

THE ENGAGEMENT PYRAMID



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

PYRAMID LEVEL (top to bottom)	ACTIONS	SAMPLE METRICS The contributions of leaders cannot be measured by metrics alone, but you may have qual and quant benchmarks such as:
6. LEADING	Leads Others: Engaged becomes the engager; Focuses on training others; Easily confused with staff <i>Organising others, recruiting donors, serving on board</i>	<ul style="list-style-type: none"> • Group/community leaders • Recruited by leaders
5. OWNING	Ongoing, Collaborative Actions: Major investments of time, money, and social capital often blur; GP = source of passion <i>Publishing about GP campaigns, public speaking, deep volunteer involvement</i>	<ul style="list-style-type: none"> • Fundraising leaders • Lead volunteers • NVDA action-takers
4. CONTRIBUTING	Multi-Step Assignments / Actions: Representing significant contribution of time, money, or social capital <i>Joins group, attends event, makes large donation</i>	<ul style="list-style-type: none"> • Regular donors • Regular volunteers/activists • Content creators
3. ENDORSING	Single-step: or straightforward actions with low risk / investment <i>Signs petition, makes one-time/small donation, shares content</i>	<ul style="list-style-type: none"> • One time donors • Petition signers • People sharing • Participating in volunteer welcome program
2. FOLLOWING	Agrees to receive info: Provides contact info or subscribes <i>Reading and watching direct GP</i>	<ul style="list-style-type: none"> • Email subscribers (active within last year) • FB/Twitter followers • People indicating they want to volunteer w/GP
1. OBSERVING	Interested in cause: aware of Greenpeace: Learning more via friend, DD, media, social media <i>Visits website / social media; attends an event</i>	<ul style="list-style-type: none"> • Website traffic • Social mentions • Media impressions • Polling (awareness)