

LADDER OF ENGAGEMENT

National Campaign for Transit Justice



Photo credit: Denver Streets Partnership

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People and allies do not usually become core leaders after our first outreach to them. They often start out taking a simple action—signing a petition or a sign-on letter, sending a postcard to an elected, etc. and their engagement grows over time.

As organizers, we think about how to deepen individuals' and organizations' commitment to our issue by increasing the level of engagement—we often refer to this as a ladder of engagement.



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This may not always happen, and that is okay! There will always be people and organizations who take on smaller roles and others who become deeply invested in our campaigns. We want to make sure that we are giving people and organizations opportunities to take action at the level of their commitment—thus building the power to win.

Ladder of engagement

1. Unengaged
2. Allies (signs a petition, takes a simple action)
3. Active Supporter (takes consistent action)
4. Leader (takes leadership role, in organizing committees/or subcommittees)



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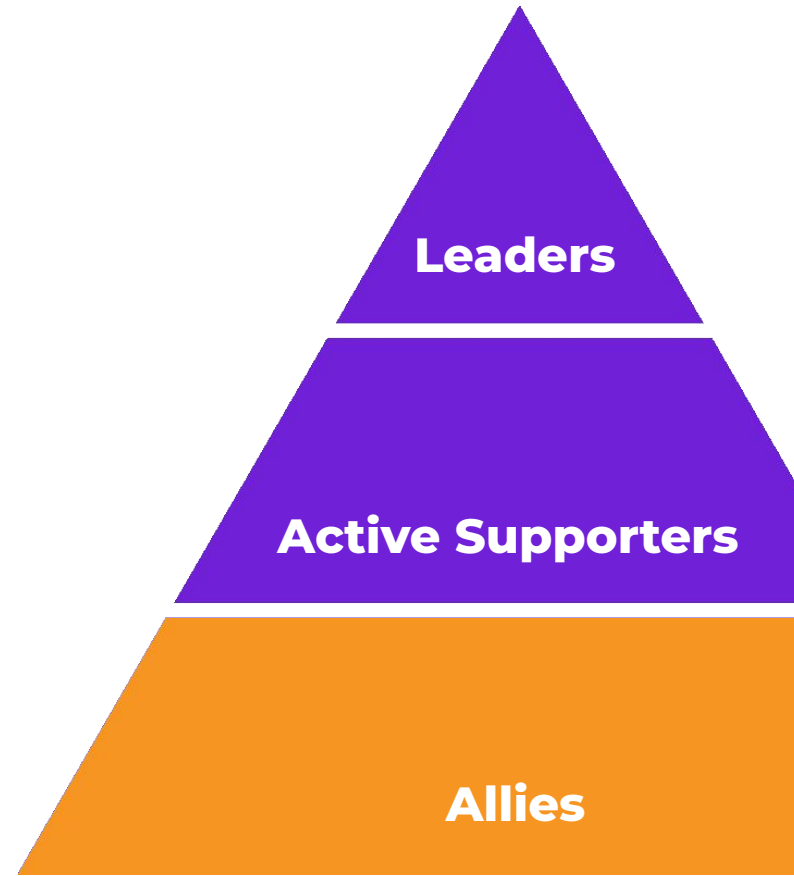
This pyramid captures the same concept:



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Allies

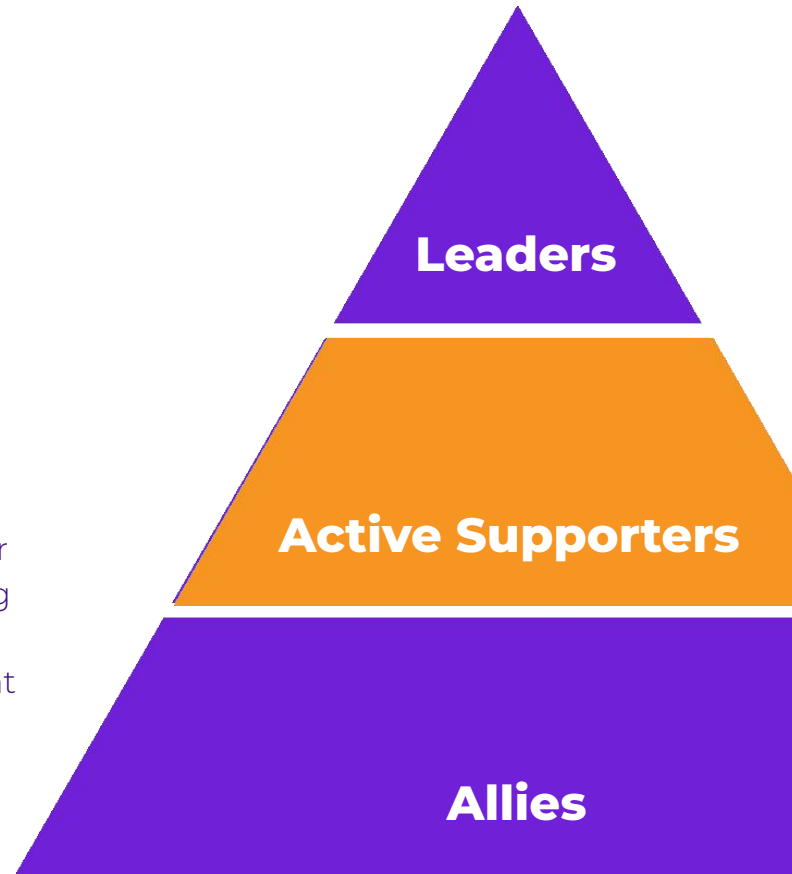
- Sign on letter
- Participating in an online action like sending an email to an elected official
- Sharing online actions with online and offline networks
- Reposting information in internal
- Sign up for a newsletter or rapid-response calls to action
- Participate in an action
- Receive communication through phone banks, texts, emails, social media
- Showing up for a rally, event, or webinar



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Active Supporters

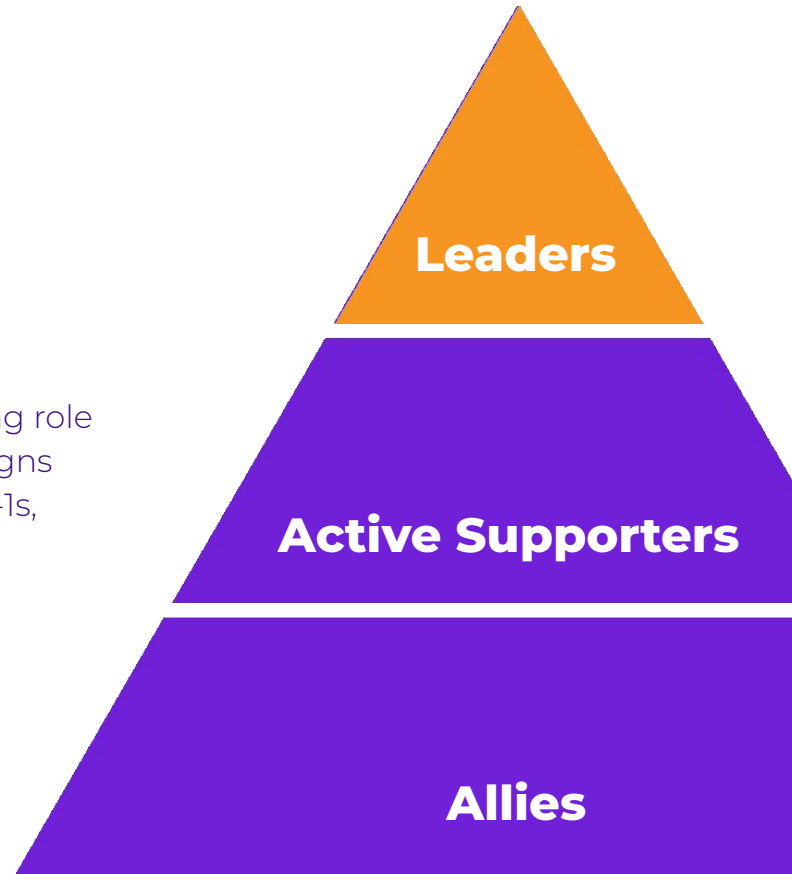
- Join a committee
- Attend x number of events or take x number of actions
- Receive communication through personal phone calls, 1-1s, and mass communication
- Connecting us to people who have stories
- Participating in outreach activities (for an organization that might mean opening up an organizational space for you to share information about the campaign, upcoming event etc.
- Sharing a story publicly - hearing, roundtable or like event
- Attending a meeting to learn more about the campaign and share ideas
- Give testimony at a public hearing



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Leaders

- Recruit others - both individuals and organizations
- Participate in strategy discussions
- Lead or facilitate - internal meetings, external events
- Be a campaign spokesperson, or take on another ongoing role
- Play a role in decision-making around goals and campaigns
- Receive communication through personal phone calls, 1-1s, regular meetings and mass communication



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For each level of the rungs on a ladder, think through as an organization what actions should you include?

