



3.7

Appointment Card Informed by Behavioral Science






3.7 APPOINTMENT CARD INFORMED BY BEHAVIORAL SCIENCE

Adapt this appointment card for your program to nudge participants to attend.

PLANNING
Encourage the participant to plan the steps needed to get to the session.

LOSS AVERSION
Use the fact that people are more sensitive to losing something than they are to gaining something.

When	[Date]	Don't miss this chance!
Where	[Address]	
How	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> Other: _____	Let's talk about overcoming roadblocks to success and reaching your goals. Questions? Need to reschedule? Text or call: <u>[INSERT NAME]</u> at () 000-0000
What	<input type="checkbox"/> Transport \$ <input type="checkbox"/> Food	
YOU'RE ON YOUR WAY! Make a plan to attend every session. And earn points toward a \$50 gift card. 1 > 2 > 3 > 4 > 5 > 6 > = \$50		

EASE
Simplify and include only essential information.