

Fall Reading List

Forget Twilight and Harry Potter. Read Groundwire's posts on engagement strategy & implementation.

The Engagement Pyramid: Six Levels of Connecting People and Social Change

The most effective social change organizations understand how to wield their portfolio of engagement tactics. They know how to meet people where they are at and craft their calls to action to match the level of interest and commitment from each person they ask. These organizations also tend to have good processes for stewarding people toward higher levels of engagement in their mission.

At Groundwire, we use a framework for mapping these different levels of engagement that we call the "Engagement Pyramid."

Read the post at www.groundwire.org/pyramid



Reader Review:

"Pyramids are the future." -Bernie Madoff

What is Your Engagement Superpower?

As nonprofit organizations, we all have missions and expertise related to our mission. Also, we all depend on other people who care about our missions to get the work done.

In a perfect world we would not have to compete for the time, attention and pocketbooks of those on whom we depend. We'd have all the support we need and we'd achieve our missions in no time. So how do you build relationships that prioritize your cause? Here's how: Use your unique expertise, access, skills – whatever you're super at – to provide a product, service or experience that really matters to your target audience. Develop an engagement superpower.

Read the post at www.groundwire.org/superpower



Reader Review:

"Let's take pollution down to zero!" -Captain Planet

The Engagement Pyramid: Beefing-Up the Middle

Online-savvy nonprofits are really good at the bottom of the pyramid -- getting people in the door with easy, low-commitment actions that demonstrate they are like-minded allies. Engaging these folks are as simple as gaining a "Like" on Facebook or a new follower on Twitter.

The top of the pyramid is where your dedicated band of supporters lives -- those who care deeply about the mission and will join the board or become a major donor.

But what about everyone in the middle of the pyramid?

Read the post at www.groundwire.org/beef



Reader Review:

"I thought this post was going to be about beef?"

-Woman searching the Internet

To compliment your reading, visit www.gwengage.com and check out our newest product: Groundwire Engage™, an engagement tool that tracks, measures and analyzes constituent participation.