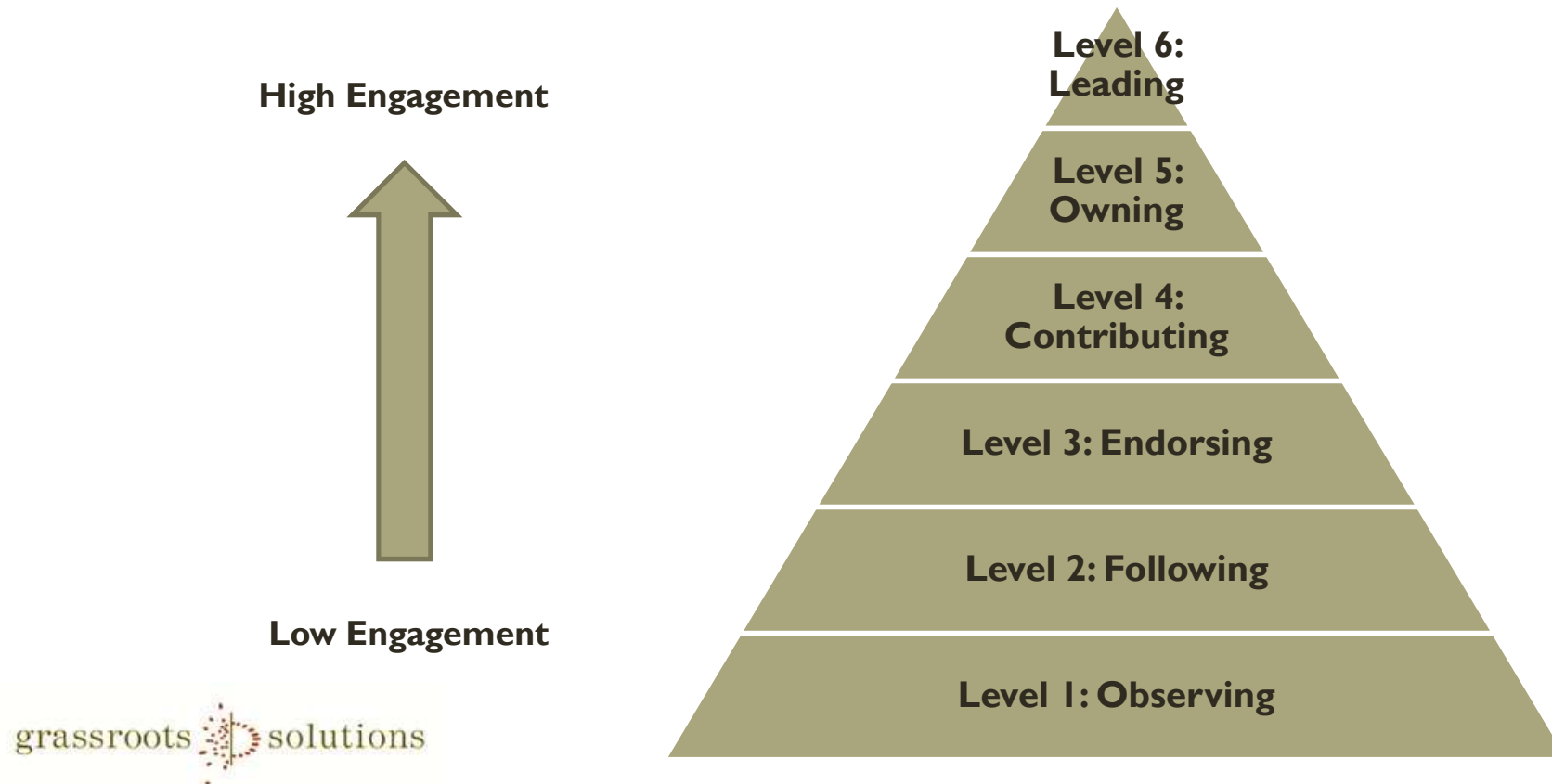


Engagement Pyramid Worksheet

The engagement pyramid has six levels, but can be customized for your organizations needs and context. People can start at all different levels in the pyramid. Ideally, people will move up the pyramid; however, they can also move down and drop-off. There will always be outliers.

Each level of the pyramid has a set of criteria for helping organizations map their constituencies, and a set of criteria for what communications with those constituencies should look like at each level. The breakdown is as follows:



Engagement Pyramid Criteria

Level 1: Observing

- People: interested in the cause and aware of the organization, but haven't actually done anything to make that first step (ex: Website visitors, attendees at an event)
- Communications: focus on converting your observers to subscribers

Level 2: Following

- People: have joined a list and are interested in receiving information about an issue and/ or the organization, but haven't taken any other action (ex. Email list members, Facebook Likes, Twitter followers)
- Communications: engage your subscribers with regular communications that build on their interest with the organization

Level 3: Endorsing

- People: are interested in the organization enough to endorse it but not to invest a significant amount of their time/ money to it (ex. Small or one time donors, online petition signers, one time volunteers)
- Communications: build on regular communications and focus on getting input and information from your list

Level 4: Contributing

- People: contribute to the organization through significant time, financial or social investments - but don't assume responsibility (ex. Repeat donors, repeat volunteers, community partners)
- Communications: create specialized asks or incentives to strengthen ties

Level 5: Owning

- People: full investment in the mission and success of the organization. Contributes regularly and takes responsibility for discreet actions (ex. Coalition partners, funding partners, volunteer leaders)
- Communications: create specialized activities or tasks for people to own and increase personalized outreach

Level 6: Leading

- People: leadership of the organization, bringing and leveraging specific skills and resources (ex. Major donors, Board members)
- Communications: create mechanisms for ongoing engagement – communications will be generated by people to the organization

Engagement Pyramid Exercise

Step 1:

Map the groups of constituencies that are involved with your organization onto each level of the pyramid

Step 2:

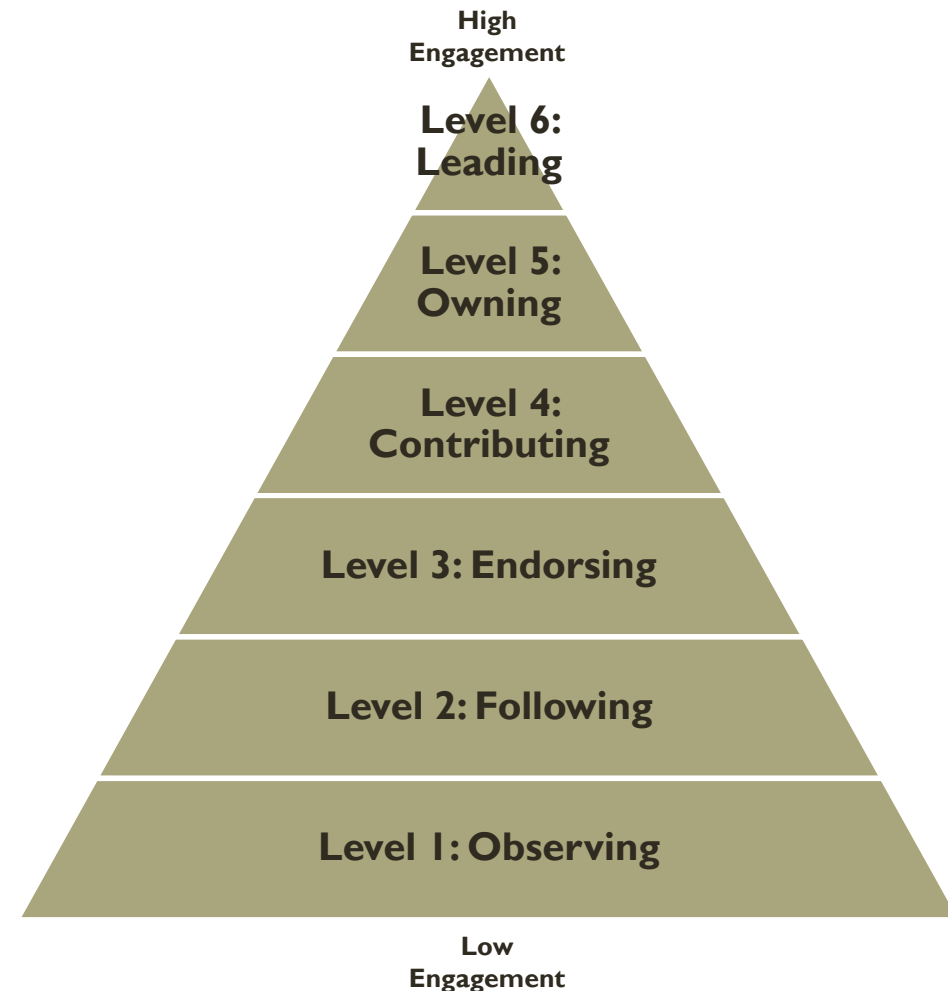
Map the ways in which you communicate with those groups of constituencies and the types of tactics you use at each level

For Example:

Level 2: People: email lists subscribers, Facebook Friends (Likes), Twitter followers

Communications: regular emails, Facebook and Twitter posts

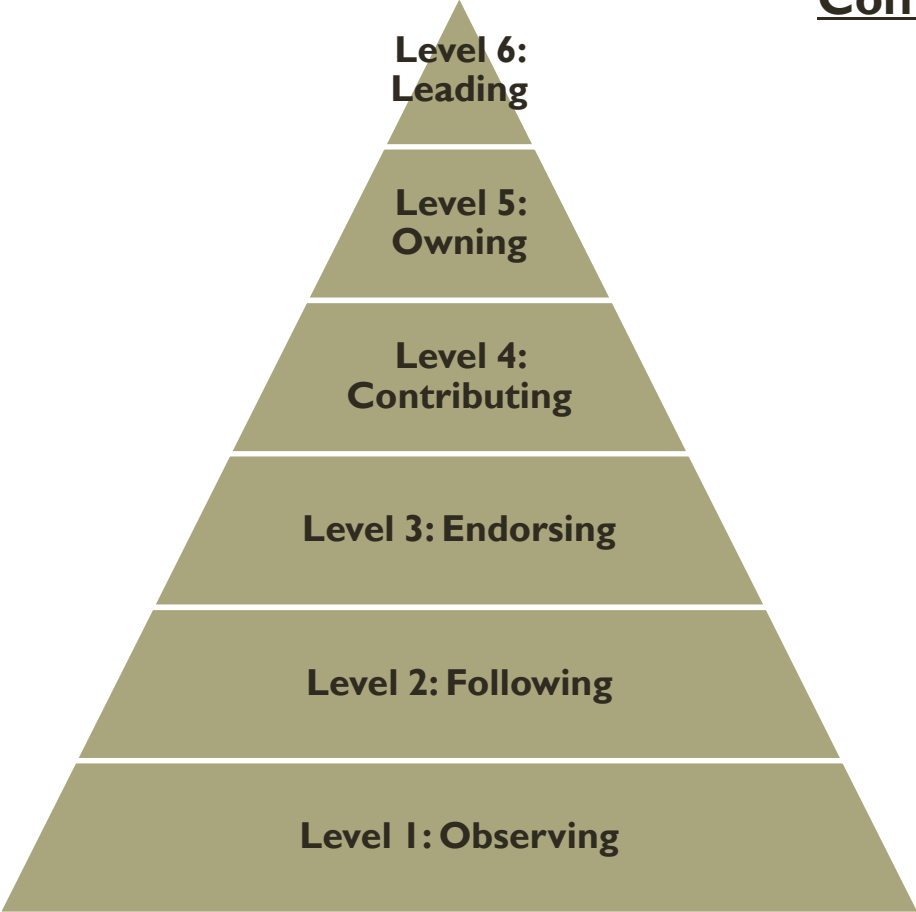
Use the pyramid on the next page to map your organization's constituencies and communications.



**High
Engagement**

People

Communications



**Low
Engagement**