

# Engagement Pyramid

## Actions

**(6) Leads Others:** Engaged becomes the engager; Focuses on training others; Easily confused with staff

*Organising others, recruiting donors, serving on board*

**(5) Ongoing, Collaborative Actions:** Major investments of time, money, and social capital often blur; your org/campaign = source of passion

*Publishing about your campaign, public speaking, deep volunteer involvement*

**(4) Multi-Step Assignments / Actions** representing significant contribution of time, money, or social capital

*Joins group, attends event, makes large donation*

**(3) Single-step** or straightforward actions with low risk / investment

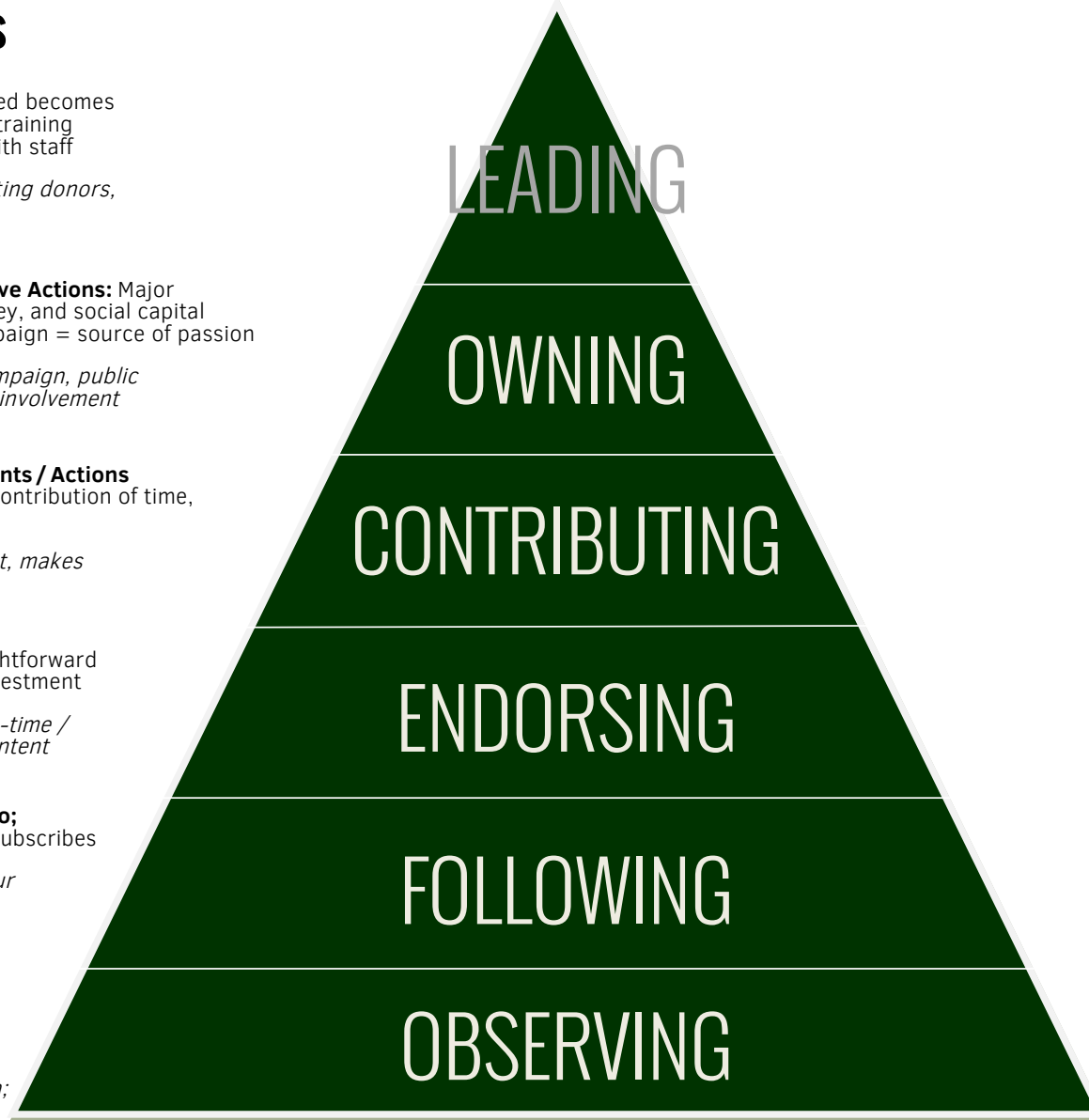
*Signs petition, makes one-time / small donation, shares content*

**(2) Agrees to receive info;** Provides contact info or subscribes

*Reading and watching your communications*

**(1) Interested in cause;** aware of org/campaign: Learning more via friend, DD, media, social media

*Visits website / soc media; attends an event*



## Sample Metrics

*The contributions of leaders can not be measured by metrics alone, but you may have qual and quant benchmarks such as:*

- # Group/community leaders
- # Recruited by leaders

- # Fundraising leaders
- # Lead volunteers
- # NVDA action-takers

- # Regular donors
- # Regular vols/activists
- # Content creators

- # One time donors
- # Petition signers
- # People sharing
- # Participating in volunteer welcome program

- # Email subscribers (active within last year)
- # FB/Twitter followers
- # People indicating they want to volunteer with you

- Website traffic
- Social mentions
- Media impressions
- Polling (awareness)

Adapted from Gideon Rosenblatt's *Engagement Pyramid: Six Levels of Connecting People and Social Change*

