

Engagement levels canvas

Every business, charity, or government has one aim: To move people to action. And whether you're campaigning for social equity or selling hot dogs on the street, moving people to take some specific action is fundamental to success.

The engagement levels canvas is a simple tool to understand and map the people you want to move to action. It splits people into five levels of positive engagement.

For more information on how to use this canvas, visit wearespur.com/tools

	Who / demographics / archetypes	What are their needs?	What would it take to move them to the next level?	What language should be used?
Level 1 · Oblivious				
Level 2 · Aware				
Level 3 · Engaged				
Level 4 · Advocate				
Level 5 · Evangelist				