

Handout #1

Ladder of Engagement - Levels



Step	Level of engagement
Leader	Actively looking for ways to help, gives lots of time to union or campaign. May have a formal role.
Committed	Actively supports union or campaign. Attends events, volunteers and spreads the word.
Supporter	Supports the union or campaign. Maybe attends events or interacts online.
Aware	Knows the union or campaign exists, but hasn't had any interactions.
Disengaged	Doesn't factor the union or campaign into any decision-making.

Handout #2

Example: Ladder of Engagement: International Women's Day Activity

Based on "Digital organizing 101: What is a ladder of engagement and why do I need one?", Medium.com

Goal(s):

- Raise awareness in the workplace about an International Women's Day activity
- Find new members to get involved in the local women's committee.

Member's Level of Engagement	Disengaged	Aware	Supporter	Committed	Leader
The "Ask"	Read a poster or chat with a member about an upcoming International Women's Day activity.	Sign a petition supporting the issue that will be highlighted at the International Women's Day activity.	Attend the International Women's Day activity.	Attend the International Women's Day activity and sign up to come to the next meeting to continue ongoing work on women's issues.	
Notes	Very easy!	Asking for a little bit more.... Asks people to make a small effort and gives organizers their contact information to be in touch in the future.	And more.... Asks people to take some time out of their day to attend the activity. It could be a one-time engagement, or could be the beginning of something more.	And more... Asking for future, ongoing commitment, as well as potential to use their skills and develop new ones.	

Note: In this case, the ladder had only four steps. You can adapt the ladder, removing or adding steps, to suit what you're working on.

Handout #3

Ladder of Engagement

Goal(s):

Member's Level of Engagement	Disengaged	Aware	Supporter	Committed	Leader
The "Ask"					
Notes					
Barriers to Engagement?					
Strategies to Address Barrier?					