

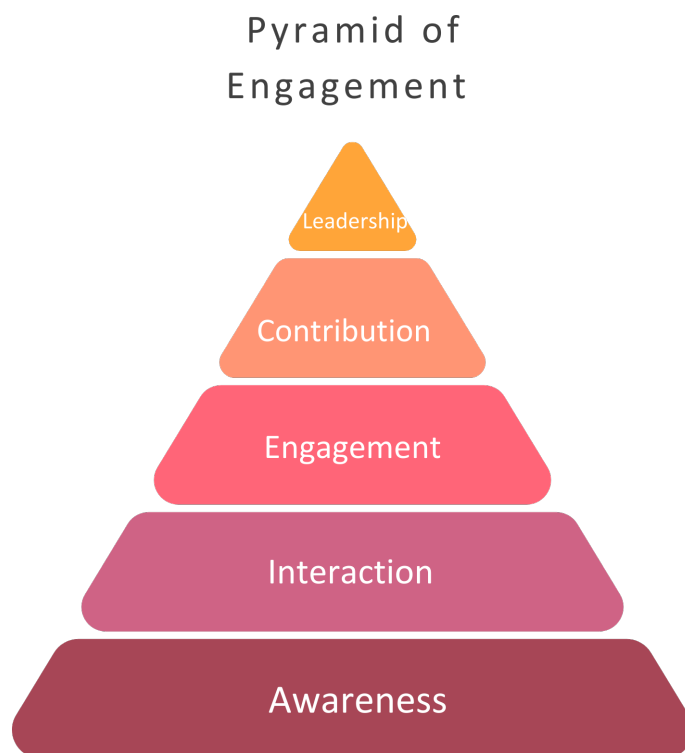
The Pyramid Engagement

The Pyramid of Engagement is a framework that advocates can use to assess and cultivate the engagement levels of supporters. You can use the Pyramid of Engagement in two key ways:

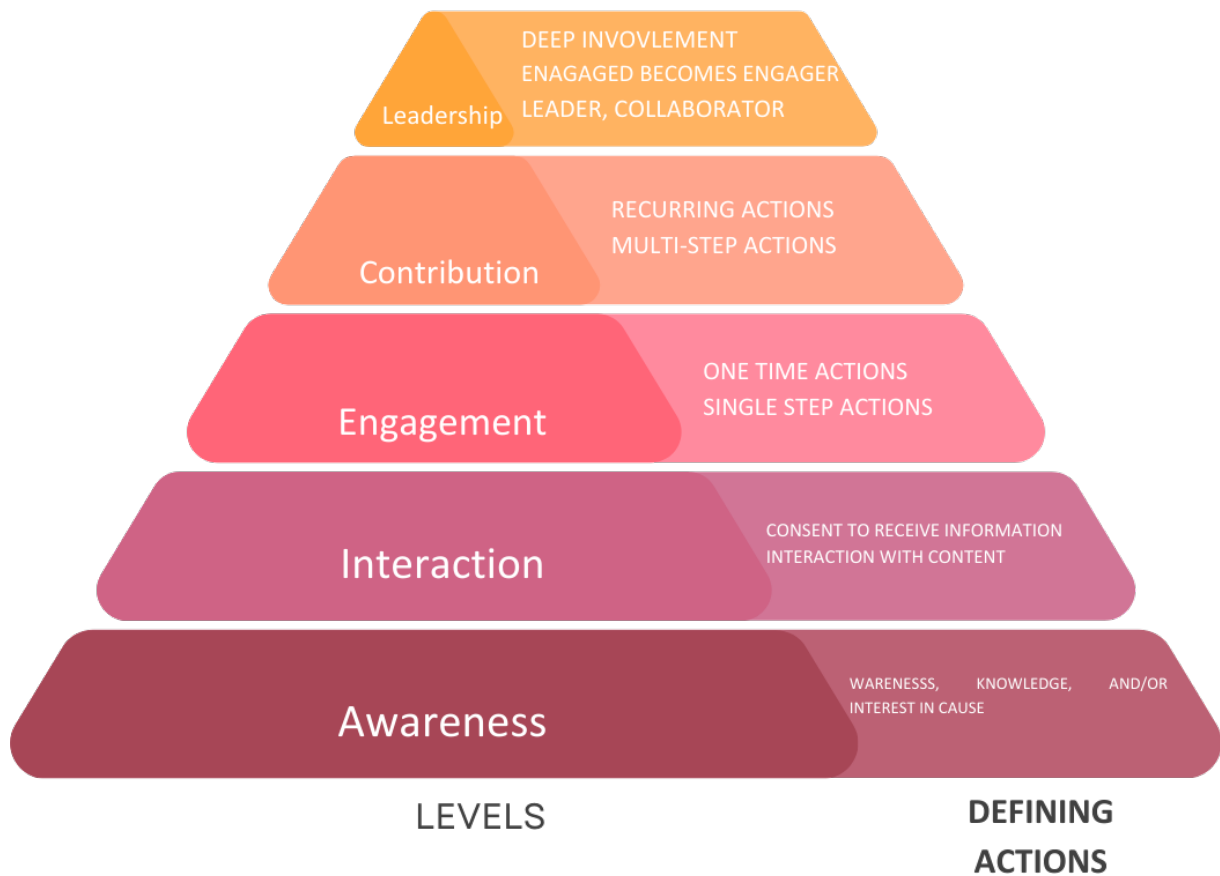
- 1) First, you can use it as a tool to assess and see where all the players in your universe fit and at what intensity they are currently participating in your work. Defining where your people fall on the Pyramid will help you tailor your outreach to them and craft appropriate asks based on how engaged they are in your work.
- 2) Second, you can use the Pyramid to think about how you can cultivate people in your network and steward them up the Pyramid of Engagement to higher participation levels/

The beginning levels represent actions that are more passive. As you move up the levels, the action of your supporters should become more active, representing a deepening level of commitment.

You should expect to have supporters that live in every level of the Pyramid. Practically speaking, you can't expect everyone to have the same degree of passion and interest in your mission. We don't view one level as better than the others. Some people will find the spot that is comfortable for them and stay there. A strong base needs people at every level. This resource is focused on what organizations and groups can do to gain and cultivate supporters. However, this framework, can and should be tweaked to be useful for individuals.



Interaction



Interaction

