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 the 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?