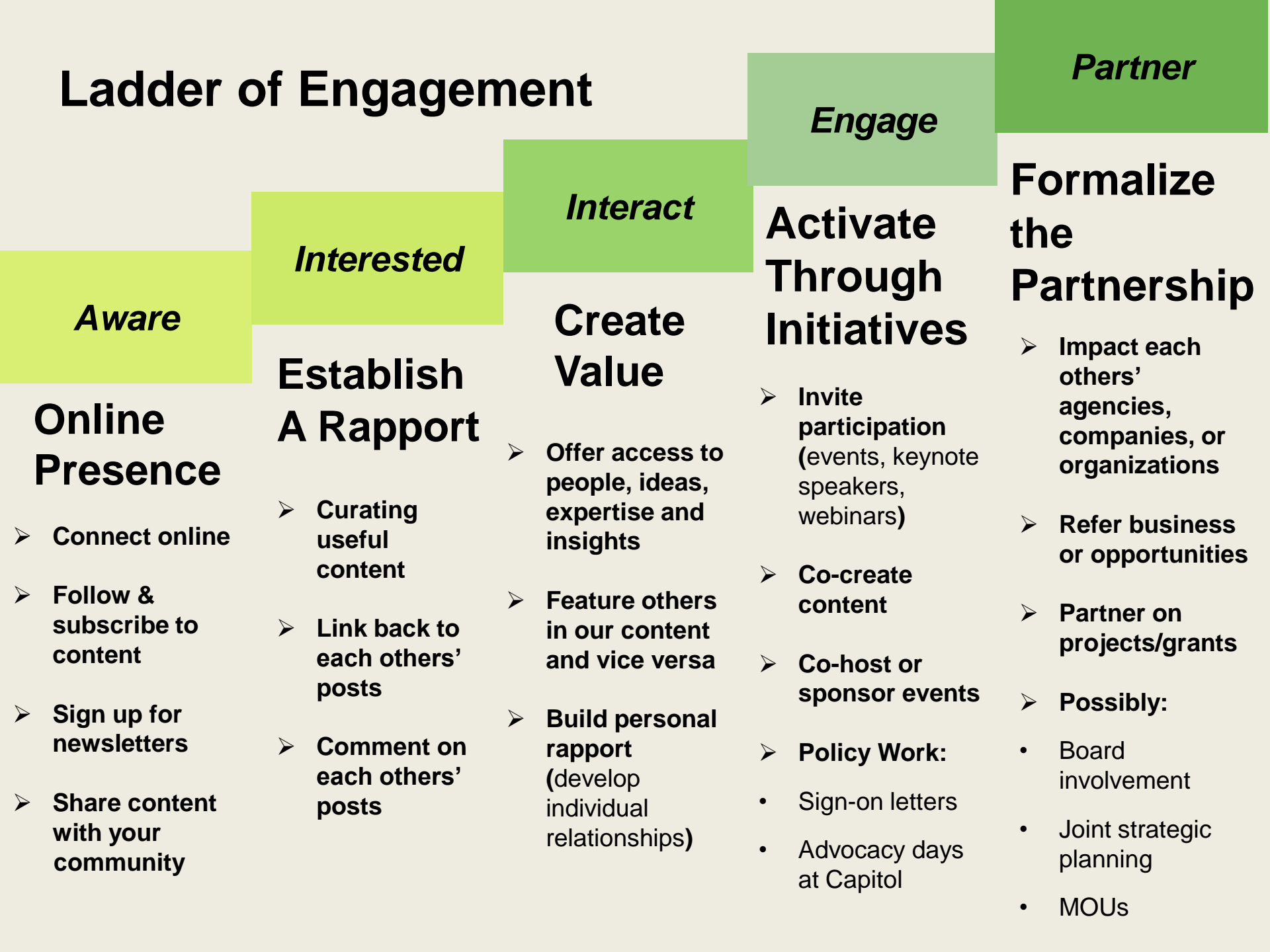


Ladder of Engagement



Aware

Online Presence

- **Connect online**
- **Follow & subscribe to content**
- **Sign up for newsletters**
- **Share content with your community**

Interested

Establish A Rapport

- **Curating useful content**
- **Link back to each others' posts**
- **Comment on each others' posts**

Interact

Create Value

- **Offer access to people, ideas, expertise and insights**
- **Feature others in our content and vice versa**
- **Build personal rapport (develop individual relationships)**

Engage

Activate Through Initiatives

- **Invite participation (events, keynote speakers, webinars)**
- **Co-create content**
- **Co-host or sponsor events**
- **Policy Work:**
 - Sign-on letters
 - Advocacy days at Capitol

Partner

Formalize the Partnership

- **Impact each others' agencies, companies, or organizations**
- **Refer business or opportunities**
- **Partner on projects/grants**
- **Possibly:**
 - Board involvement
 - Joint strategic planning
 - MOUs