

LADDER OF ENGAGEMENT WORKSHEET

The Ladder of Engagement helps you cultivate supporters of your campaign by consciously leading them through a set of actions. This set of actions (up the ladder, if you will) supports people in taking increasingly challenging actions, which empowers them to take ownership and become leaders.

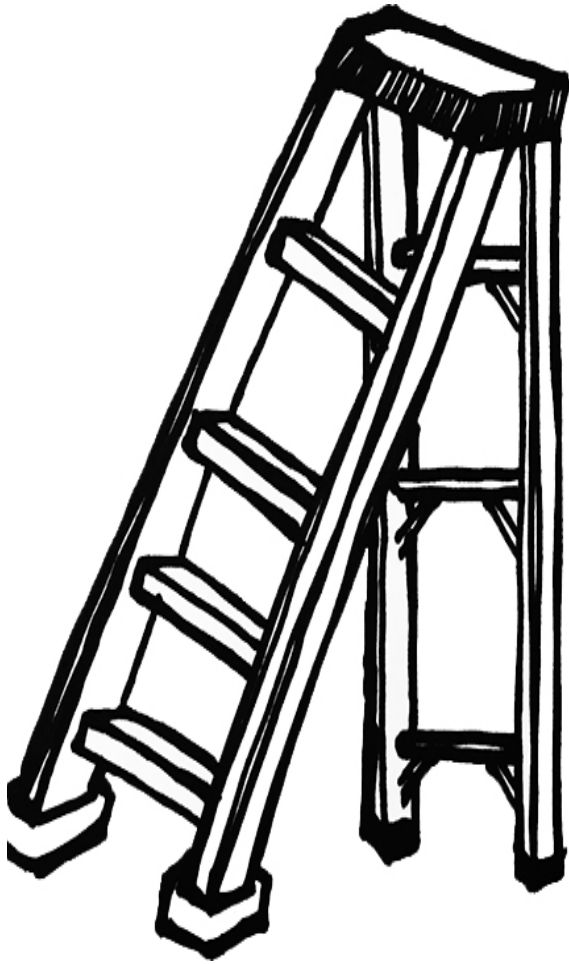
The key to building leaders is to help empower them to take meaningful action with increasing responsibility. Generating as many options as possible increases the chances that people can successfully and consistently engage and becoming leaders.

- Low-bar asks: Easy actions a supporter can take that don't take much time or effort to do. For example: signing a petition, liking content on Facebook or hearting a tweet.
- Medium-bar asks: These actions take more time and effort, and a diversity of medium bar asks are essential in supporting leadership recruitment. For example: Donating small contributions to a cause or campaign, sharing a post on Facebook from your organization's page, or attending a volunteer event.
- High-bar asks: These actions require the most amount of time and effort, and a supporter taking a consistent high bar ask may signal a good recruit for leadership opportunities. Examples of high bar asks include: helping plan and manage an event, bringing other volunteers to an event, donating larger amounts or organizing a group of people to support a donation drive.



SO HOW DO WE DO IT?

1. Make a list of tasks you have asked people in your group to do.
2. Think of things you haven't asked people to do. For example, what work do you do but neglect to give away? Or what are future actions that could be done?
3. Order this list based on what is "more challenging" and "less challenging." Look for tasks that might be "in between"— for example there's a number of steps between bringing snacks to a meeting and agreeing to facilitate the next meeting.
4. Consider your volunteers — what tasks have they already done? What might be next for them?
5. Face any anxiety or fears you have about giving away more leadership and responsibility. Make a plan to address these.
6. Give away tasks — and get more engaged, powerful leaders!



**High Engagement / more
challenging tasks for your group**

[illegible]

**Low Engagement / less
challenging tasks for your group**