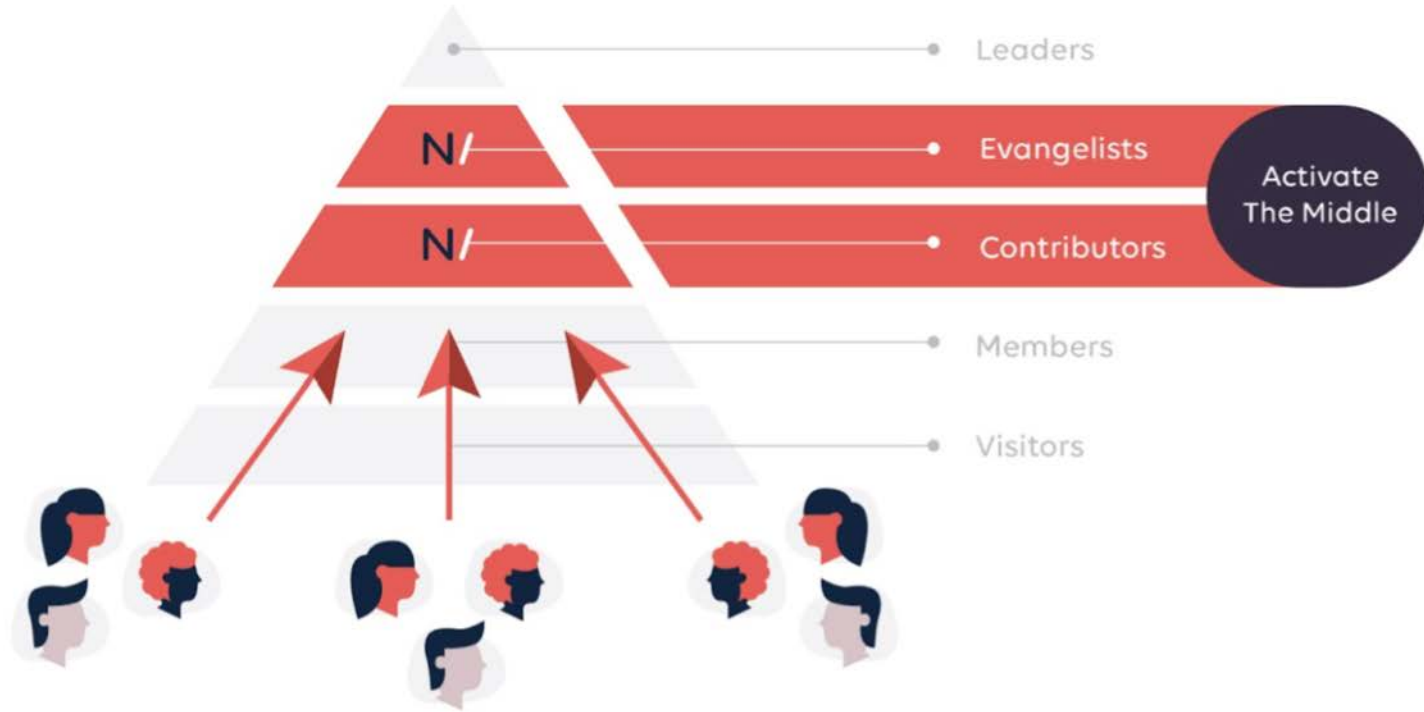# Introduction to Engagement Organizing

"Groups can't just count the number of names on a petition. To do right by their members, they need to accurately reflect the strength of the relationships they are building."
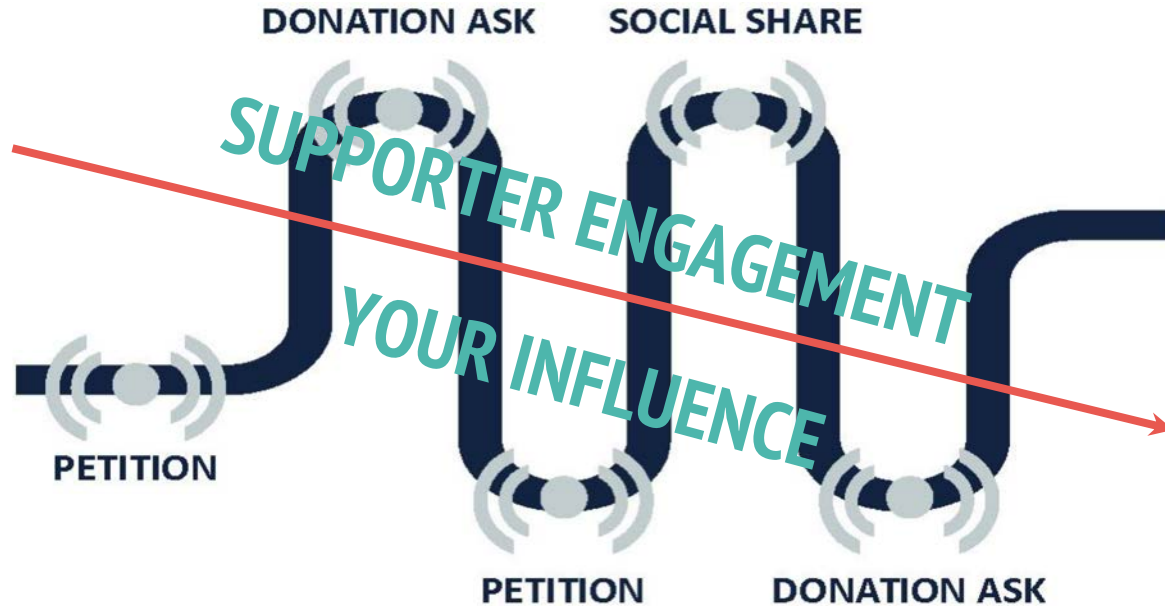
The OpenGov Foundation

Introduction to Engagement Organizing

Engagement Organizing User Journey

Traditional Supporter Journey (Don't Do This)

The 5 Principles of Authentic Engagement

1. Show How Change is Possible

2. Give Recognition

3. Be Accessible

4. Build Meaningful Relationships

5. Share Ownership

The 5 Principles of Authentic Engagement

1. **Show How Change is Possible**

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WE WON'T LET THIS MINE GET BUILT.
HERE'S HOW WE'RE GOING TO #STOPADANI:

BUILD THE MOVEMENT

Groups are popping up all over the country to #StopAdani and say #NoNewCoal. Join or start one!

STOP THE MONEY

We've made Westpac, NAB and CommBank rule out funding Adani. Now we need to stop Adani's $1 billion taxpayer funded loan!

SHIFT THE POLITICS

MPs need to know if they don't #StopAdani, we'll elect someone who will
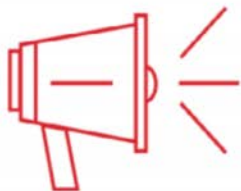
The 5 Principles of Authentic Engagement

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Not All Heroes Wear Capes!

Celebrate the wins; and the steps along the way.

All images taken at the *ReMix This: A Copyright Cabaret* event.

$10aDay.ca

On our way to affordable child care

Together we've made history.

Affordable child care in BC is on its way, thanks to you.

The 5 Principles of Authentic Engagement

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PRINCIPLE 3: BE ACCESSIBLE

MEET PEOPLE WHERE THEY ARE, WITH LANGUAGE AND ACTIONS THAT DRAW THEM INTO DEEPER ENGAGEMENT OVER TIME.

According to studies by the Social Change Agency, being accessible to the diverse levels of engagement of your community is shown to produce better results.

As a general rule, make communications accessible and link to more in-depth materials for those more deeply engaged in your project, and provide a range of activities at different levels of engagement. You have to get people in the door before you can meet them and build a relationship.

Remember above all that *you are not the audience*. You're likely far more familiar with your project than the intelligent but busy people you are trying to reach.

THE LEAP

DIGITAL PRINCIPLES

Make data-driven decisions and ask "why"
Test and experiment with pace and patience

Steer away from single issue campaigning and aim for the big win and work in coalition
Integration of digital into all planning, across department

Culture of personalization and accountability for every piece of content, don't just blast one way communications
Bring more people into the movement, don't just list build or treat people like robots

Give back and don't just take, have a variety of offers and calls to action
Speak frequently with your most active supporters, not just donors
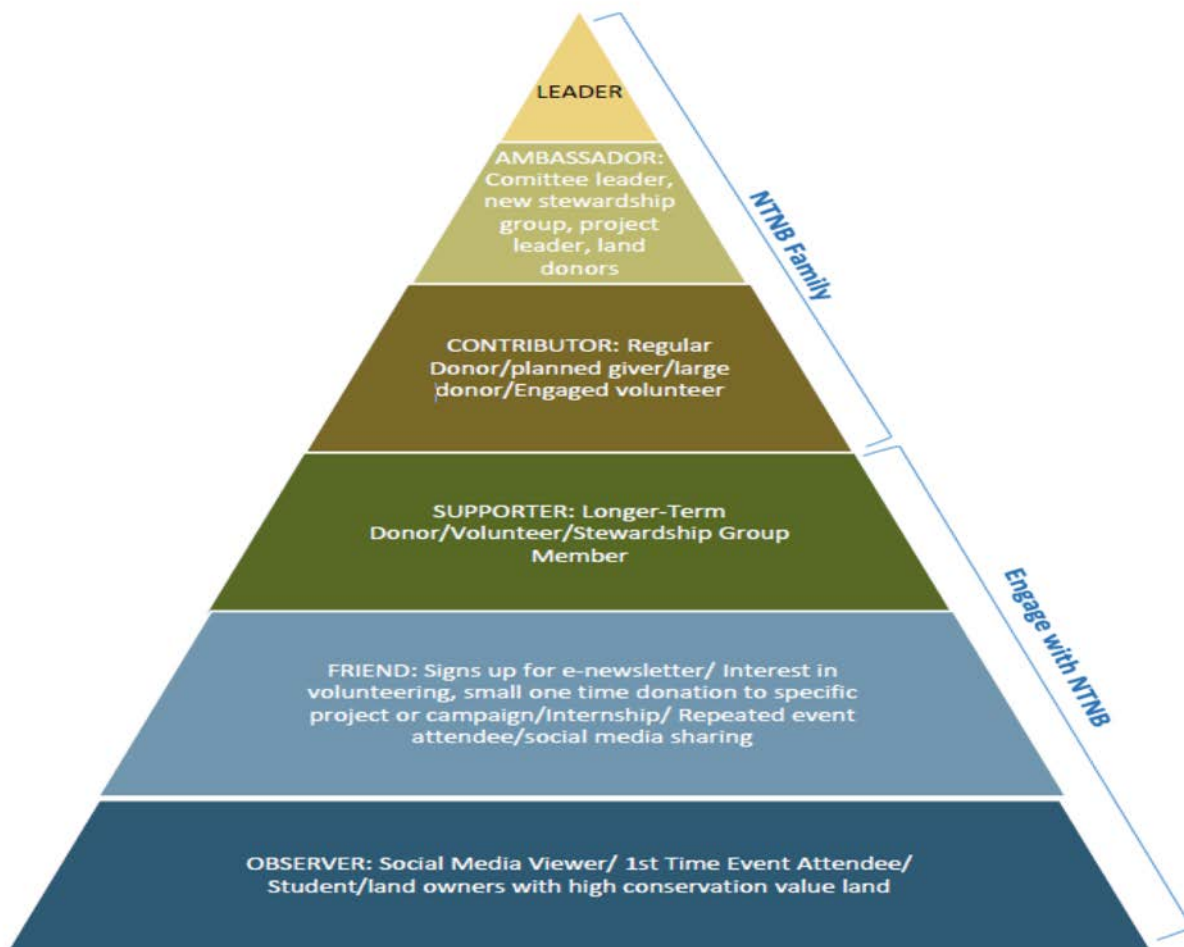
Culture of good allyship, don't hide the ball
Bringing people along and ethical list stewardship is queen

The 5 Principles of Authentic Engagement

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The Engagement Pyramid

LEADER

AMBASSADOR: Comittee leader, new stewardship group, project leader, land donors

CONTRIBUTOR: Regular Donor/planned giver/large donor/Engaged volunteer

SUPPORTER: Longer-Term Donor/Volunteer/Stewardship Group Member

FRIEND: Signs up for e-newsletter/ Interest in volunteering, small one time donation to specific project or campaign/Internship/ Repeated event attendee/social media sharing

OBSERVER: Social Media Viewer/ 1st Time Event Attendee/ Student/land owners with high conservation value land

NTNB Family

Engage with NTNB

Digital-heavy: Identification and data-capture | Training & Engagement | Action

- Visit Website
- Website Volunteer Form
- CRM
- Donate
- RSVP for call, event
- Team Comms
- How-to for shifts and small groups
- Data Access
- Organize House Party
- Volunteer Leader Training
- Organize Call Event
- Organize Canvass Team
- Paper Volunteer Form
- Attend a Local Event
- Group Call/Video
- Volunteer Orientation
- Make Calls
- Facebook Page Like
- Facebook Event
- Attend a House Party
- Social media content
- Social Ads
- Directly Recruited (canvass, friend, etc)
- Canvass Training
- Canvass
- Volunteer Digital Space (group)
- Train

The 5 Principles of Authentic Engagement

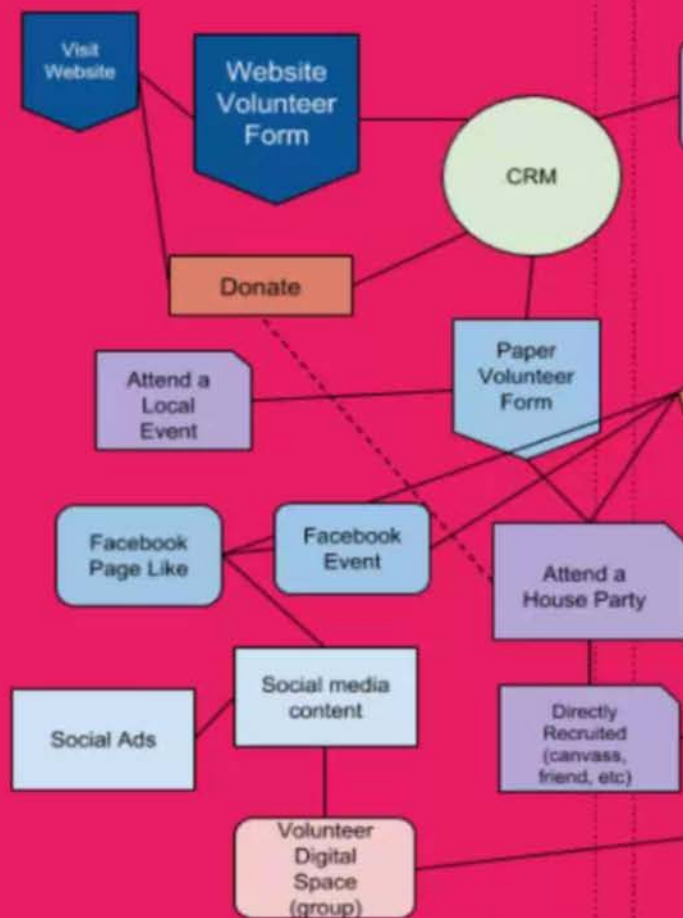1. Show How Change is Possible

2. Give Recognition

3. Be Accessible

4. Build Meaningful Relationships

5. **Share Ownership**

Hubs do the most important work of the movement: growing participation, elevating the urgency of climate change and challenging to win political power.

Explore the map below to find a local Sunrise hub near you.

Don't see a hub in your area? Fill out an interest form to bring a Sunrise hub to your city, town or school.

START A HUB

SUNRISE HUBS

Search for a hub…

Birmingham, Alabama

Huntsville, Alabama

Tuscaloosa, Alabama

Fairbanks, Alaska

Wasilla, Alaska

Flagstaff, Arizona

Phoenix, Arizona

Canada

United States

Mexico

Cuba

© Mapbox © OpenStreetMap **Improve this map**

The vast majority of respondents don't measure engagement and lack dedicated staff + budget to lead it, showing engagement is still more of a concept than a deeply valued reality."

Principles of Engagement	What does this mean?	Your Grade
1. Show how change is possible	Show a clear theory of change and how your plan - powered by their actions - leads to the goal.	A+
2. Give recognition	Make supporters the stars, highlighting those who engaged and sharing their stories of progress.	
3. Be accessible	Meet people where THEY are, with language and actions that draws them in to deeper engagement over time.	
4. Build meaningful relationships	Your lists are real people, not data points. View your communications as a dialogue, find ways of deepening it.	
5. Share ownership	Give community members as much control as you can. Listen, and invite them to shape the campaign with you.	