

“Stories That Lift Us” ladder activity

Together, we will plan how to engage members and community leaders in a book giveaway and storytelling event. Use this ladder to map out actions, leadership support, and communication strategies that build momentum and uplift diverse voices.

Ladder of Engagement Stage	Member activity to engage others.	Leadership action to support it.	Communication method to amplify it.
Spotting the Ladder (Spark curiosity and introduce the campaign.)			
Gripping the First Rung (Invite members to take simple actions to show interest.)			
Climbing with Purpose (Build momentum and visibility through collective action.)			
Standing Steady (Deepen commitment and create space for member leadership.)			
Reaching the Top (Empower others to lead and sustain the campaign.)			