

Pyramid of Engagement



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Example activities at each level

Level 5: Leadership

- Training individuals in your community to understand and participate in a cause
- Leading meetings with policymakers that focus on a cause you care about
- Organizing a rally in your community

Level 4: Commitment

- Sharing your personal health care story at events as a spokesperson
- Attending coalition meetings to develop a campaign strategy
- Serving on a health reform advisory board
- Regularly giving to support a cause

Level 3: Participation

- Attending a rally
- Sending a personal health care story
- Calling your legislator
- Making a one-time donation to support cause

Level 2: Interest

- Following an organization on Twitter or Facebook
- Signing up for an organization's newsletter
- Regularly reading an organization's blog

Level 1: Awareness

- Attending a community forum on the ACA
- Reading an op-ed in the newspaper
- Watching coverage of a press conference