

Engagement Pyramid

Actions

(6) Leads Others: Engaged becomes the engager; Focuses on training others; Easily confused with staff

Organising others, recruiting donors, serving on board

(5) Ongoing, Collaborative Actions: Major investments of time, money, and social capital often blur; GP = source of passion

Publishing about GP campaigns, public speaking, deep volunteer involvement

(4) Multi-Step Assignments / Actions representing significant contribution of time, money, or social capital

Joins group, attends event, makes large donation

(3) Single-step or straightforward actions with low risk / investment

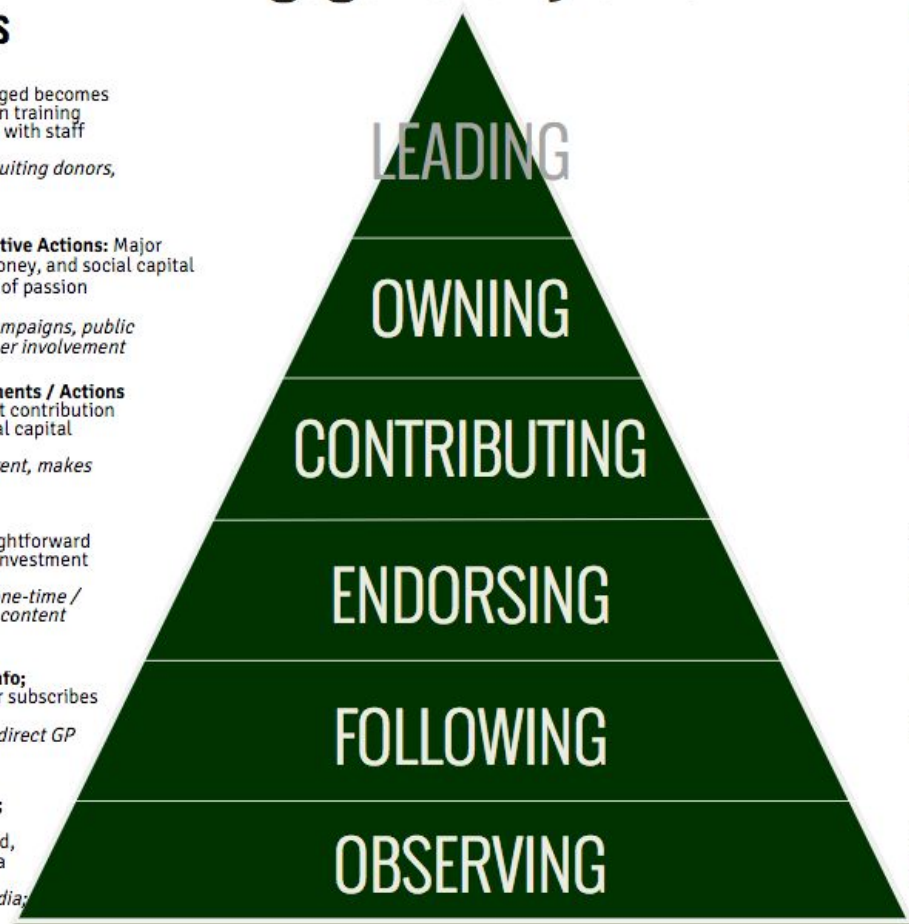
Signs petition, makes one-time / small donation, shares content

(2) Agrees to receive info; Provides contact info or subscribes

Reading and watching direct GP communications

(1) Interested in cause; aware of Greenpeace: Learning more via friend, DD, media, social media

Visits website / soc media; attends an event



Sample Metrics

The contributions of leaders can not be measured by metrics alone, but you may have qual and quant benchmarks such as:

- # Group/community leaders
- # Recruited by leaders

- # Fundraising leaders
- # Lead volunteers
- # NVDA action-takers

- # Regular donors
- # Regular vols/activists
- # Content creators

- # One time donors
- # Petition signers
- # People sharing
- # Participating in volunteer welcome program

- # Email subscribers (active within last year)
- # FB/Twitter followers
- # People indicating they want to volunteer w/ GP

- Website traffic
- Social mentions
- Media impressions
- Polling (awareness)