

Find New Tribes

HOW TO GROW YOUR CIRCLES OF SUPPORT

Echo chambers, bubbles, choirs. Whatever you call your inner circle, it's comfortable territory. But speaking only to true believers limits your universe of support. How can you bring new people to your cause?

Instead of stirring up "the base," you can engage the unengaged and build unexpected allies through Ally Acquisition. This four-step process helps you frame key messages in new ways to expand your circles of influence.



How To Use Ally Acquisition

USE PERSONAL, SOCIAL AND OBSERVATIONAL SIGNALS TO BROADEN YOUR APPEAL



To acquire new allies, first you have to understand them – and that means you’ll need to do some audience research. Start with reviewing available secondary research, such as U.S. Census data, research articles, or relevant websites, blogs, or social media platforms. If funds are available, you can uncover valuable insights from formative methods such as surveys, focus groups, in-depth interviews or co-creation sessions.

Whatever form of research you use, you’ll want to structure your research goals so your findings can help you create **personal**, **social** and **observational** signals that reposition your issue as something your new allies will be interested in.

PERSONAL SIGNALS

Research goal: Understand how potential allies’ perceptions of self fit with their perception of the issue in ANY way, not just in the most obvious way.

Research questions:

- Can allies see themselves as part of any of the current tribes that care about this issue?
- Do allies want to be similar to the people involved in this issue? Why or why not?
- How does this issue fit into the way they think the world works?

SOCIAL SIGNALS

Research goal: Reposition your approach to appeal to new tribes.

Research questions:

- How is engagement in this issue perceived and by whom?
- Who are the different tribes involved with this issue and what’s their core interest? Are there overlapping interests you can activate in a new group?
- How salient is the issue? How often is it being discussed and in what space?

OBSERVATIONAL SIGNALS

Research goal: Learn how you can build a world around your issue that signals just how fun, easy and popular it is for new allies to get involved.

Research questions:

- What are the subtle cues and clues that can signal rewards and lower barriers to involvement?
- Is there an emerging and inevitable norm building behind the issue – can you create a bandwagon effect?
- What look and feel will make your campaign fun and engaging to the target audience?