Volunteer Engagement Pathway

To effectively engage volunteers, design programs that adhere to the four major milestones of engagement and movement—building in the Volunteer Engagement Pathway. Not everyone will reach every step, but this pathway provides a clear blueprint for increasing engagement.

**Milestone 1: Awareness**
Potential volunteers build interest in and gain awareness of the issue or cause. Taking no actions.

**Milestone 2: Sharing**
Potential volunteers move from observation to endorsement. They share status updates and forward emails. This is a key step to showing others they’re committed to making change happen for the cause.

**Milestone 3: Participation**
Volunteers actively help the organization or cause reach a particular goal. They choose to donate time and/or money.

**Milestone 4: Self-Organizing**
Volunteers champion for and lead the campaign or cause. They provide tangible support to other organizers and mobilize volunteers.