












DRJC Engagement Model | Stages of Building Engagement

Stage	Awareness	Participation	Responsibility	Influence	Independence
Stage Definition	People <u>have knowledge</u> of available activities or experiences and their value. They learn about an activity or experience.	People personally <u>take part</u> in the activity or experience. They actively take part in an activity or experience	People <u>have responsibility</u> for <u>completing tasks</u> or making meaningful contributions to the activity or experience. They contribute to an activity or experience	People <u>feel ownership</u> of the activity or experience and <u>make decisions</u> defining its content or direction. They help lead/direct, assess, or plan an activity or experience	People <u>demonstrate initiative and autonomy</u> . Creating community and engagements that <u>disciple others in contexts outside the church</u> . They identify and step-up to needs and opportunities in their own world.
Vital Behavior	Know	Join	Contribute	Own	Lead
Strategies	Make people aware of activities and experiences and the value of Marketing, Advertising	Shift people from disengagement to engagement. Make their experience more active and personal.	Help participants assume more responsibility for the experience. Assign minor task, responsibility, Formalize role or routine task, etc.	Share ownership of the experience or activity. - encourage participants to draw from their personal experience, talent, and initiative to improve it.	Encourage, support, incentivize, and recognize independent efforts to meet needs, build community, and create disciples outside the church.
Examples	<ul style="list-style-type: none"> Strategic Web Design & Presence Social Media & Communication Strategies Directories, info meetings, try-on or "taste" events Use Sunday stage, program, announcements, etc. Focus groups, Identify and target key audiences. Market the value not just the time/place. Report on previous or ongoing activities (e.g., partner work, events, etc.) 	<ul style="list-style-type: none"> Encourage/Incentivize activity over passivity. Design discussion, role play, and other interactive learning. Encourage sharing individual/personal info, opinions, stories, etc. Remove barriers: (e.g., provide childcare, identify strategic times, offer multiple times/sessions) Seek feedback, focus groups. 	<ul style="list-style-type: none"> Assign smaller tasks (handing out materials, collecting information, welcoming participants, setup/cleanup, etc.) Identify and utilize a spectrum of small, easy, one-and-done, episodic acts up to larger, ongoing, or essential ones. 	<ul style="list-style-type: none"> Assign significant tasks, or responsibility. Formalize role and/or responsibility with title. Host, Table Leader, Discussion Leader, etc. Give supervision or direction of other participants or volunteers. Establish an Asst. or Co-Leader Role Create feedback Council, or opportunity to contribute meaningfully to assessment, planning, 	<ul style="list-style-type: none"> Provide space(s), consultation, encouragement, resources (Accountability), networking, information/marketing, etc. Celebrate, recognize efforts and activities. Steer others to participate in member-led external activities via directories, referral, etc.
Role	Audience	Participant	Volunteer	Lay Leader	Disciple-Maker
Posture	Spectator	Passenger	Contributor/Provider	Driver/Owner	Explorer/Missionary

What can you do to move people to higher levels of engagement?

These individual steps align generally (but not rigidly or exclusively) with the stages of engagement above...

<p>Steps</p> <p>The journey to engagement is made up of many individual steps.</p>	<p>Give em an <u>invitation</u></p> 	<p>Give em a <u>seat</u></p> 	<p>Give em an <u>activity</u></p> 	<p>Give em a <u>choice</u></p> 	<p>Give em a <u>task</u></p> 	<p>Give em a <u>say</u></p> 	<p>Give em a <u>role</u></p> 	<p>Give em a <u>bigger role</u></p> 	<p>Give em <u>people</u></p> 	<p>Give em <u>Support</u> <u>and/or resources</u></p> 	<p>Give em <u>Recognition</u> <u>and/or</u> <u>Encouragement</u></p> 
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