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| Image result for raised hands emoji silhouette | **Social Currency**How can we talk about our trips in a way that students will feel like going with Hillel is something to brag about?“Just as people use money to buy products or services, they use social currency to achieve desired positive impressions among their families, friends, and colleagues.” – Jonah Berger |
| http://icons.iconarchive.com/icons/pixelkit/swanky-outlines/256/15-Light-Bulb-icon.png | **Triggers**What can we do to make people frequently think our product (in our case, our trip)?Does the word “peanut butter” trigger anything for you? What about the color red and the word soda together? What do hot dogs tend to make you think about if you’re an American? |
| Image result for happy face icon | **Emotion**How can we leverage excitement of past Birthright participants to drive recruitment for future seasons?“When we care, we share”“Rather than harping on features or facts, we need to focus on feelings; the underlying emotions that motivate people to action.” – Jonah Berger |
| Image result for megaphone icon | **Public**How do we get as many students to know about our trip as possible?“People often imitate those around them. This concept of doing things strangers do, or what are friends do is often referred to as ‘social proof.’” – Jonah Berger |
| Image result for steps  icon | **Practical Value**How can we sell our trip as the best option?“You can think about sharing practical value as akin to advice.” “-the mere fact that not everyone can get access to this promotion makes it seem more valuable.” – Jonah Berger |
| Image result for open book icon | **Stories**What stories can we tell to help drive registration and what’s the best way to tell them?“When trying to generate word of mouth, many people forget one important detail. They focus so much on getting people to talk that they ignore that part that really matters: what people are talking about.” |