

Ladder of Engagement

A **Ladder of Engagement**, also commonly referred to as a **Pyramid of Engagement** is a framework for deepening engagement of your organization's supporters, volunteers and donors. It provides your organization a common understanding of the current level of an individual's engagement and identifies methods to increase their involvement minimizing attrition of your donors, volunteers and supporters.

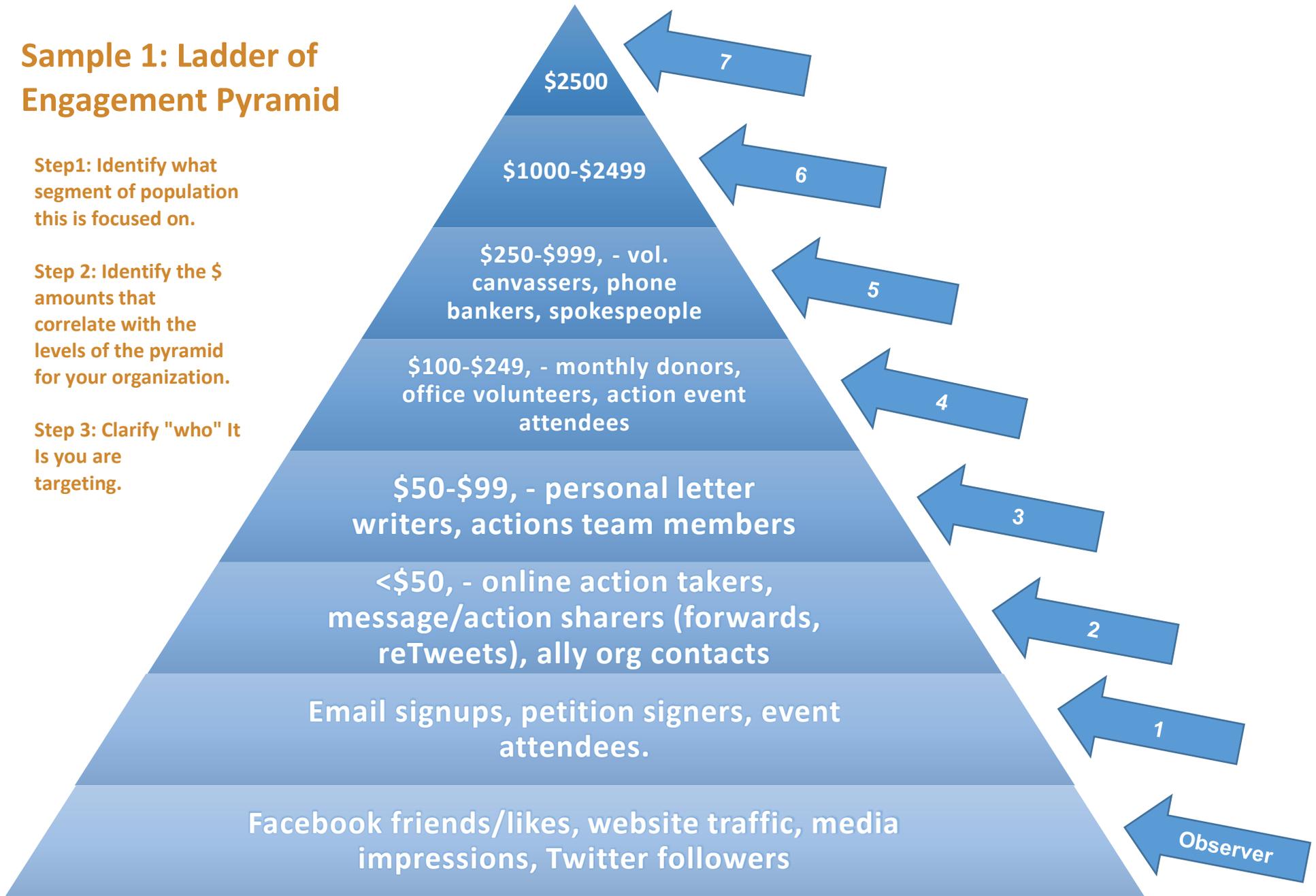
The following two samples are provided to help get you started on your own personalized Ladder of Engagement. As you are creating your Ladder of Engagement, be thinking about engagement from all levels – donors, volunteers, supporters. Each ladder will vary depending on your organization's capacity, needs, and focus. Take time to review your Ladder of Engagement annually and share it with staff and board.

Sample 1: Ladder of Engagement Pyramid

Step 1: Identify what segment of population this is focused on.

Step 2: Identify the \$ amounts that correlate with the levels of the pyramid for your organization.

Step 3: Clarify "who" it is you are targeting.



Steps of the Pyramid

1. **Email signups, petition signers, event attendees** - These folks likely have not made a financial contribution to the organization.
2. **Online Action-Takers, Message/Action Sharers (forwards, reTweets), Ally Organization Contacts** - Have made a minimal financial contribution to the organization (have become a supporter or member).
3. **Personal Letter Writers, Action Team Members** - Have made a financial contribution to the organization at a level higher than minimum level.
4. **Monthly Donors, Office Volunteers, Action Event Attendees, Stewardship Volunteers, Committee Members** - Committed to organization financially as either a monthly donor, recurring donor or at a higher level of financial support.
5. **Volunteer Canvassers, Phone Bankers, Spokespeople, Event Coordinators, House Party Hosts** - Willing to *do* tasks that involve reaching out to others. May be considered a “major donor” for the organization.
6. **Activists, Strategic Advisors, Board Members, Coalition Partners** - Have made a significant financial contribution and receive personalized and individualized attention on an ongoing basis.
7. **Legacy Donors, Board Members, Founding Members, Interns** - If able, have made significant financial contribution to the organization and are considered major donors. Receive personalized and individualized attention on an ongoing basis.

Sample 2: Ladder of Engagement – Table Model

Level	Who are They?	What do they do in the org?	How do we keep them engaged?	How do we move them up the ladder?
Torchbearers	Champions, Board members, House Party Hosts, Steering Committee members, Interns, Staff members	<ul style="list-style-type: none"> -Raise \$ -Speak on behalf of the org. -Chair Committees -Organize events, -Manage program work -Lead stewardship activities -Act as extension of staff 	<ul style="list-style-type: none"> -Personal Contact -Appreciation events -Small “gifts” 	<ul style="list-style-type: none"> -Engage them as Legacy Donors -Hire them as staff
Helpful Organizers	Regular/active volunteers w/special projects, interns	<ul style="list-style-type: none"> - Work on special projects using their skills - Organize other volunteers - Recruit friends to act and donate 	<ul style="list-style-type: none"> -Engage them on special projects using their skills -Recognitions for their recruitment efforts -Appreciation events -Small “gifts” 	<ul style="list-style-type: none"> -Request their help on special projects. -Ask for their advice -Special/specific “behind the scenes” communication opportunities
Strong Supporters	Activists/volunteers who engage at some level, Committee members	<ul style="list-style-type: none"> -Taking action – attending events, -Write letters to editors, Become members/ supporters by making financial contributions, -Serve on a committee 	<ul style="list-style-type: none"> -Keep them regularly updated. -Provide “special” opportunities for them to engage/act, special invitations to events, presentations, stewardship trips 	<ul style="list-style-type: none"> -Ask them to become more engaged/volunteer for specific projects or tasks that utilize their skills and support their interests -Tell them they are important and invite them to engage more deeply as donors, volunteers, stewards

Basic Supporters	Renewing members, New members you meet at events, Donors who have given more than one gift a year or a gift above minimum, Volunteers	-Donors who have given 2 years in a row at a modest amount. -Volunteers who help out consistently -Supporters who take action on behalf of org (write letter, make a call, sign a petition)	-Provide them with regular updates on volunteer opportunities -Ask them to take specific action -Ask them to give to a specific project -Invites to appreciation events	-Volunteer regularly on specific tasks
Engaged but not supporter	New entry level donors, people asking about volunteering, people attending stewardship trip as a participant	-give a small gift -take action on social media (e.g. “like” & “tweet”), forward emails	-Add them to regular updates/action request lists -Thank them for engaging/attending events	-Reaching out to them personally and asking them to become a member. -Add them to appeals/renewal lists.
Curious/ Followers	Social Media followers, people who receive e-news from organization, those who are NOT members yet	-Receive e-news	-Provide them regular updates and start making requests (action/volunteer/donate)	Take action, attend an event, become a member
Not engaged	Unknown, public members, Those who may read an article on social media about the Org.		-Social media, website, press, tabling, direct mail opportunity (from outside lists)	-Ask for their email – get more info from them if they are attending an event.