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# The Cycle of Engagement

**SPEAKERS:**

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Chris Scott, Senior Designer, Alloy

# The Cycle of Engagement

## Presentation for the Wellbeing Blueprint

September 2, 2020

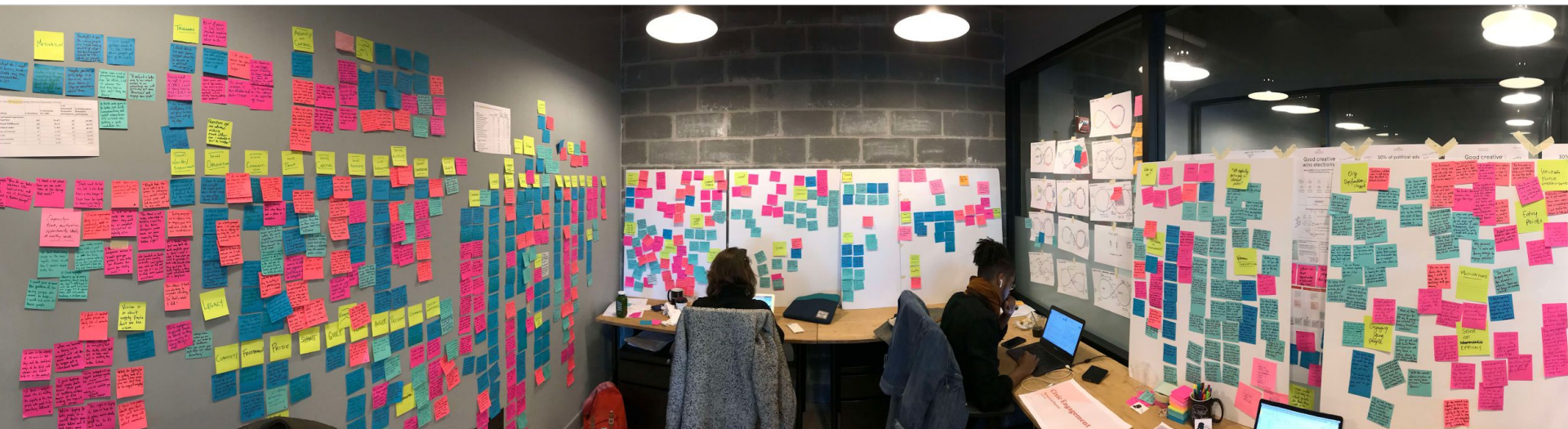
2017...

With so many new folks getting engaged, how could we sustain that momentum?



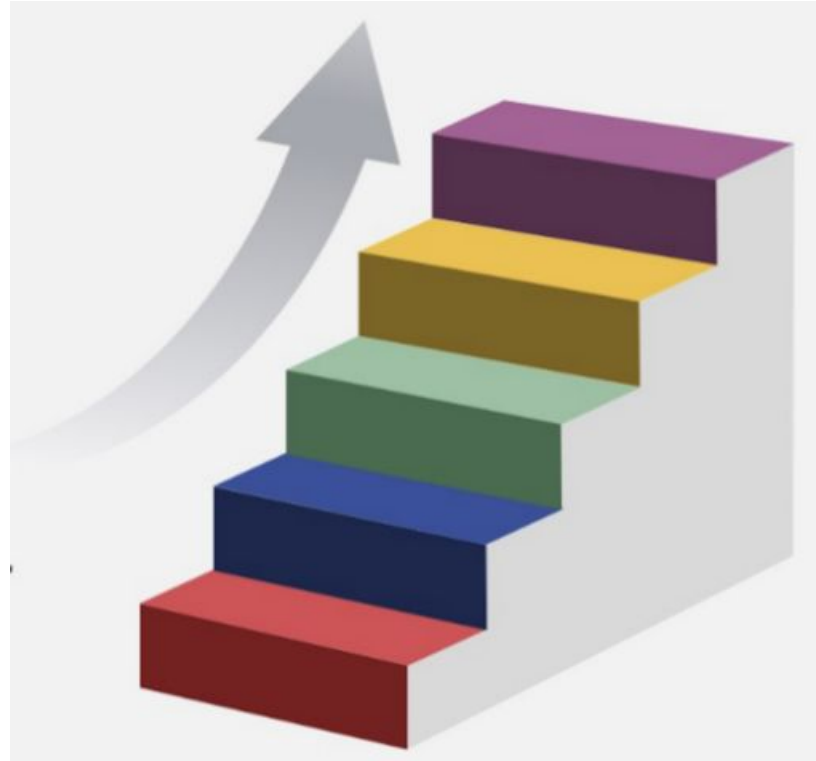
## Our Research

We interviewed dozens of Interested Bystanders--people who cared but weren't getting engaged.



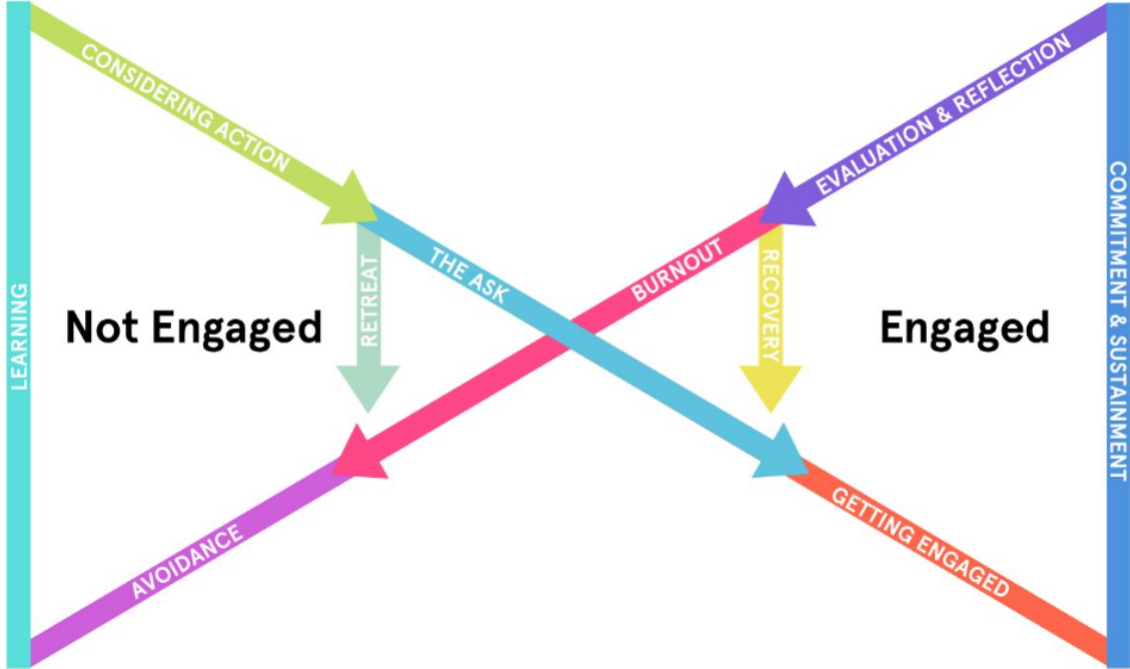
## The Ladder of Engagement

The old model for understanding civic engagement was incomplete. It only accounts for external actions without accounting for the motivations, relationships, or diversity of experiences which make and define those actions.



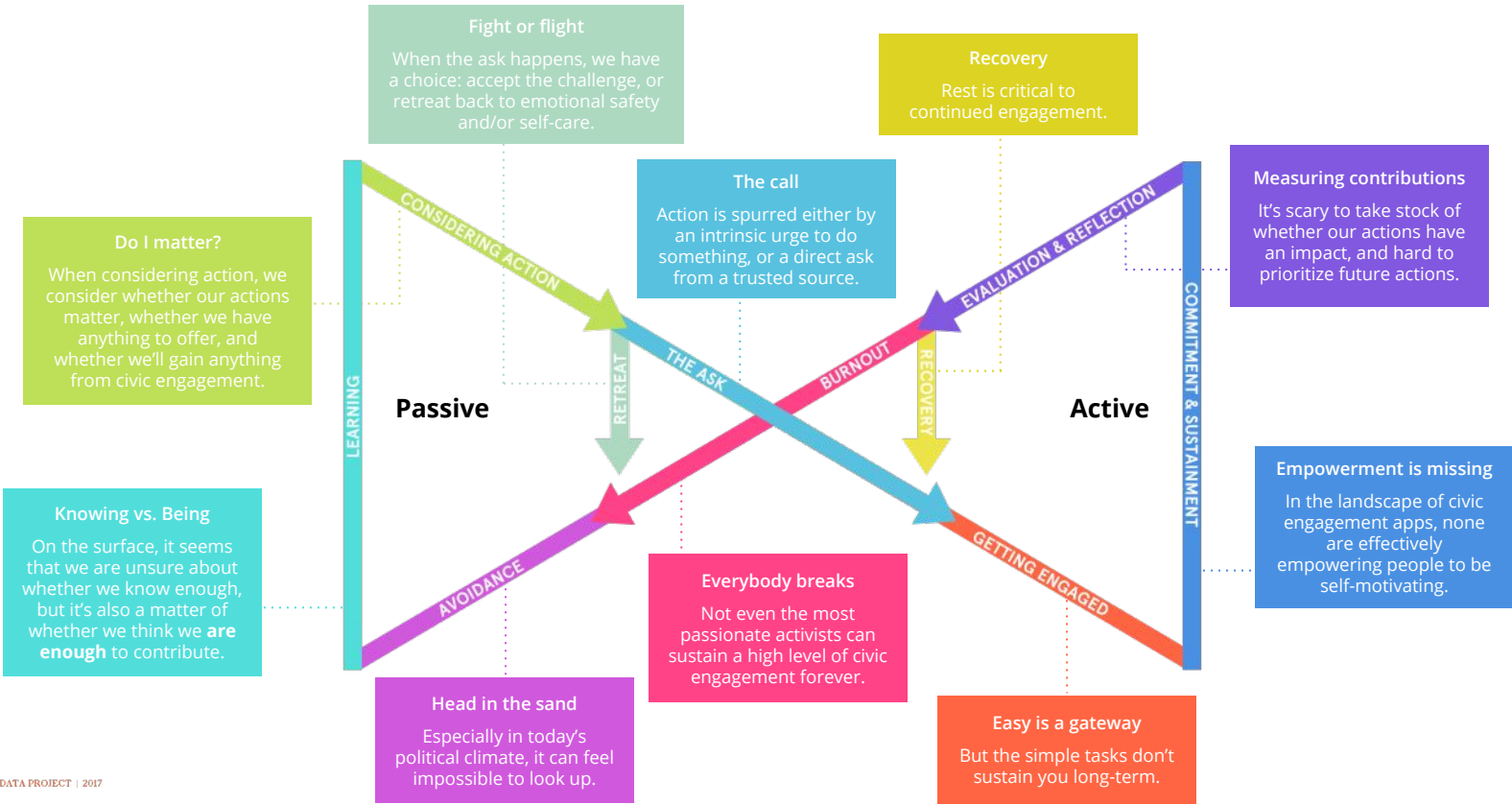
# The Cycle of Engagement

To understand what we learned, we created a new model of civic engagement that maps the emotions, motivations, experiences, and relationships that enable sustained engagement over time.



# Civic Engagement is cyclical.

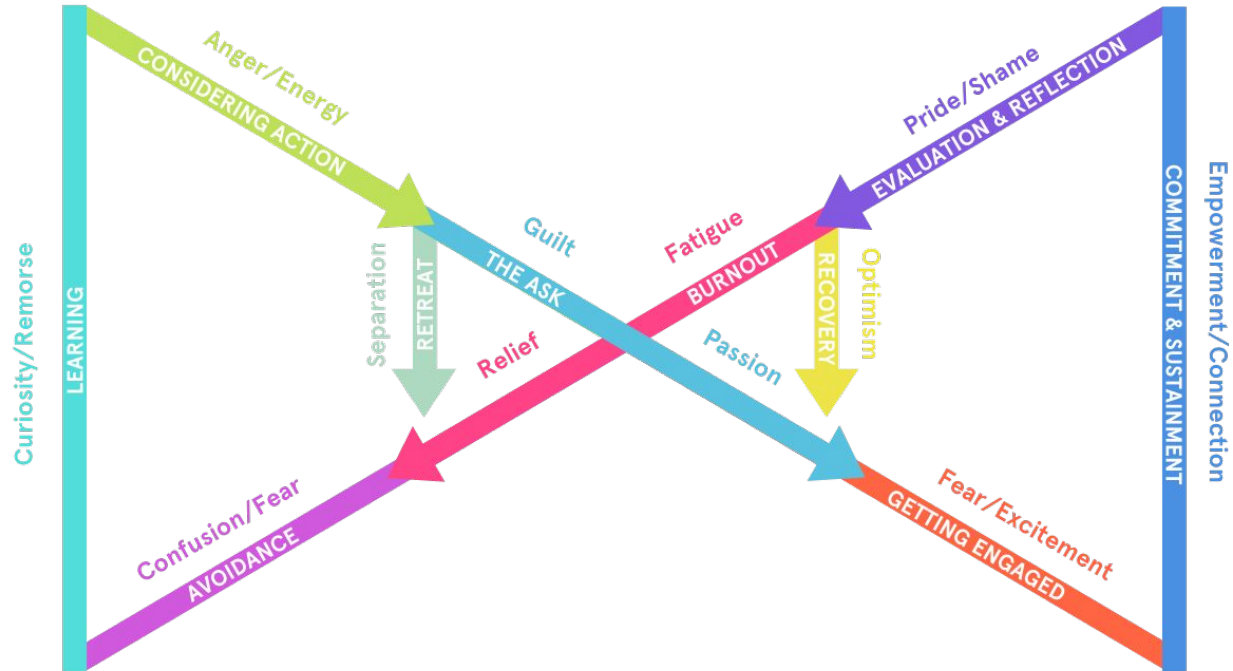
There is a cycle to civic engagement that vacillates between passive and active.





## Civic engagement is emotional.

Civic engagement is personal, so emotions almost always run high. Pent-up emotions are the most acute in bystanders, because they **do not act**.



**“In the beginning people just showed up because they were angry.**

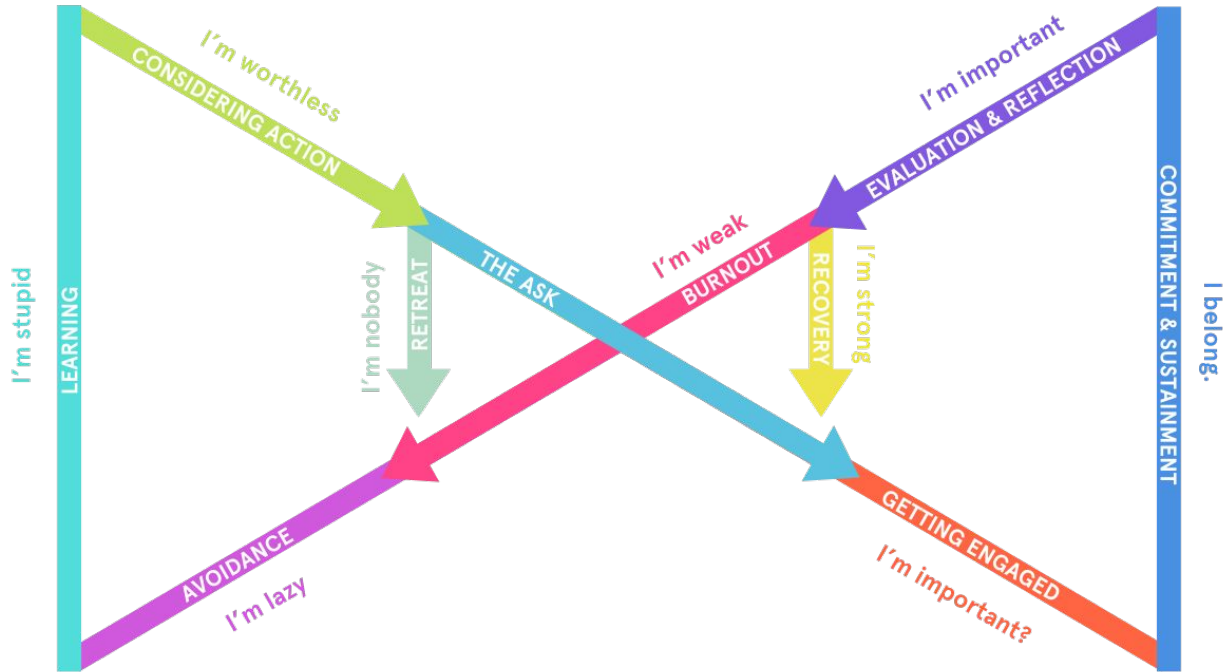
**But now I need to find a way to get people interested again, maybe make it more positive and upbeat.**

**People get tired of everything being so depressing.”**

**- Activist, Seattle**

# Civic engagement is always tied to our sense of self.

When you find a sense of belonging in the work, that motivates ongoing engagement.



**“It’s not that people are lazy.**

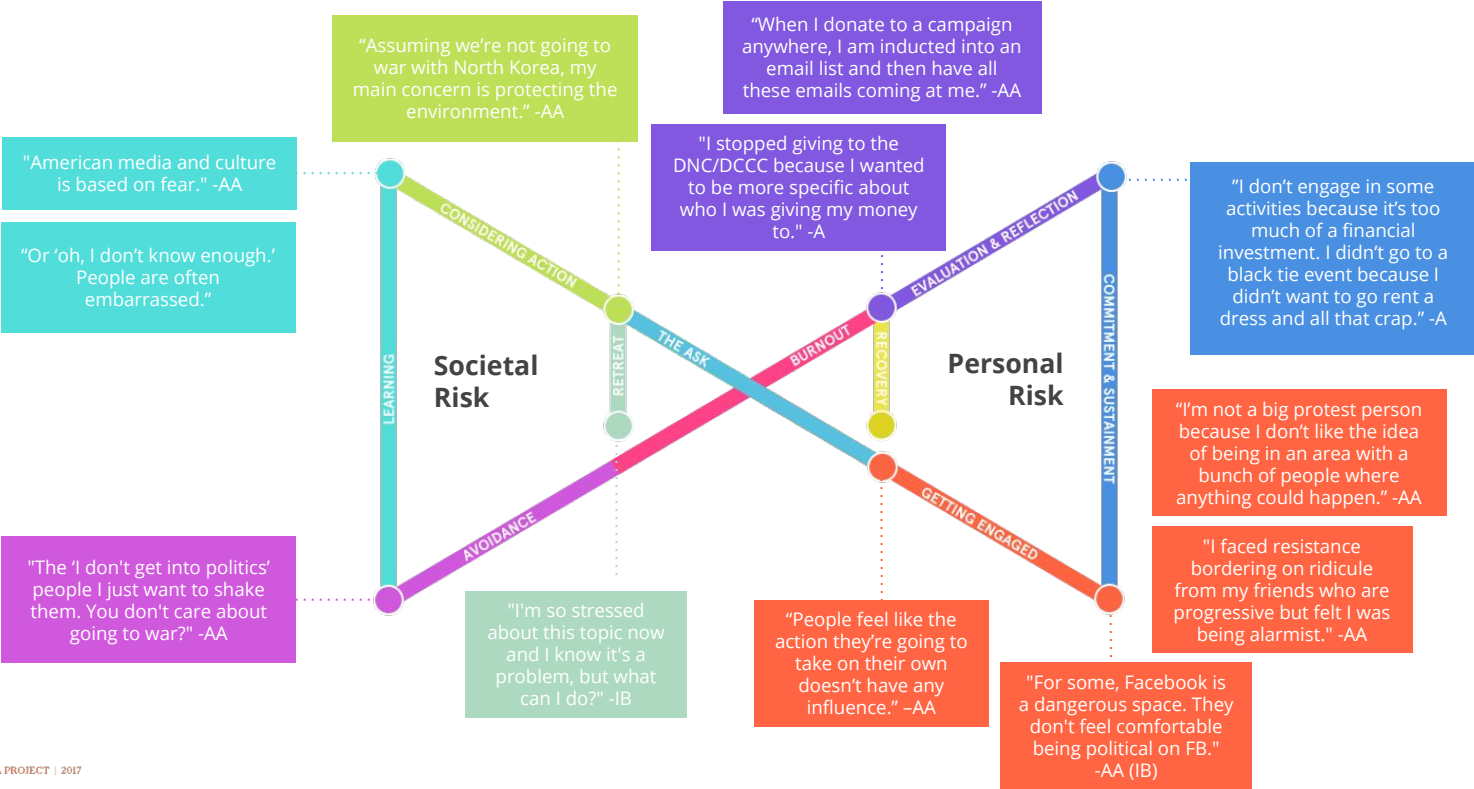
**It’s not that they don’t care.**

**It’s that they think they don’t have the power  
to do anything.”**

**- Lisa Garcia Bedolla**

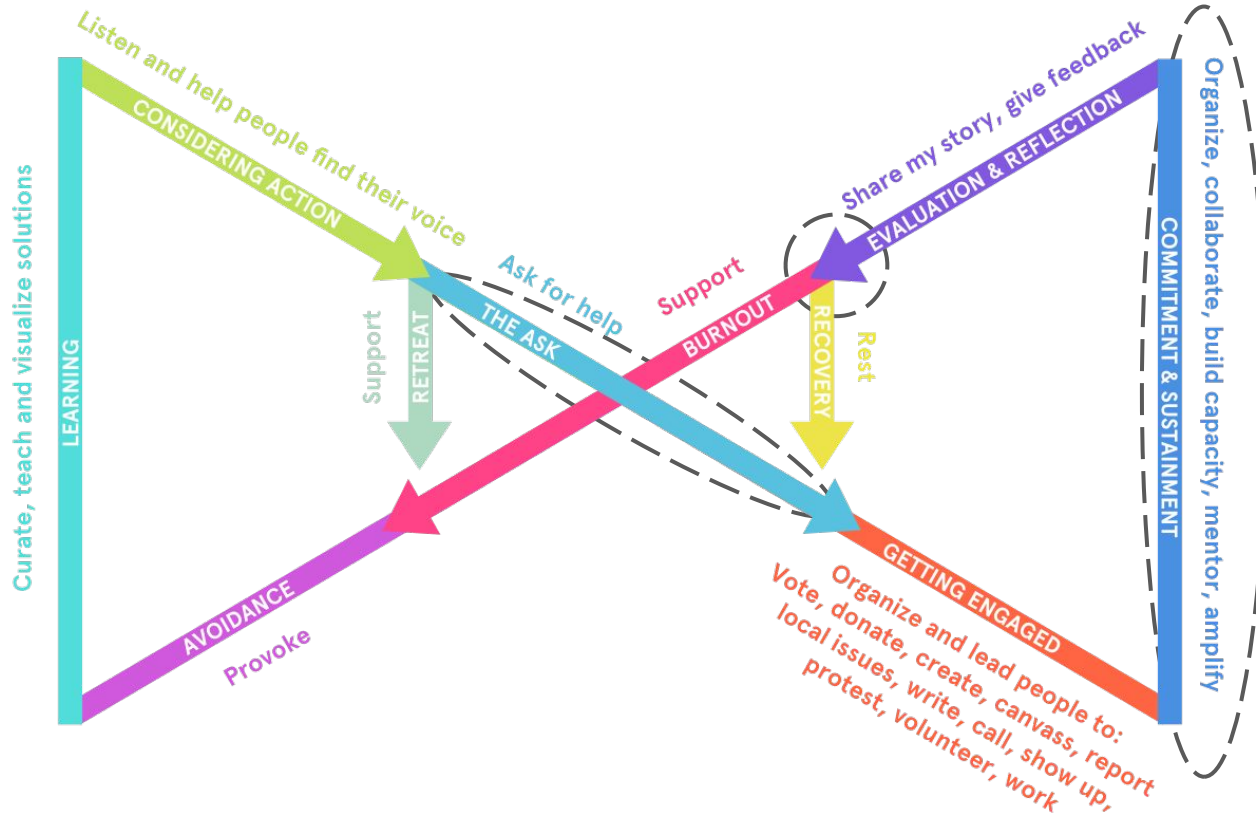
# Civic engagement is risky.

Civic engagement may cause: intense feelings, wasted time, bodily harm, money spent, embarrassment, loss of job, strained relationships and more. But the risk of inaction is also great.



# Civic engagement is relational.

Effective activists play a critical role in supporting and organizing others at every phase.



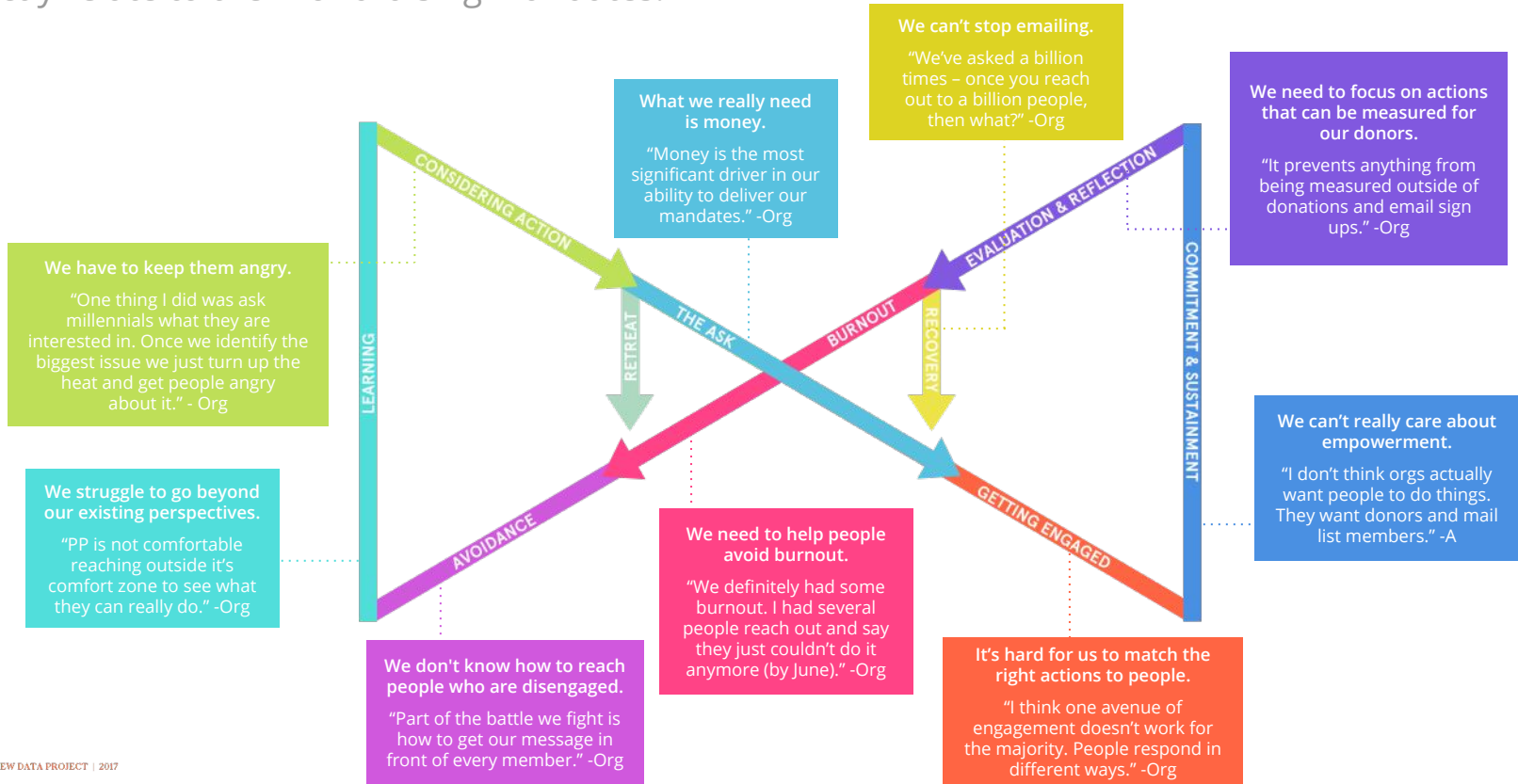
**“When you look out and find people who believe in the same things you do, those people become brothers and sisters in that moment.**

**And it is those experiences which inspire people to do it again and again.”**

- **Simon Sinek**

# Organizations are self-centered by necessity.

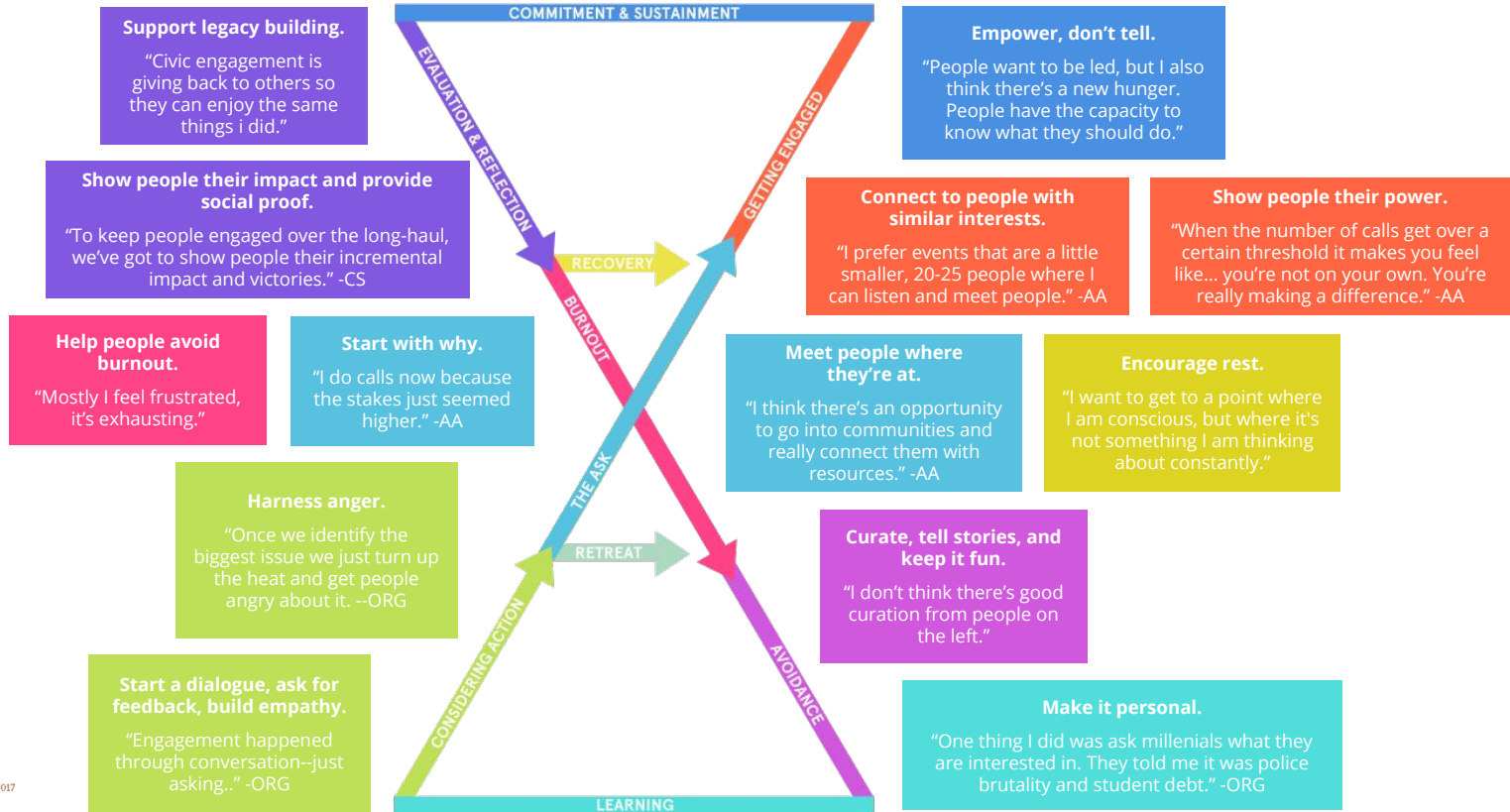
Big organizations aren't incentivized to build the capacity of individual actors because it doesn't directly relate to their fundraising mandates.





# So, how might we design for deeper civic engagement and momentum?

It's a constant uphill battle to get people engaged, and keep them engaged, but we now know a few ways to do that.





## Join this Growing Community of Action [wellbeingblueprint.org](http://wellbeingblueprint.org)

- Sign on to the Blueprint
- Share an example/bright spot
- Help us continue to shape this
- Invite others to explore and sign on
- Reach out to us with ideas, questions and ways we can support you
- Take action!

Contact us:  
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