



	What Does It Mean?		What Do We Want As Their Next Action?		Audience Touchpoints Along Engagement Funnel That We Control		Priiimary Audience Experience On The Platform/With The Touchpoint		Primary Audience Thought Process OR Motivation for Engaging		How Can This Engagement Be Measured? (Tools, Surveys)
AWARENESS	NEW ENCOUNTER: In the awareness stage, supporters are just learning about you, encountering you from a variety of sources (e.g., social media, search engines, friends, partner orgs, etc.)		To move onto the next stage of the funnel, they'll need to take an action that shows their interest in your products or your mission. Show them you have a clear value-add to their lives, which they can return to, and they sign up for other socials, newsletter, etc.		<i>Audiences discover us.</i> Hook: Topic, story, relevance. TOUCHPOINTS: organic reach because someone shared your post, strategic boosted posts (beat the algorithm), cross-promotion with similar organizations, hopping on # for major days of celebrations.						
INTEREST	CURIOSITY: They've read or heard a little about you and your work. Like an acquaintance, they now know a little about you and are interested in your mission, learning a bit about who you are, and what you do by this point.		To get them to move through to the next stage, they'll need to get involved with your organization. That could mean attending an event, reaching out about one of your programs, interacting beyond this first encounter.		<i>They know us or some subset of the brand identity.</i> TOUCHPOINTS: Website, socials, youtube, live/interactive experience, story syndication, referral from a trusted source.						
INVOLVEMENT	ONE STEP BEYOND: They have participated in one of your initiatives (read one story, listened to a segment, dropped in on a program), yes, but they are not regular returners compared to your more engaged audiences and stakeholders.		To move onto the next stage, they will need to see you as something they can and must come back to. Events, gatherings are powerful for this -- think purpose-driven Twitter Spaces, IG Livestreams, AMAs.		<i>They follow us or sign up for something beyond the first encounter.</i> TOUCHPOINTS: They might save the post, follow our official accounts (as a passive fan/subscriber), on-demand search you, but less reliable engagement. You may need to survey your existing audiences to understand why you have passive, less engaged followers and how to active them or better serve their needs.						
INVESTMENT	YOU'RE WORTH MY (EXPENDABLE) RESOURCES: They see their relationship with you as worth the 'investment' of time (scrolling your feed, reposting or commenting, clicking through on your links), money (purchasing ticket or other transaction), etc. Once they've made that initial 'investment,' the funnel is not over. It takes time and nurturing to either keep them here or move them onto the next level: deeper engagement.		To move from here onto the next level, the supporter wants to give shoutouts, testimonials, and help to expand your audience, bringing in new supporters from their spheres of influence.		<i>They care about our programming and choose or enable ways to be able to return regularly.</i> TOUCHPOINTS: Returning readers/commenters, they engage more regularly with content, you have an idea for when they follow-through on your calls to action. (e.g., RSVP for event, tell us your story, etc..)						
REPEAT	RETURN, REPEAT, LOYALTY: At this point in the Engagement Funnel, they have been through a few encounters with you and continue to come back. Your relationship with them is stronger and you can rely on these folks to activate big asks like survey sign-ups, pop-up partnerships, etc.		These are defined by your organization's strategic goals. What are the biggest asks you're hoping your most loyal audiences could do for you?		<i>They regularly share our programming, stories, or brand, and recommend us to others.</i> TOUCHPOINTS: Return with more frequency. They are aware of and engage with our higher touchpoint experiences, & might openly suggest ways for you to better connect with others like them.						
ADVOCACY	AMBASSADORS: Your ambassadors are here at the very bottom of the funnel. They can help you bring in a whole new audience to the top of your funnel. Keep your retention efforts in peak form to make sure these folks stick around and know their efforts are appreciated.		Similar to above.		<i>Long-term, deep investment in your mission, vision, values.</i> TOUCHPOINTS: The above plus, they strongly advocate for your work and impact. They feel a sense of reciprocated investment, and appreciate more intimate opportunities to connect with your org.						

- Touchpoints: The moment an audience member interacts with you (a tweet, an Instagram story, a reposted Facebook link).
 - What desired audience actions fit within each stage of the funnel?
 - OKRs: How can we measure each of those actions?
 - Prioritization: Which of those will have the most meaningful results for your organization?
 - Desired: How can we better move our audiences toward those actions?
 - Iteration: What improvements can we realistically pursue in terms of those actions?
- Understanding our limitations for resources, time, personnel -- how can we turn this into a sustainable, iterative learning experience with high impact?