

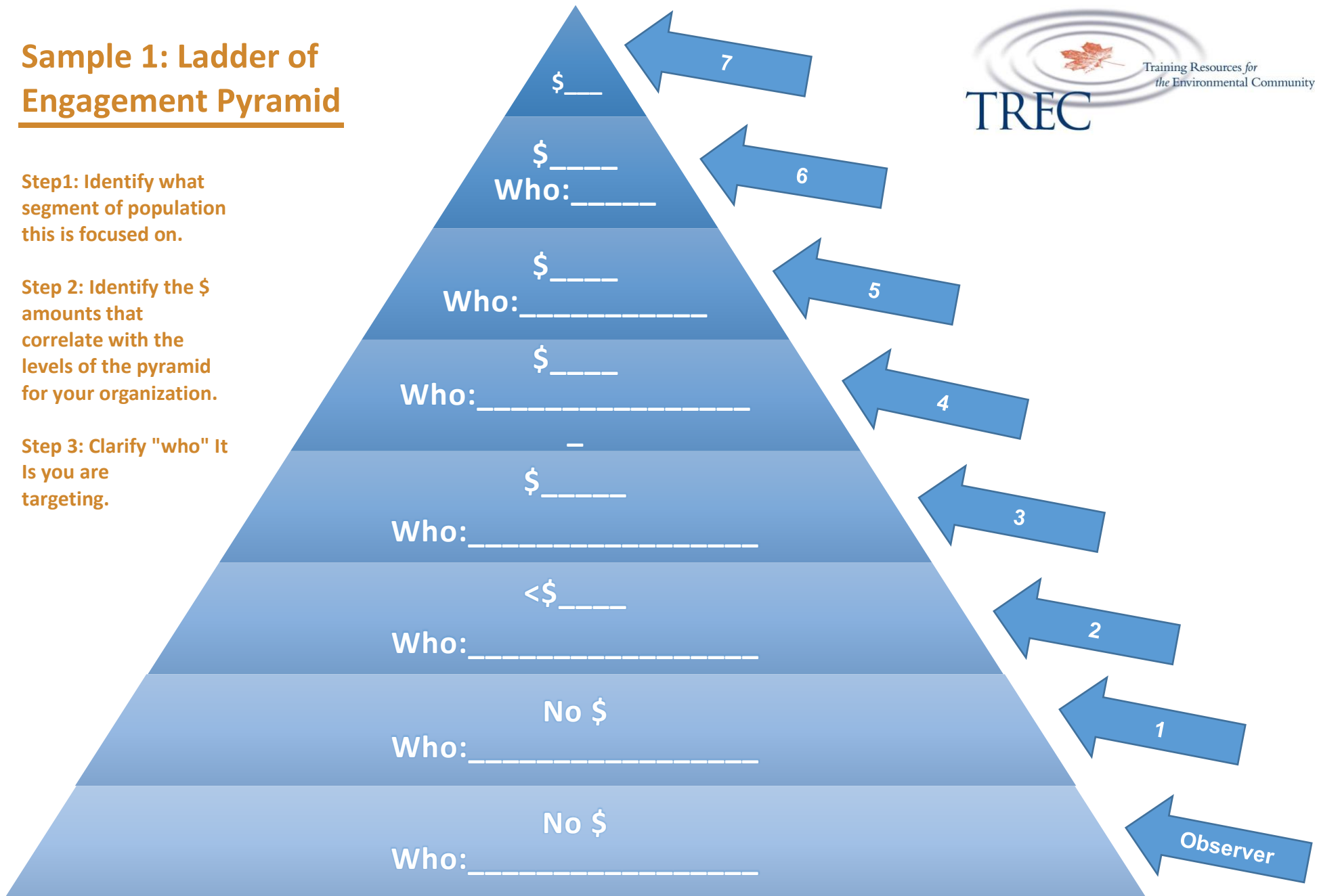
Sample 1: Ladder of Engagement Pyramid



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.



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				
Helpful Organizers				
Strong Supporters				
Basic Supporters				
Engaged but not supporter				
Curious/Followers				
Not engaged				