

Ladder of Engagement

Partner

Engage

Interact

Activate Through Initiatives

Formalize the Partnership

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

Create Value

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

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