

# CHAMPION ACTIVATION PLAN

## SELF-GUIDED EXERCISE

### **Introduction**

Engagement doesn't happen by accident—it requires intentional action. This worksheet will guide you through four simple steps to activate champions for your nonprofit. By the end, you'll have a concrete plan to turn supporters into engaged leaders who propel your mission forward.

You'll work through four steps: Awareness, Aim, Appeal, and Act—each designed to move someone from passive support to active champion. Use the chart at the end of this exercise to keep your work organized, or create your own.

### **Step 1: Awareness – Who Are Your Potential Champions?**

First, identify your strongest potential champions—the supporters who already care and can step into greater roles.

1. List 3-5 people in your network who are passionate about your mission.
2. Next to each name, write one strength or resource they bring.
3. Look at your list. Which of these champions could make the biggest impact?  
Circle your top priority.

### **Step 2: Aim – What Do You Want Them to Do?**

Now, define how they'll contribute. What specific action do you want each champion to take?

Next to each name, write one concrete role. Examples: Advocate, Recruiter, Donor Connector, Fundraiser.

Set a goal for each role. What measurable impact will their actions create?  
Your champions now have a purpose—next, you'll focus on inspiring them to step into action.

### **Step 3: Appeal – How Will You Inspire Them to Act?**

Champions need a compelling reason to engage. What will make them say yes?

1. Think about their motivation—why would they care?
2. Write 1-2 sentences as your invitation to them. Make it personal, tie it to their passion, and clearly state how they can help.

A well-crafted appeal makes all the difference. Now, let's set them up for success.

### **Step 4: Act – What's the Next Step?**

Your champions are identified, their roles are clear, and they're inspired—now, what's the next step?

1. Write the immediate action step. Examples: Schedule a call, invite them to a leadership role, send materials.
2. Outline any tools or support they'll need to succeed.

Look at your plan—your champions now have a clear path forward. The next step is making it happen.

### **Wrap-Up Reflection**

You now have a Champion Activation Plan—one connection at a time, these leaders will elevate your nonprofit's impact. Every conversation, every action, and every champion you mobilize strengthens your mission.

### **Final Reflection Question:**

How will activating this network transform your nonprofit's future?

NAME	STRENGTH	ROLE	MOTIVATION (APPEAL)	NEXT STEP (ACT)

CHAMPION ACTIVATION CHART