



WORKSHEET 5:

ENCOURAGING ENGAGEMENT



ENCOURAGING PARTICIPATION IN THE COMMUNITY IS NEVER AS SIMPLE AS GIVING SWAG, BADGES, AND POINTS.

In fact, as we've discussed, incentivizing with external rewards diminishes participants' internal motivation.

Although of course you need to acknowledge, reward, and recognize member contributions every day, you also should plan formal ways to do so.



The following table reviews some of the terms we've been using in this book.

Term	Meaning	Example	Recommendation
Incentive	An external reward offered in exchange for participation.	Offer members a sticker for every post added to a platform.	Use incentives sparingly. When you remove the incentive, you will likely lose the participation they encourage.
Token	An item given that represents a relationship and/or a shared value.	A member completes volunteer hours and the founder sends them a handwritten card and sticker honoring their commitment.	Ensure the token is often given by a community elder and reserved for those who have supported in action.
Acknowledgment	A specific articulation of the contribution a participant makes (or has made), without judgment.	A new member writes their first article for a newsletter, and you say, <i>"I notice you put in time to share this story. This is an important part of growing our community, and I see your commitment."</i>	Use acknowledgment liberally, especially for new leaders and members, to help them feel seen.
Recognition, gratitude, and appreciation (with judgment)	Forms of sharing acknowledgment with a value judgment attached.	A longtime member contributes their hundredth post to the group, and you add them to a special access group that includes a badge attached to their username.	You can recognize with higher status, privileges, responsibilities, and verbal affirmations.



Three conditions must be in place to support internal motivation:

- 1 Choice
- 2 Connection to others
- 3 Progression toward purpose

Answer the following questions with your team to ensure that you will encourage engagement in ways that help members feel seen and inspire them to remain connected.

ACKNOWLEDGMENT



Consider these questions. Jot down notes as you brainstorm:

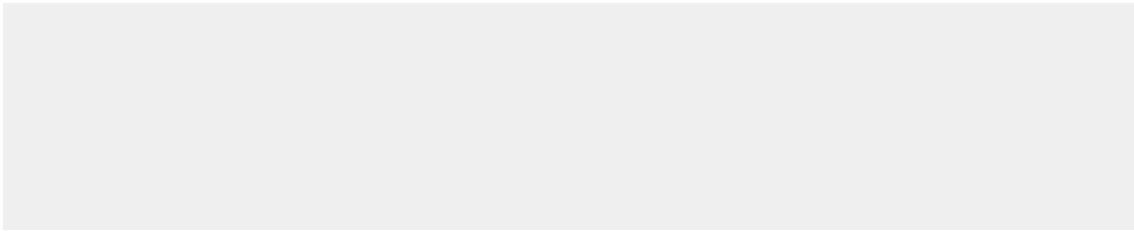
- How will we express acknowledgment (*written, video, call, email, etc.*)?
- Who will express acknowledgment?



GRATITUDE/RECOGNITION





Consider these questions. Jot down notes as you brainstorm:

-  What participation should definitely elicit gratitude and recognition?
-  How will we express formal gratitude or recognition (*written, video, call, email, etc.*)?



TOKENS

Consider these questions. Jot down notes as you brainstorm:

-  What participation should be recognized with a token?
-  What tokens would we like to offer?
-  Who will give a particular token?
-  What do our tokens represent?

