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New Workshop Brings 'Sticky Ideas' To Connecticut Philanthropies and Non-Profits

Donaghue Foundation and Connecticut Council for Philanthropy Welcome Best-Selling Author Chip Heath for Communications Seminar

HARTFORD, CT, (October 24, 2007). With competition for consumer time and attention at an all time high, philanthropies and nonprofit organizations across Connecticut are increasingly challenged to communicate effectively with supporters, partners and recipients. In response to this challenge, the Connecticut Council for Philanthropy and the Patrick and Catherine Weldon Donaghue Medical Research Foundation have arranged for best selling author Chip Heath to address local nonprofit groups through his Made to Stick workshop. The event will be held on Tuesday, November 13, 2007 at the Hartford Club and is open to staff and board members of nonprofit and philanthropic organizations across the state. All attendees will receive a copy of Heath's book Made to Stick.

Based on the principles of his best-selling book Made to Stick, Mr. Heath will explore why some ideas – from urban legends to public education campaigns – 'stick' with consumers, while others are hardly noticed and provide practical ways that any organization can better communicate and connect with the public. From the arts, to public health, education and wellness, hundreds of important causes and issues, championed by organizations around the state all fight for the same small fraction of the public's attention.

"Sticky ideas are not the sole property of big money advertisers and marketers," explains Mr. Heath, professor of Organizational Behavior in the Graduate School of Business at Stanford University and a regular contributor to Fast Company magazine. "Philanthropies and nonprofits have powerful stories that can stick, that can be memorable and will change attitudes and behavior. What they need are new ways to present these ideas that are instantly memorable and impactful – so the ideas can take on a life of their own."

"Rather than just focus on theory, Chip Heath provides practical skills that anyone can use to communicate more effectively," said Nancy Roberts, President of the Connecticut Council for Philanthropy. "I am sure that everyone who participates in the presentation and workshop will come away with new ideas and new ways to help their organizations communicate more compellingly."

"We began discussing the need for this kind of program at our annual meeting two years ago," said Lynne Garner, Executive Director of The Donaghue Foundation. "At that meeting we explored how the medical researchers and scientists we support could better bring their ideas and programs to life in the everyday world. Too often, great ideas that could potentially help millions of people live longer, more productive and healthy lives simply go unnoticed. This program will help us to avoid that happening in the future."

Program Details

The Made to Stick program is presented in two parts on Tuesday, November 13, 2007 at the Hartford Club:

Part I from 8:30 to 10:30 AM includes a presentation on the basic principles of identifying and communicating ideas that stick. A Continental Breakfast will be served and there are spaces still available.

Part II from 10:30 AM to 12:30 PM, a workshop facilitated by Mr. Heath in which attendees will gain hands-on experience in applying Made to Stick principles in their own organizations is already filled.

The registration fee for Part I is \$60. Interested participants can register at www.ctphilanthropy.org.

The Made to Stick presentation and workshop has been made possible through a generous contribution from Bank of America.

About Chip Heath

Chip Heath with his brother Dan are the authors of the book *Made to Stick*, which has been a *New York Times*, *Wall Street Journal*, and *Business Week* bestseller. They have spoken and consulted on the topic of "making ideas stick" with audiences from organizations such as Microsoft, Nissan, Fannie Mae, and West Point. Chip is a Professor of Organizational Behavior in the Graduate School of Business at Stanford University. The book was an outgrowth of a course Professor Heath designed; now a popular elective at Stanford, that asked whether it would be possible to use the principles of naturally sticky ideas to design messages that would be more effective. That course has now been taught to hundreds of students including managers, teachers, doctors, journalists, venture capitalists, product designers, and film producers.

Popular accounts of Professor Heath's research have appeared in *Scientific American*, the *Financial Times*, *The Washington Post*, *Business Week*, *Psychology Today*, and *Vanity Fair*. He has appeared on NPR and National Geographic specials.

Chip has taught courses on Organizational Behavior, Negotiation, Strategy, and International Strategy. Prior to joining Stanford, Professor Heath taught at the University of Chicago Graduate School of Business and the Fuqua School of Business at Duke University.

About the Connecticut Council for Philanthropy

Established in 1969, the Connecticut Council for Philanthropy is a nonprofit membership association of grantmakers including foundations, corporate giving programs, federated funds, donor-advised funds, re-granting organizations and individual donors. Their mission is to promote and support effective philanthropy for the public good in Connecticut.

About the Donaghue Foundation

The Patrick & Catherine Weldon Donaghue Medical Research Foundation was established by Ethel Donaghue in memory of her parents. The Foundation is a charitable testamentary trust dedicated to furthering the search for medical knowledge of practical benefit to human life and to the quality of the lives of people, particularly in Connecticut. The Foundation focuses on initiatives in and for the State to strengthen research on health issues, to promote future research leadership, and to put new knowledge to work for public benefit.