



## Sticky Ideas

Selling your case and message  
ideas effectively

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## Chip and Dan Heath



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# SUCCESS



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# Simple



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# Unexpected



=mc

# Create mystery



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# Concrete



=mc

# Credible



=mc

# Emotional



=mc

# Stories



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# Simple



=mc

# SUCCESS



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- MENU
- MAKE YOUR MARK
- DONATE
- ABOUT US
- FIELD WORKER DIARIES
- INVITE FRIENDS
- VIEW MESSAGES

**Welcome to Time to Draw the Line!**  
 Meet our dedicated UNICEF field workers from around the world who help children living with, and affected by, HIV and AIDS. Each year, more than 2.5 million people are newly infected with HIV, of which 40 per cent are estimated to be among young people. Join UNICEF's fight against HIV/AIDS and help us draw the line on the epidemic!



**Elizabeth Mndzebele**  
 UNICEF Swaziland  
 HIV Community Mobilizer

HIV is setting us back decades. And I won't stop my work until this crisis comes to an end.

Hello, my name is Elizabeth Mndzebele. I'm a 61-year-old mother of four - although I love many children. For 40 years I was Chief Nursing Officer in Swaziland and an ambassador for my country's health.

Learn more about Elizabeth's story

UNITE FOR CHILDREN  
 UNITE AGAINST AIDS

It's time to draw the line

**PLEDGE COUNTER**

money raised \$

money needed \$

**DONATE NOW**

**LATEST SUPPORTER**

Lei Li  
 22, Canada

[View all](#)

unicef

**LATEST NEWS:** In Botswana, at least 94 per cent of babies whose mothers enroll in the prevention of mother-to-child transmission (PMTCT)

<http://www.timetodrawtheline.org/ca>

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