

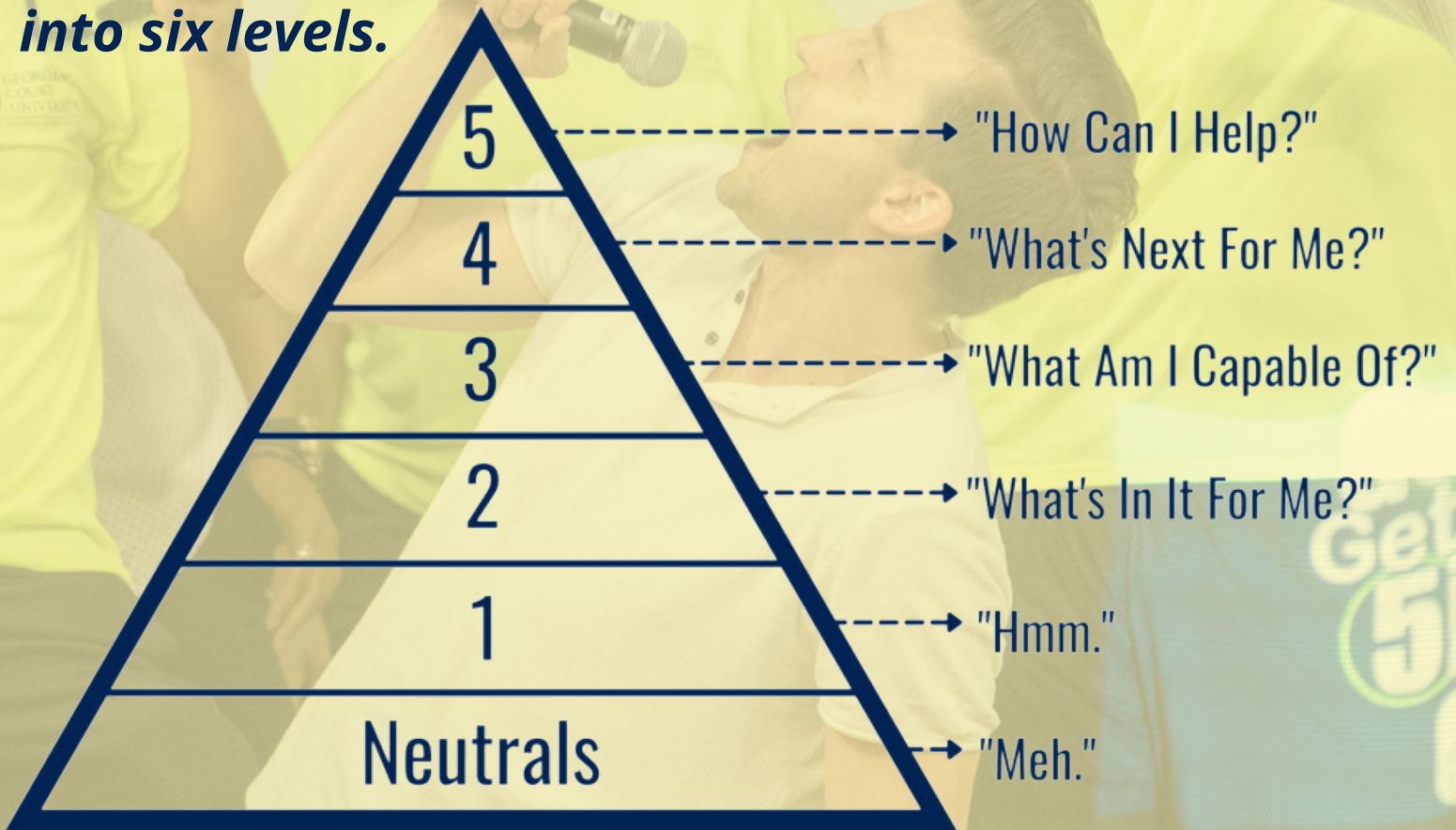
HOW TO ALLOCATE RESOURCES FOR MAXIMUM MEMBER ENGAGEMENT



ENGAGEMENT PYRAMID



Breaks down the different levels of engagement within a community into six levels.



Neutrals

Are the least engaged people within a community.

5s

Are the most engaged people within a community.

HELPING YOUR COMMUNITY

Per Member Basis

ALLOCATE RESOURCES

Ensure that the amount of resources (money, time, effort, etc.) is proportional to the level of engagement.

ENGAGING YOUR 5s

Most of your resources on a per-member basis should go towards the “5s” in your community, whereas “neutrals” should receive much less per member.

ENGAGING YOUR NEUTRALS

It’s important to engage all members. The “neutrals” sadly are where most community leaders fail.

The activities you do with “neutrals” don’t require a ton of resources.

PER MEMBER BASIS

Notice how I kept saying “per member basis?”

The reason is you may spend a few thousand to engage only a few of your “5s” but also spend that same amount to engage several hundred “neutrals.”





UNDERSTAND THE ENGAGEMENT PYRAMID:

Familiarize yourself with the different levels of engagement within your community.

Understanding each level helps you identify which members require the most resources to engage and which ones require less.



ALLOCATE RESOURCES EFFECTIVELY

Focus your efforts and resources on engaging the most engaged members while still engaging with those who are less engaged.



✓ Create Engaging Activities

✓ Measure Success

✓ Continuously Improve



CREATE ENGAGING ACTIVITIES

- Use engaging activities to connect with members of your community.
- Be creative and try different approaches.
- Remember to keep it low-cost for your neutrals.



MEASURE SUCCESS

- Measure the success of your engagement efforts
- Helps identify what is working and what is not.
- Use metrics like attendance, participation, and feedback to evaluate the impact of your activities.



CONTINUOUSLY IMPROVE

- Use the data you gather to improve your engagement efforts over time.
- Identify areas where you can make improvements
- Implement changes to create a stronger, more engaged community.

A group of diverse people, including children and adults, are gathered at what appears to be a community event or school assembly. Many are holding white signs that say "FREE HUGS" in black capital letters. In the foreground, a young girl with glasses and a pink shirt is taking a selfie with her phone. The background shows other people, some sitting on bleachers, and a warm, indoor lighting. The overall atmosphere is positive and community-oriented.

UNDERSTANDING YOUR COMMUNITY

The Engagement Pyramid is a powerful tool for community leaders looking to create engaging activities that connect people and increase energy.

By understanding the different levels of engagement within a community, leaders can allocate resources effectively and efficiently.

The most amount of resources on a per-member basis should go towards the most engaged members, while those who are less engaged require less investment.

Community leaders can create engaging activities that connect people at all levels of the engagement pyramid, building a stronger and more cohesive community.