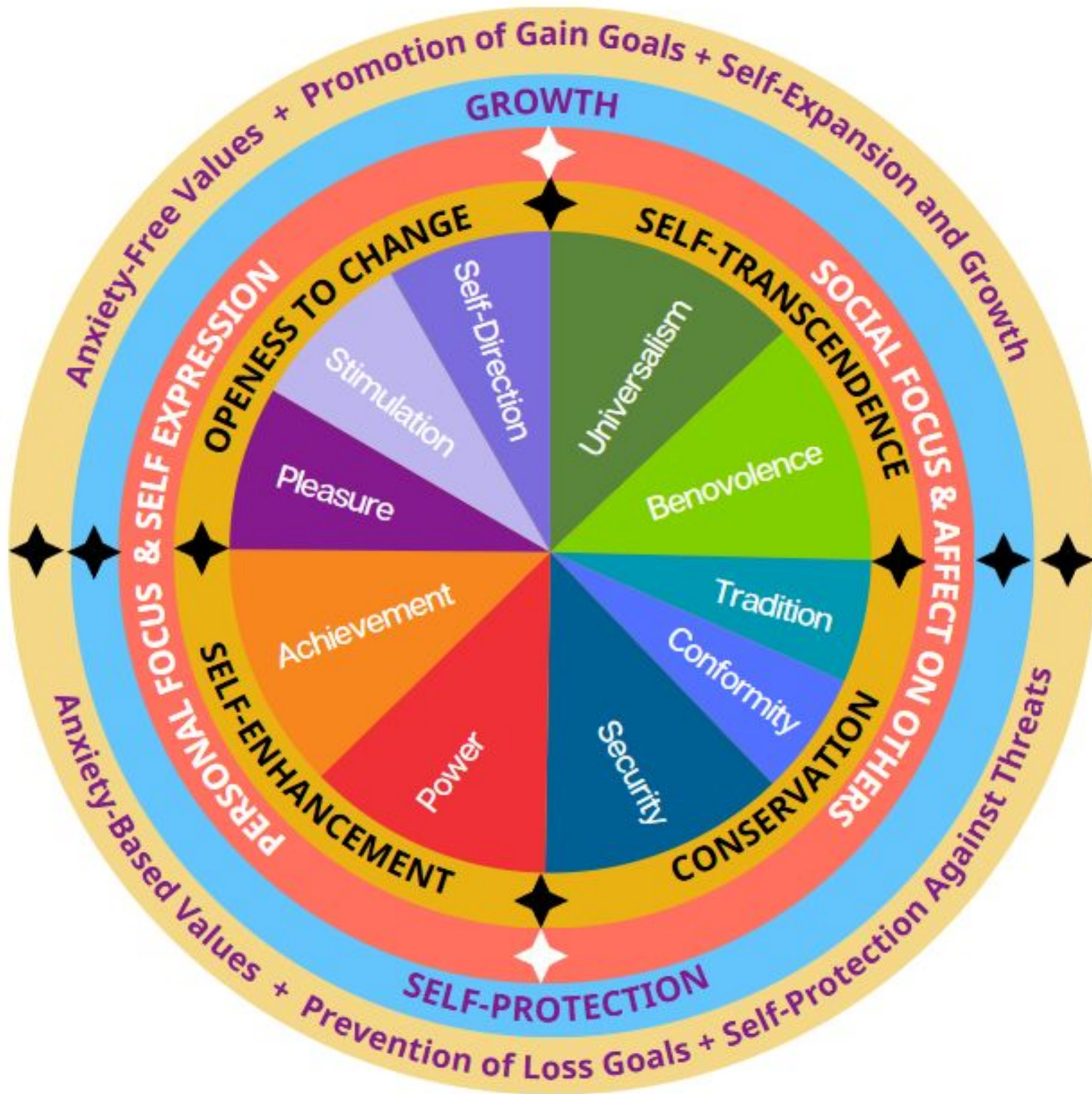
There's also meaning in the left and right sides.





... and in the top and bottom



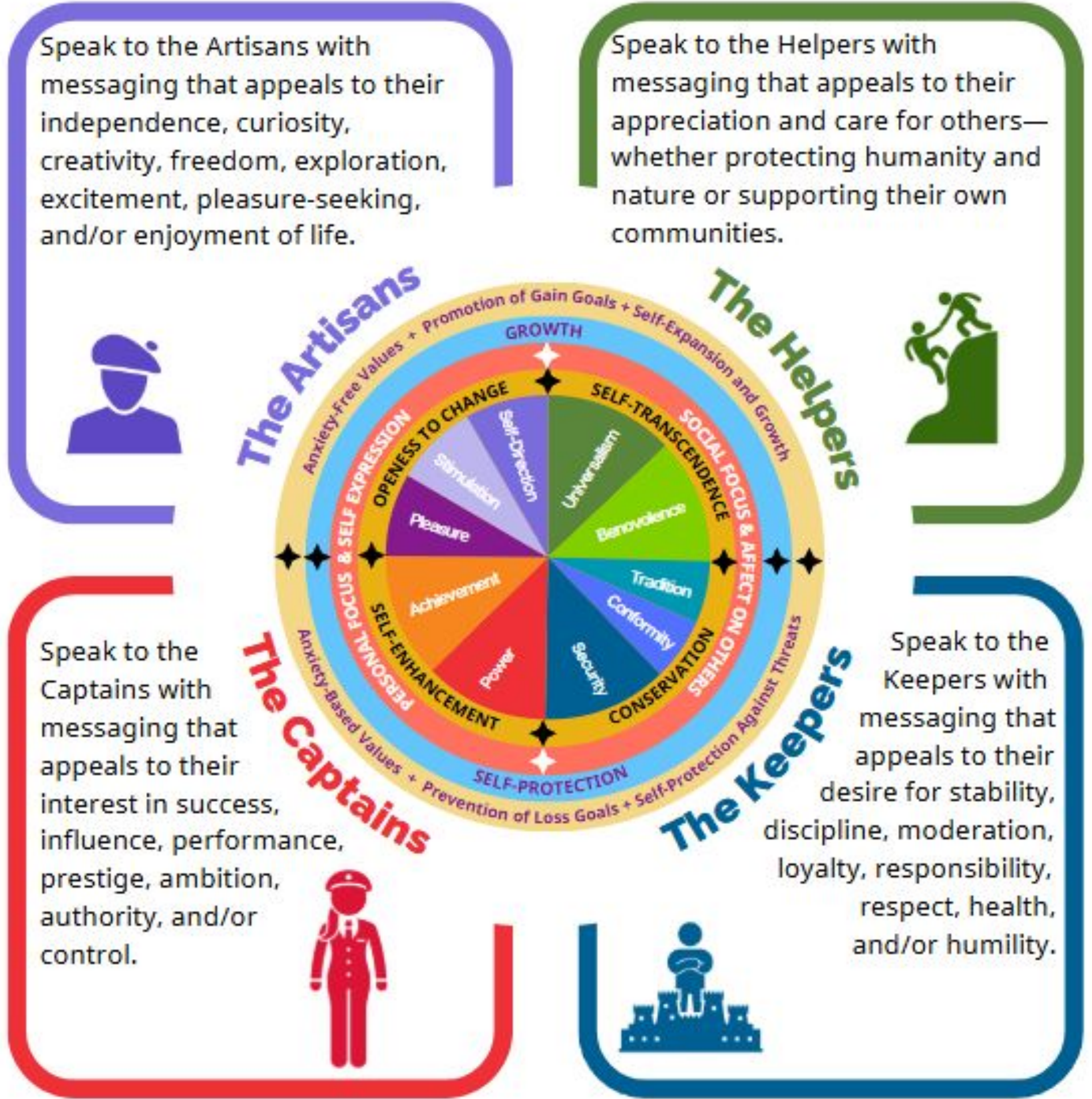


All of which connects to how messages resonate with us, depending on our mindset around an issue or situation.



Schwartz Simplified: The Four Engagement Mindsets

NONPROFIT
MARKETING GUIDE



Speak to the Artisans with messaging that appeals to their independence, curiosity, creativity, freedom, exploration, excitement, pleasure-seeking, and/or enjoyment of life.

Speak to the Helpers with messaging that appeals to their appreciation and care for others—whether protecting humanity and nature or supporting their own communities.

Speak to the Captains with messaging that appeals to their interest in success, influence, performance, prestige, ambition, authority, and/or control.

Speak to the Keepers with messaging that appeals to their desire for stability, discipline, moderation, loyalty, responsibility, respect, health, and/or humility.



Think of the Roles You Play . . . When Are You in These Mindsets?



The Artisans



The Helpers



The Captains



The Keepers



This is Me . . .

**Rabble &
Rise
Baking Co**



The Artisans



The Helpers



**Farmers
Market
Board and
Grant
Writing**

**Nonprofit
Marketing
Guide**



The Captains



The Keepers



Family



How Are Your Folks Relating to Their Lake?



The Artisans



The Helpers

Here?

The Captains



Here?



The Keepers



Where Do Lakes Belong?

Here!

Here!



The Artisans



The Helpers

Here!



The Captains



The Keepers



Here!

First Problem



The Artisans



The Helpers



The Captains



The Keepers



Second Problem



The Artisans



The Captains



The Keepers



Talk to
Everyone At
Once!



Third Problem



The Artisans



Always,
every time

The Captains



The Keepers



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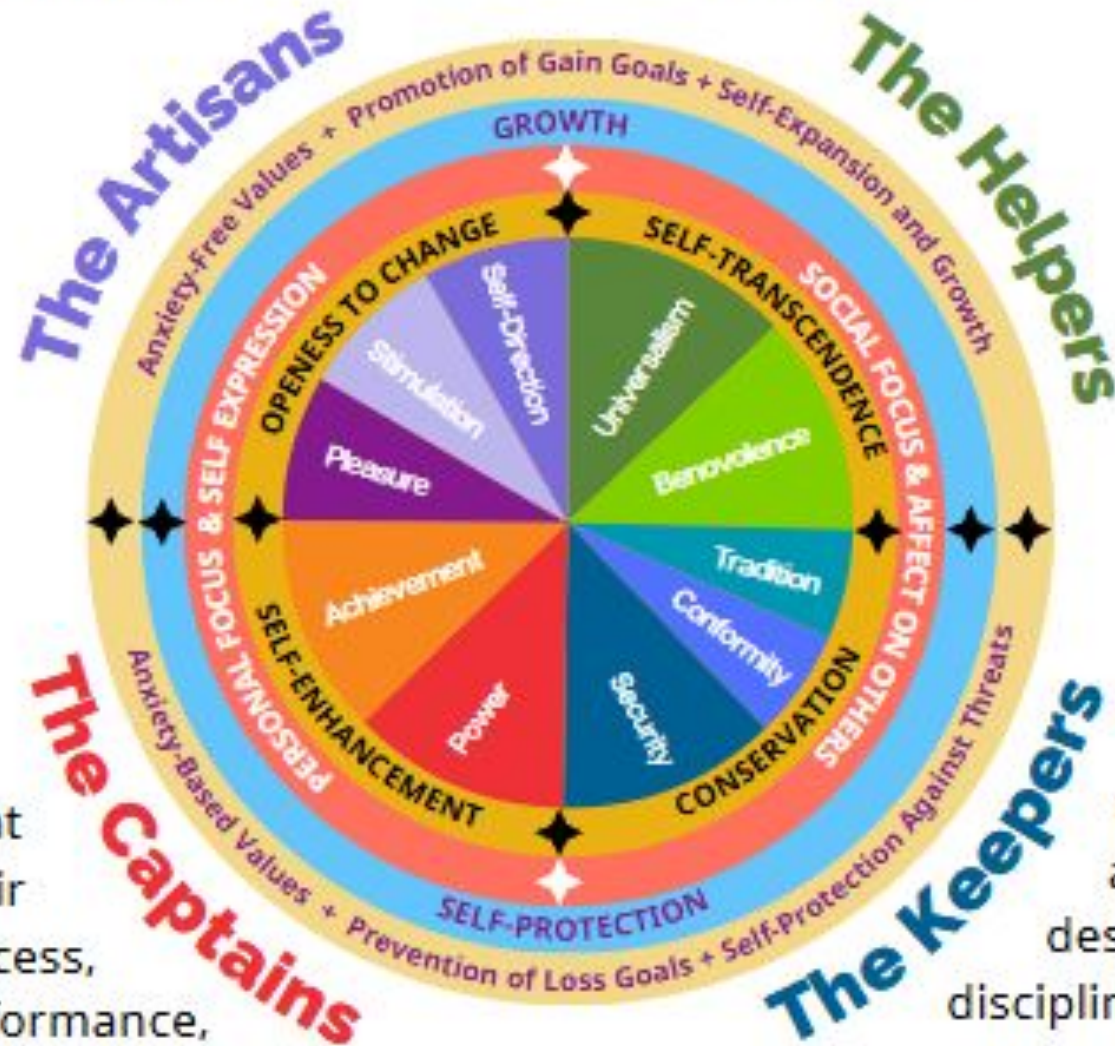
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A simple fix:

One mindset per message.

Over time, your campaign can speak to all four.





Someone is in Helper mode when they're moved by a story, thinking about someone they love, or feeling the pull to do something good for others.



**The
Helpers**



- Core value is **self-transcendence**
- **Desire/hope** motivates them more than fear
- Concerned **about others**
- Messaging should appeal to how they can **support, love, or care**

The Helpers

**Who are the Helpers in
your lake world?**





Someone is in Keeper mode when they're worried about what's being lost, feeling protective of their community, or looking for reassurance that things can be held together.

The  Keepers



- Core value is **conservation**
- **Fear/anxiety** motivates them to look outward and protect the status quo/past
- Want to protect themselves and others
- Messaging should appeal to the **fighter inside, stopping bad things**

The Keepers

Who are the Keepers in your lake world?





Someone is in Captain mode when they're in a problem-solving headspace, feeling competitive or driven, or looking for a way to lead or make their mark.



The
Captains



- Core value is **self-enhancement**
- **Fear/anxiety** motivates them - they are looking inward as they think about the future
- Focus on themselves and their own self-expression
- Messaging should appeal to achieving success and influence (what's in it for them)

The Captains

**Who are the Captains in
your lake world?**





Someone is in Artisan mode when they're curious and exploring, open to new ideas, or drawn to something that feels fresh, creative, or different from the usual.



The
Artisans



- Core value is **openness to change**
- **Desire/hope** motivates them
- **Most open to growth and change**
- Messaging should appeal to their **independence, creativity, and self-enjoyment**

The 
Artisans

**Who are the Artisans in
your lake world?**





#SchittsCreek



THE ANSWER IS

**Lake
Friendly
Boating**



The Artisans



The Helpers



**Volunteers
on the
water**

(cleanups, invasive
species removal,
native planting)

Lake Smart

The Captains



The Keepers



Lake Hosts



**Get the slides later for more
messaging tips for each mindset**



**Thank you for all
your hard work on
the water . . . and ON
LAND, adds Russ.**

Good Approaches for Helpers

- Messaging that emphasizes care, love, and support.
- **Story-driven content** showcasing impact and emotional connections. Use testimonials and first-person narratives to demonstrate empathy and connection.
- Encouraging audience participation in **community-building**. Highlight volunteer opportunities, donation matching, and social proof from engaged supporters.
- **Best formats:** Video stories, posts with real-life experiences, Facebook Groups, discussion-based blog content.



Cautions When Messaging to Helpers

- Avoid overly transactional language—focus on emotions and community.
- Avoid guilt-tripping or pressure tactics – Go for positive messaging, not manipulation or shame-based messaging.
- Don't make them feel powerless – Reinforce their contributions matter, rather than overwhelming them with the scale of the problem.
- Be careful with data-heavy messaging – It may feel too cold and impersonal.
- Avoid exclusivity or elitism – emphasize inclusivity and collective action.



Good Approaches for Keepers

- **Trust-building content with clear, reliable information.**
- **Messaging that focuses on** security, tradition, and stability. Emphasize your nonprofit's history and the long-term impact of its work.
- Nostalgic and reassuring storytelling.
- **Reinforce consistency** by using long-standing brand elements and heritage-focused visuals.
- **Best formats:** Annual reports, case studies,

The  Keepers



Cautions When Messaging to Keepers

- Avoid sudden, dramatic shifts in messaging—build trust gradually.
- Don't use fear-based messaging without offering stability – Keepers will respond to security concerns, but **they need a clear, reassuring solution.**
- **Avoid radical or disruptive language** – Messaging that feels too revolutionary or risky will be resisted.
- Be cautious with humor or informality – A tone that is too playful or irreverent **may undermine credibility.**
- Don't dismiss tradition or history – Messaging should **acknowledge continuity and long-standing values**

The



Keepers



Good Approaches for Captains

- Success stories and thought leadership content.
- Clear, bold messaging that emphasizes personal growth and achievement. Provide practical strategies and resources that help them achieve goals.
- Exclusive insights, reports, and how-to guides. Use authoritative voices and endorsements to reinforce credibility.
- Best formats: Whitepapers, industry reports, insights from leaders, exclusive webinars, and



Cautions When Messaging to Captains

- **Avoid generic messaging. Vague or feel-good language won't resonate.** Use concrete examples and authoritative voices. Provide clear ROI where you can.
- **Avoid passive or overly humble language** – Captains are drawn to strength, leadership, and bold action.
- Don't focus on collective impact without highlighting individual leadership – They want to see **how they can make a difference**, not just be part of a larger group.
- Avoid ambiguity in impact statements; they need clear success metrics and tangible results.
- Be careful with overly sentimental appeals – While



Good Approaches for Artisans

- Visually creative and inspiring content. Engage artisans with **dynamic visuals, multimedia experiences, and immersive storytelling.**
- Encouraging **self-expression and audience-driven content.** Interactive, playful messaging with out-of-the-box thinking.
- Showcase **behind-the-scenes processes** and innovative projects.
- **Best formats:** Short-form videos, visual social media campaigns, and interactive storytelling experiences. Platforms that support



Cautions When Messaging to Artisans

- Don't be overly rigid or prescriptive, because Artisans value self-expression and creativity.
- Avoid repetitive or traditional messaging structures. Artisans crave novelty and fresh perspectives, so stale or formulaic appeals won't engage them.
- Be cautious with jargon or institutional language – They resonate more with conversational, authentic, and experiential storytelling.
- Don't just inspire. Give them something to do. Artisans love ideas, but include a clear, engaging next step to channel that enthusiasm into action.

