Pyramid of Engagement

Example activities at each level

Level 5: Leadership
• Training individuals in your community to understand and participate in a cause
• Leading meetings with policymakers that focus on a cause you care about
• Organizing a rally in your community

Level 4: Commitment
• Sharing your personal health care story at events as a spokesperson
• Attending coalition meetings to develop a campaign strategy
• Serving on a health reform advisory board
• Regularly giving to support a cause

Level 3: Participation
• Attending a rally
• Sending a personal health care story
• Calling your legislator
• Making a one-time donation to support a cause

Level 2: Interest
• Following an organization on Twitter or Facebook
• Signing up for an organization’s newsletter
• Regularly reading an organization’s blog

Level 1: Awareness
• Attending a community forum on the ACA
• Reading an op-ed in the newspaper
• Watching coverage of a press conference