Engagement Pyramid

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

Actions

(1) Interested in cause; aware of org/campaign; Learning more via friend, DD, media, social media
Visits website / soc media; attends an event

(2) Agrees to receive info; Provides contact info or subscribes
Reading and watching your communications

(3) Single-step or straightforward actions with low risk / investment
Signs petition, makes one-time / small donation, shares content

(4) Multi-Step Assignments / Actions representing significant contribution of time, money, or social capital
Joins group, attends event, makes large donation

(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

(6) Leads Others: Engaged becomes the engager; Focuses on training others; Easily confused with staff
Organising others, recruiting donors, serving on board

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)