
Using Ladders of Engagement to Create Commitment

— How to Develop from a Member —
to a Leader

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Icebreakers!!

- Please share:
 - Your name
 - Pronouns
 - Chapter
 - Position (TC, Fundraising, CB, Advocacy)
 - What's the weirdest thing you've seen in a zoom meeting?
 - What would your Ben and Jerry's ice cream be named?

Outline

- Introduction to ladders of engagement
- How should it be used?
- Example/Practice
- Discussion Time
- Debrief

Can we have a volunteer time keeper?

What are “ladders of engagement”?

PIH Engage Leadership Ladder



How should it be used?

- To structure recruitment
- To identify new leaders
- To structure each campaign
 - Advocacy
 - Fundraising
 - Community Building

Example/Practice: Recruitment



- Level 0: Individual signs up for listserv
- Level 1: Individual attends a public team event
- Level 2: Individual participates in a one-on-one with Leadership Team member
- Level 3: Individual attends regular team and committee meetings
- Level 4: Individual helps facilitate PIH Engage global health curriculum lessons

Example Strategy

- Recognize team member for their efforts and thank them for it (show them they are appreciated!)
 - *“Thank you so much for attending this one-on-one. I noticed you’ve come to events”*
- Ask them about their motivations
 - *“Why do you think this work is important? What draws you to Engage”*
- Present opportunity for further engagement
 - *“We are having regular meetings...”*
- Connect this opportunity to their motivation for getting involved
 - *“In this meetings we discuss ___ that you are interested in and take actionable steps to _____ that you could contribute to”*
- Make the hard ask: ask them to commit to this opportunity
 - *“Would you be willing to come to meetings regularly?”*

Example Strategy

- Recognize team member for their efforts and thank them for it (show them they are appreciated!)
 - *“Thank you so much for calling your MoC today. We really appreciate the work you did and think it is really important.”*
- Ask them about their motivations
 - *“Why do you think engaging with MoC is important?”*
- Present opportunity for further engagement
 - *“We are planning to meet with this MoC next week”*
- Connect this opportunity to their motivation for getting involved
 - *“Meeting with MoC is a good way to help them understand that their constituents (you) care about _____ issue that you care about and establishing long-term relationships with their offices.”*
- Make the hard ask: ask them to commit to this opportunity
 - *“Would you be willing to assume a role in this meeting? Which role?”*

Example/Practice: Advocacy



- Level 0: Individual signs up for listserv
- Level 1: Individual shares your Facebooks post
- Level 2: Individual attends your next rally
- Level 3: Individual joins your PIH Engage advocacy team
- Level 4: Individual birddogs a presidential candidate coming through your town

Discussion

- How have you tried to engage members of your team?
- What strategies have worked for you?
- What are some challenges in pushing others to be more engaged?
- How will you adapt to virtual engagement?

Thank you!

Example/Practice: Fundraising



- Level 0: Individual signs up for listserv
- Level 1: Individual shares your Facebooks post
- Level 2: Individual attends your next fundraising event
- Level 3: Individual joins your PIH Engage fundraising team
- Level 4: Individual has successful personal fundraising campaign