FUTURE DHARMA

Generosity Pathway Template

REMEMBER: Plan backwards, communicate forwards
The pathway is written in order of how you would communicate it. But above you will see the stages for planning, beginning with the last item; invite a concrete response. To start with we normally know what we need, and what we offer.

Planning Order	Communication Order

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3 - *third when planning*	**1. Problem - Make the need clear**

What is genuinely at stake? What is the situation that needs a generous response? What suffering or missed possibility are we responding to?

4 - *Fourth when planning*	**2. The hidden difficulty**

What do people misunderstand, overlook, or take for granted?

5 - *Fifth when planning*	**3. The human moment - Bring it to life through a person or situation**

What story helps us feel the reality without manipulation? Take time to explain what their problem was. Show the change that is possible What happens when the sangha responds?

6 - *Sixth when planning*	**4. Show how your approach works**

Use data and clear outcomes to demonstrate impact

7 - *Seventh when planning*	**5. Which of Cialdini's principles?**

Cialdini devised 6 principles of persuasion. These could occur at any point in the Pathway, but if they haven't already, put it in here.

2 - *second when planning*	**6. Your offer**

What exactly is it that your centre does, that no-one/nothing else can offer?

1 - *Start here when planning*	**7. Invite a concrete response**

What are we asking people to do now?