



## Pyramid of Engagement Sample Exercise

### Small Group Discussion Questions

1. Consider your membership/coalition/network. What does your pyramid of engagement look like for a particular project/issue/campaign?
  - a. Where do the individuals, organizations, or constituencies you are engaging in your work fall on the pyramid?
  - b. What are ways you communicate with each group?
2. What are opportunities, strategies and tactics for engaging partners and allies *in a more meaningful way* and/or at the next level of then pyramid?
  - a. How can you engage non-traditional partners/allies to move up to the next level of engagement?
3. What are the challenges or barriers for engaging partners and allies *in a more meaningful way* and/or at the next level of the pyramid?
4. What support or resources do you need to engage partners and allies *in a more meaningful way*?