

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; GP = source of passion

Publishing about GP campaigns, 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

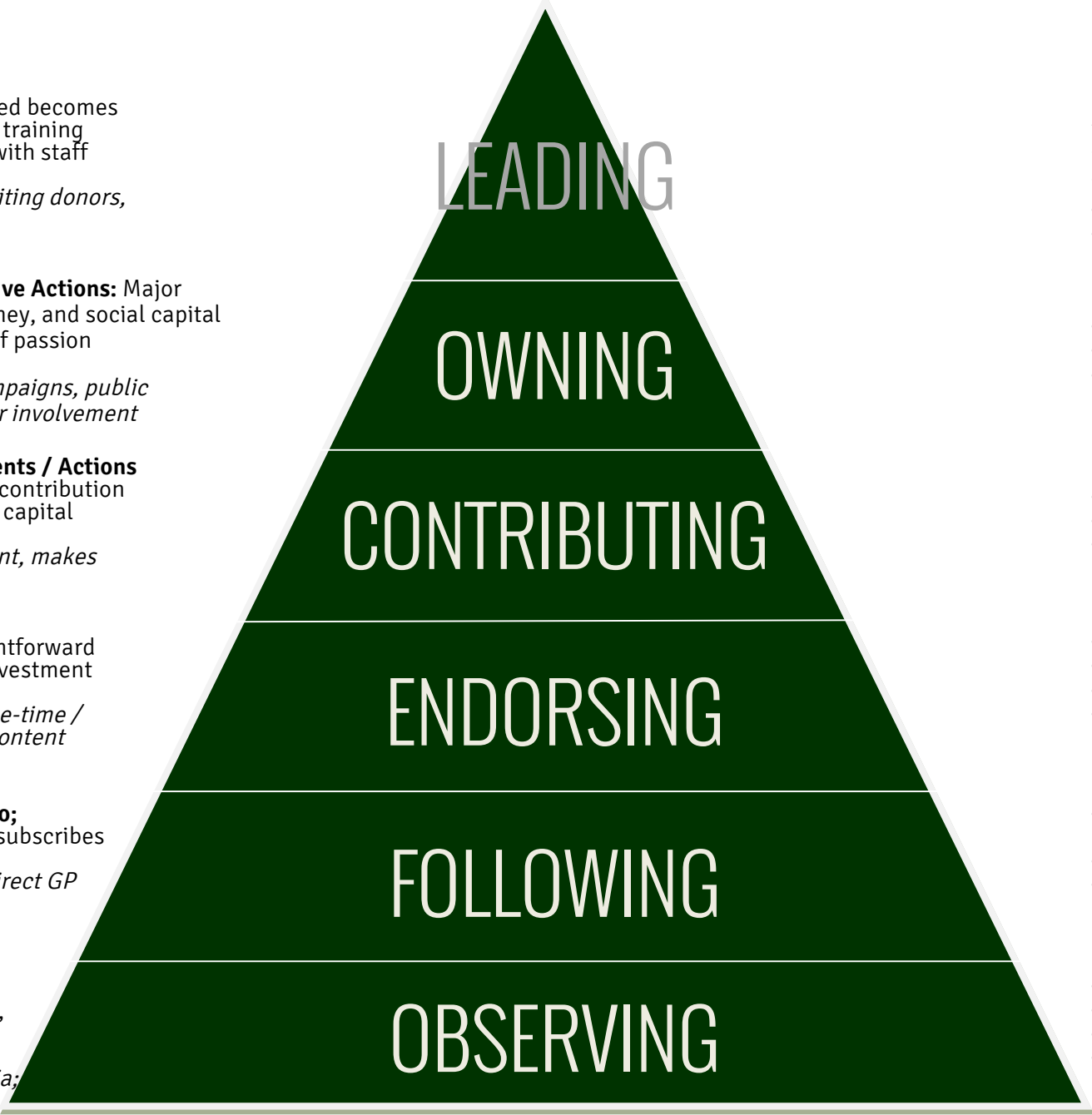
Signs petition, makes one-time / small donation, shares content

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

Reading and watching direct GP communications

(1) Interested in cause; aware of Greenpeace: 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 w/ GP

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

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



OBSERVING & FOLLOWING

How are potential supporters going to become aware of the campaign?
Online & Offline?

What will motivate them to take action?

What is your goal? How will you measure it?

ENDORISING

How are new supporters endorsing the campaign?
Online & Offline?

What do they receive?

What will motivate them to continue to campaign with
Greenpeace?

CONTRIBUTORS

How can these supporters contribute (time, skills, money, etc) to the
campaign? Online & Offline?

What do they receive?

How can you increase their ownership over the campaign?

OWNING

How are you empowering these supporters to express their ongoing
and deep support for the campaign?

What do they need to do this?

How will you identify potential leaders in this group and mentor
them?

LEADING

What opportunities exist for these supporters to lead critical
campaign work – and others? What do you enable and empower them
to do?

What do they need from GP to do this?

YOUR Engagement Pyramid

Actions

What observable actions can you track at each level of engagement?

Communication

What do people need from Greenpeace to stay engaged at each level, or to move up?

