

POI Training Follow-up Tip #7

Scarcity



For a limited time only...

Opportunities appear more valuable if they are rare or scarce. We want what's hard to get! Use the principle of scarcity to help clients keep appointments and boost attendance in group activities.

Frame the Loss: Make opportunities seem more valuable.

- Focus on what clients will miss out on if they skip their appointments. In addition to food benefits, highlight the endless number of benefits offered at WIC, such as cooking classes, recipes, breastfeeding support, high-quality breast pumps, community referrals, expert and peer advice, and lasting relationships with other families.

Limit Opportunities: Spotlight opportunities and make them shine by offering them for a limited time.

- Create a group education plan and market activities as being available for a short time. An event that is offered less frequently may be more appealing and fill up more quickly.
- Promote your appointments with an RD by highlighting the added information they can provide. Point out that due to this resource being a free service available to WIC clients, RD appointment slots fill up fast!



“Do what you do so well that they will want to see it again and bring their friends.”

-Walt Disney



Texas WIC Power of Influence