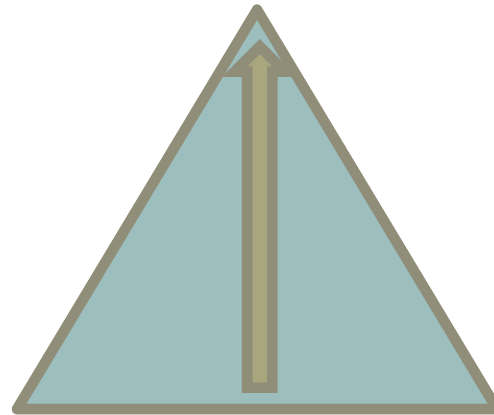


The Engagement Pyramid

Building Meaningful Relationships From The Ground Up!



Dana Montgomery
dana@grassrootsolutions.com
@danamontgomery

Rosy Kalfus
rosy@grassrootsolutions.com
@kalfusr

PREPARED BY: GRASSROOTS SOLUTIONS
@GRSOLUTIONS

Minnesota Council of Nonprofits Conference October 2011

WORKSHOP OVERVIEW

- Working Assumptions
- Why Engagement and what does it look like?
- What is the Engagement Pyramid and how can it help you?
- Design your own pyramid

WORKING ASSUMPTIONS

- ✓ **Your organization has people that it engages with:** They are your members, volunteers, board members, donors, community partners and others
- ✓ **You care about engaging these people in issues that are important to you**
- ✓ **You have a long term lens:** There is no quick fix...

WHY ENGAGEMENT?

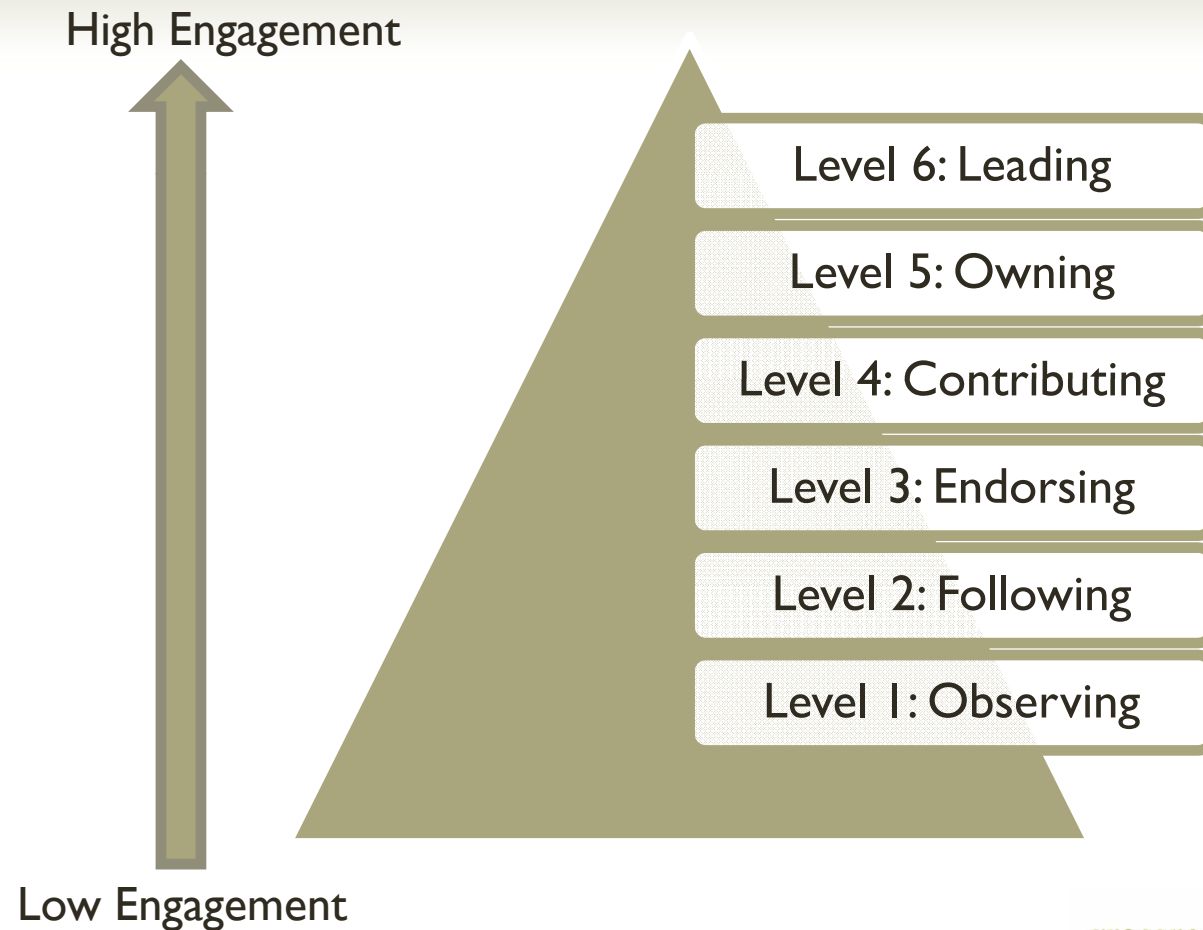
- **Members/Supporters are critical to an organizations success**
 - ✓ They help build power to win!
- **There is lots of competition for people's time, attention and money**
 - ✓ People lead busy lives
 - ✓ Multiple interests
- **It is very unusual for people to “self-engage”**
 - ✓ Takes intentionality
 - ✓ Relational vs. transactional

WHAT DOES ENGAGEMENT LOOK LIKE?

- ✓ Inviting participation
- ✓ Meeting people where they are
- ✓ Providing opportunities for growth
- ✓ Thanking them and following-up

*This requires that you know who the people you want to engage are and what their affinity is with your organization...

THE ENGAGEMENT PYRAMID



THE ENGAGEMENT PYRAMID: HOW IT WORKS

- **Level 1: Observing** – interested in the cause and aware of the organization, but hasn't actually done anything to make that first step
- **Level 2: Following** – have joined a list and are interested in receiving information about an issue and/ or the organization
- **Level 3: Endorsing** – believes in the mission and trusts the organization enough to endorse it but not to invest a significant amount of their time/ money to it

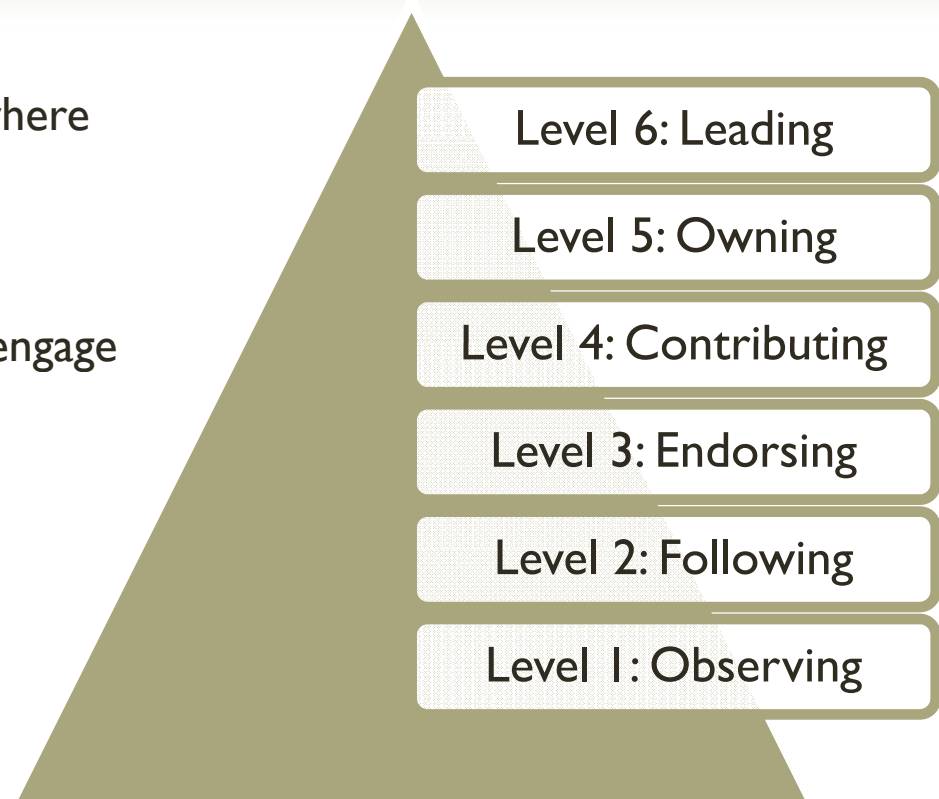
THE ENGAGEMENT PYRAMID: HOW IT WORKS

- **Level 4: Contributing** – contributes to the organization through significant time, financial or social investments - but doesn't assume responsibility
- **Level 5: Owning** – full investment in the mission and success of the organization. Contributes regularly, and takes responsibility for discreet actions.
- **Level 6: Leading** – leadership of the organization, bringing and leveraging specific skills and resources

BUILD YOUR OWN PYRAMID

Who are your constituencies and where do they fall on the pyramid?

What do you do to engage them?



THE ENGAGEMENT PYRAMID: HOW IT WORKS

- **Level 1: Observing** – interested in the cause and aware of the organization, but hasn't actually done anything to make that first step
- **Level 2: Following** – have joined a list and are interested in receiving information about an issue and/ or the organization
- **Level 3: Endorsing** – believes in the mission and trusts the organization enough to endorse it but not to invest a significant amount of their time/ money to it
- **Level 4: Contributing** – contributes to the organization through significant time, financial or social investments - but doesn't assume responsibility
- **Level 5: Owning** – full investment in the mission and success of the organization. Contributes regularly, and takes responsibility for discreet actions.
- **Level 6: Leading** – leadership of the organization, bringing and leveraging specific skills and resources

THE ENGAGEMENT PIPELINE

- Level 1: Focus on converting your observers to subscribers
- Level 2: Engage your subscribers with regular communications that build on their interest with the organization
- Level 3: Build on regular communications and focus on getting input and information from your list
- Level 4: Create specialized asks or incentives to strengthen ties
- Level 5: Create specialized activities or tasks for people to own and increase personalized outreach
- Level 6: Create mechanisms for ongoing engagement – communications will be generated by people to the organization

ABOUT US

Grassroots Solutions provides consulting services in the areas of strategy, organizing, training, and evaluation.

www.grassrootsolutions.com