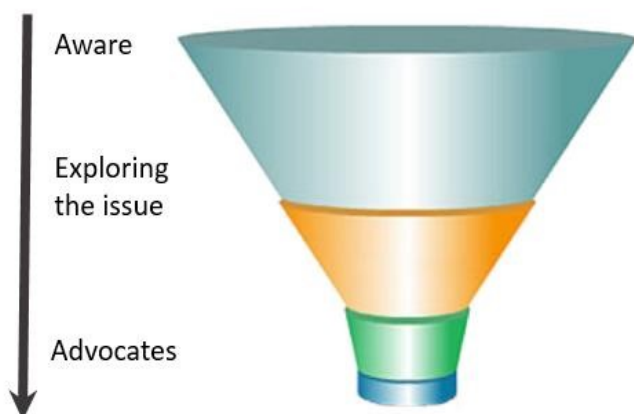




TOOL | THE ENGAGEMENT FUNNEL

An effective engagement strategy recognizes that your community will be involved in different ways, to different extents, at different times. This tool is designed to help segment your various stakeholder groups, monitor their engagement, and create a plan to deepen their engagement.

Your engagement strategy should consider how each stakeholder group can engage, how their interest can be sustained, and ultimately how their engagement can be deepened over time. It is important to note that the strategies and methods needed to deepen engagement for each group will vary. The shape of the engagement funnel assumes that there will be more people involved at the periphery of your work and less people engaged intimately.



EXERCISE HOW-TO

1. Define.

Individually, or as a group, define the different audiences you are hoping to engage and place each group on the funnel according to their level of the engagement.

Name each level of the engagement funnel. Get creative if you can! It's often helpful to assign an engagement goal to each level to help differentiate the intent of your relationship.

2. Quantify.

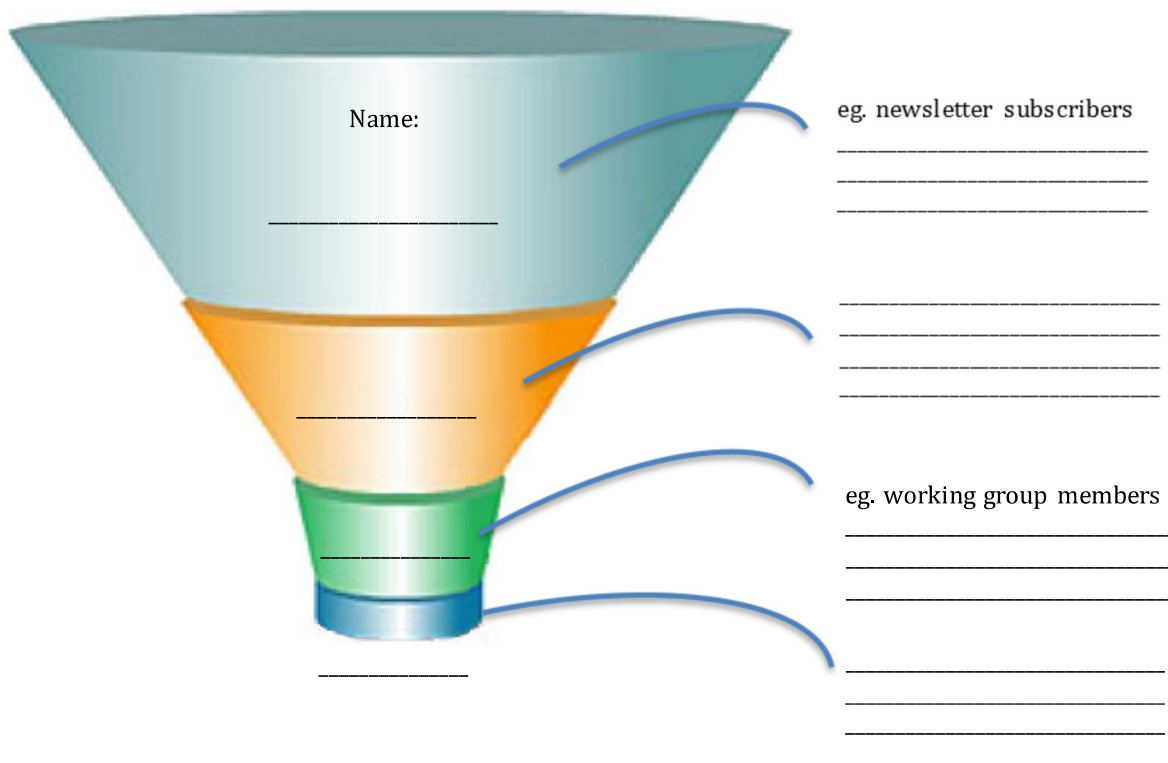
Decide how to measure the engagement of each group. These should be quantifiable and replicable. Consider measures like subscribers to a newsletter, participation in a recurring event, members of a working group, etc.

Once you have defined these measures you can use them to monitor and track changes in your members' levels of engagement over time.

3. Deepen.

Use the funnel to brainstorm specific strategies to deepen each groups' engagement over time. Look at the characteristics of more engaged groups to determine an appropriate next step.

The goal should be to see the numbers within each level grow and to see downward movement throughout the funnel. Note that you will intentionally want to keep the deepest levels of the funnel smaller in order to engage deeply rather than broadly.



LEVEL	GROUP	CURRENT NUMBER	HOW MEASURED
	Eg. Newsletter subscribers	479	Newsletter subscribers in database minus unsubscribes

EXERCISE DEBRIEF:

Some suggested debrief questions include:

- Have we identified all the key audiences we are hoping to engage on the funnel?
- Do we agree on the assessment of each audience’s current level of engagement?
- Have we identified metrics that can be monitored to assess each audience’s level of engagement?
- Have we identified clear strategies to sustain and deepen engagement of audiences at all levels of the funnel?