Engagement Pyramid

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

**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)

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