

CREATE ENGAGEMENT IN 10 STEPS

1. **Understand Your Audience:** Engagement starts with knowing who you're trying to connect with. This means understanding the motivations, interests, and concerns of your staff, board members, volunteers, and supporters. Conduct surveys, hold focus groups, or have one-on-one conversations to uncover what drives them.
2. **Establish Clear Roles and Expectations:** When people know what's expected of them and how their contributions align with the mission, they feel more connected and invested. Define clear roles for champions, board members, and volunteers, and make the "why" behind their role's crystal clear.
3. **Foster a Sense of Ownership:** Empower individuals by giving them real responsibility. Whether it's leading a committee, spearheading a project, or representing the organization in the community, autonomy fuels engagement. People want to feel that their actions matter and contribute to the bigger picture.
4. **Create Tangible Opportunities for Involvement:** Engagement isn't just about inspiration—it's about action. Provide specific, actionable ways for people to get involved, whether through events, advocacy campaigns, or hands-on volunteering opportunities. Make it easy for people to say "yes" to contributing.
5. **Communicate Impact Regularly:** Share success stories and the tangible results of engagement. When people see the difference their efforts make, they are more likely to stay involved and become even more passionate about the mission.
6. **Build Relationships and Community:** Engagement thrives in an environment of connection. Host team-building activities, networking events, or informal gatherings to strengthen relationships and foster a sense of belonging.
7. **Celebrate Achievements and Milestones:** Recognition and celebration are key to keeping people motivated. Acknowledge contributions both big and small—whether it's through formal awards, shoutouts in newsletters, or heartfelt thank-you notes.
8. **Provide Continuous Support and Development:** Equip your network with the tools and training they need to succeed. Offer workshops, resources, or mentorship programs to keep them engaged and growing in their roles.
9. **Encourage Feedback and Adaptability:** Engagement is a two-way street. Regularly seek input from staff, volunteers, and supporters to understand what's working and what needs improvement. Be open to adapting strategies based on feedback—engaged champions feel valued when their voices shape the organization's direction.
10. **Cultivate a Culture of Purpose and Inspiration:** People connect deeply when they feel aligned with a meaningful mission. Reinforce the why behind your nonprofit's work through storytelling, shared vision, and ongoing inspiration. When champions see their role as part of something bigger, engagement becomes self-sustaining and mission driven.