Pyramid of Engagement

Leadership
- Serves as a decision-maker
- Or thought leader and/or engages and/or lead others in the work

Commitment
- Fully invested in the mission & success of the organization, a program, or campaign

Participation
- Contributes time & financial or social capital to the organization, a program, or campaign

Interest
- Understands the cause and is interested in learning more and possibly participating or increasing commitment

Awareness
- Has knowledge of an issue or cause

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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 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