

LADDER OF ENGAGEMENT WORKSHEET, PART 1

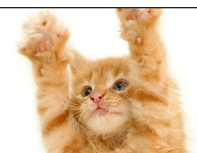
Audience and motivation



The Ladder of Engagement helps you cultivate supporters of your organization by consciously leading them through a set of actions. This set of actions (up the ladder, if you will) supports people in taking increasingly challenging actions, which empowers them to take ownership and become leaders.

- **Audience segment:** Break your audience down into smaller segments. You can define these groups based on common behaviors (ex: email observers or super activists), or characteristics (ex: urban moms, people who recycle, potential members).
- **Size:** The number of supporter records (typically, number of emails or member records that match the audience segment).
- **Description:** Further details and characteristics of the audience segment you are defining. What actions would they typically take? Do they live in a certain geographic area, or have similar demographic characteristics?
- **Where they live online:** Where (on the internet) do audience members spend the most time? Where do they post content? Where do they interact the most? Where do they go for news?
- **Theory of change that moves them to action:** This is an if-then sentence that states what we guess is the motivation for the audience member to take action. For example, if we get more educators to a lobby day event, they will see the power of membership and be more willing to join.

LADDER OF ENGAGEMENT: AUDIENCE AND MOTIVATION				
AUDIENCE SEGMENT	SIZE	DESCRIPTION	WHERE DO THEY LIVE ONLINE?	THEORY OF CHANGE (WHAT MOTIVATES THEM?)
Email observers	2,000	Read email and have taken fewer than three actions	Email, Facebook	If we give them low bar asks, we can get them off of the sidelines



LADDER OF ENGAGEMENT WORKSHEET, PART 2

Helping supporters move up & become leaders



The key to building leaders is to help empower them to take meaningful action with increasing responsibility. Generating as many options as possible increases the chances that people can successfully and consistently engage and becoming leaders.

- **Low-bar asks:** Easy actions a supporter can take that don't take much time or effort to do. For example: signing a petition, liking content on Facebook or hearting a tweet.
- **Medium-bar asks:** These actions take more time and effort, and a diversity of medium bar asks are essential in supporting leadership recruitment. For example: Donating small contributions to a cause or campaign, sharing a post on Facebook from your organization's page, or attending a volunteer event.
- **High-bar asks:** These actions require the most amount of time and effort, and a supporter taking a consistent high bar ask may signal a good recruit for leadership opportunities. Examples of high bar asks include: helping plan and manage an event, bringing other volunteers to an event, donating larger amounts or organizing a group of people to support a donation drive.

LADDER OF ENGAGEMENT: TAKING ACTION		
LOW-BAR ASK	MEDIUM-BAR ASK	HIGH-BAR ASK
<i>Sign a petition</i>	<i>Share an action with friends Email a legislator</i>	<i>Call a legislator Volunteer at an event</i>

