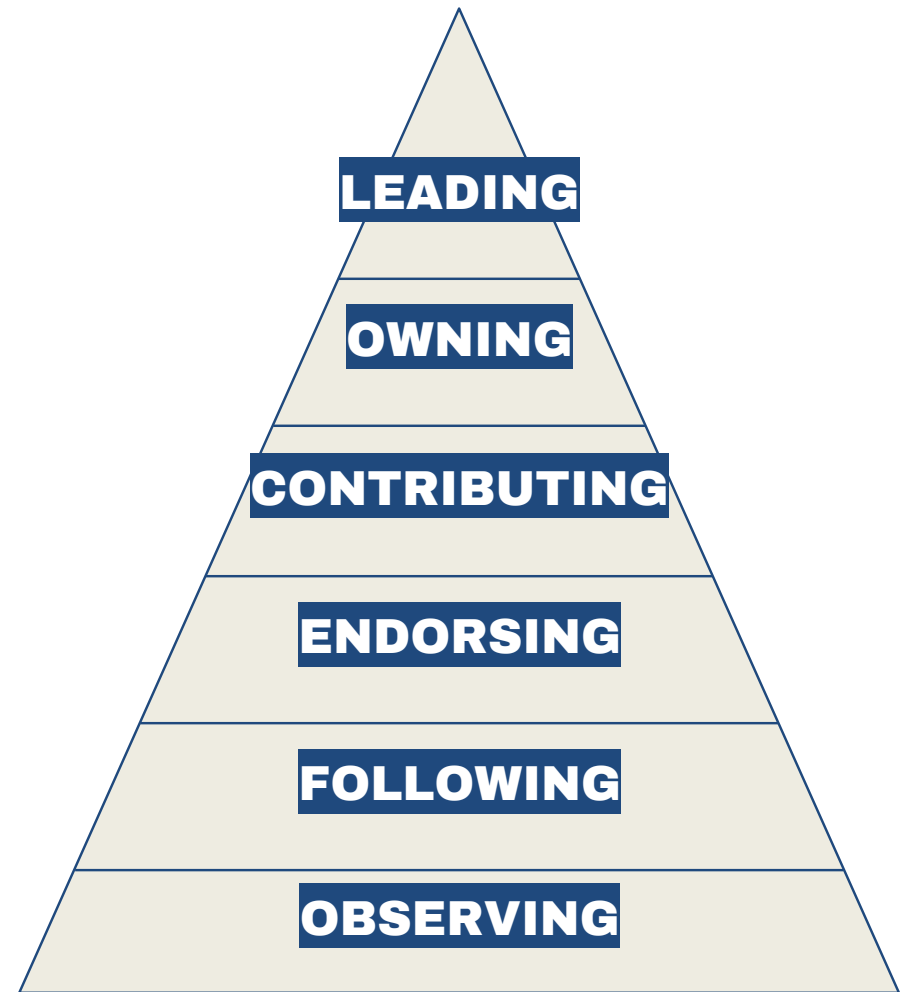




GROWING YOUR MOVEMENT WITH COMMUNICATION

LADDER OF ENGAGEMENT

A tool to help you
engage people in
your cause.

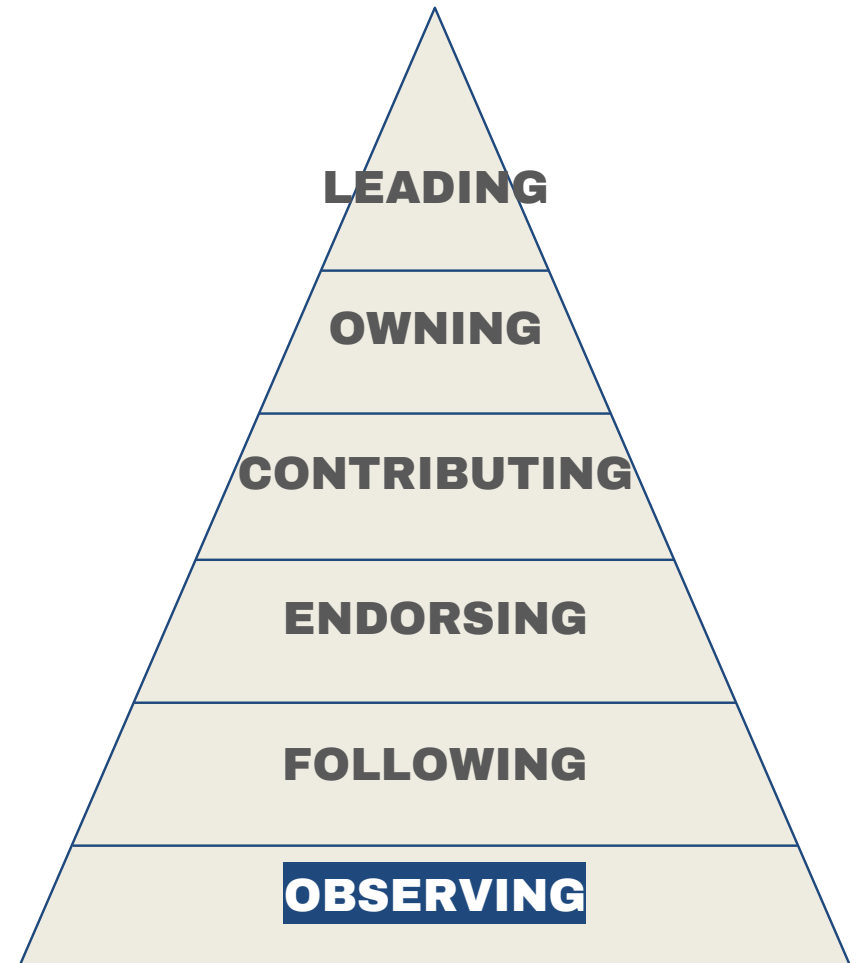


OBSERVERS

The observer is **aware of your cause** (and maybe your organisation) but has not actively given you permission to speak to them.

Example actions:

- Visiting website
- Visiting social media
- Attending an event

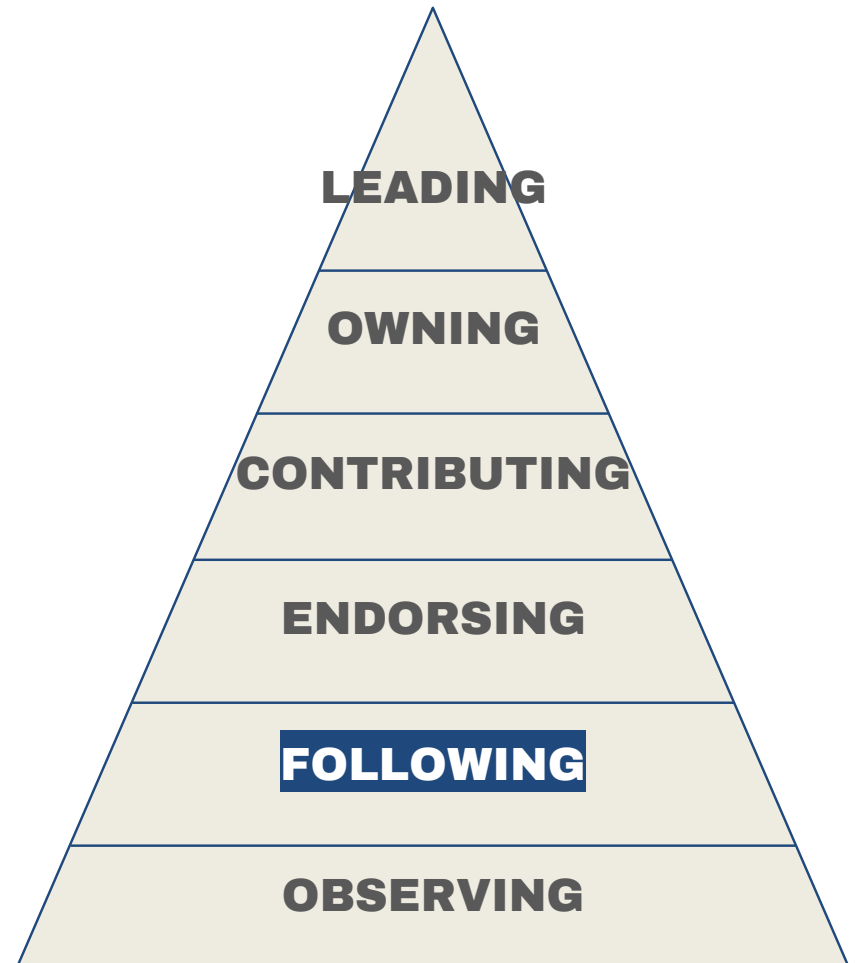


FOLLOWERS

The follower is **reading and watching your communications** - they have actively chosen to hear from you.

Example actions:

- Subscribing to newsletter
- Following you on social media
- Giving permission for you to send them publications by post.



ENDORSERS

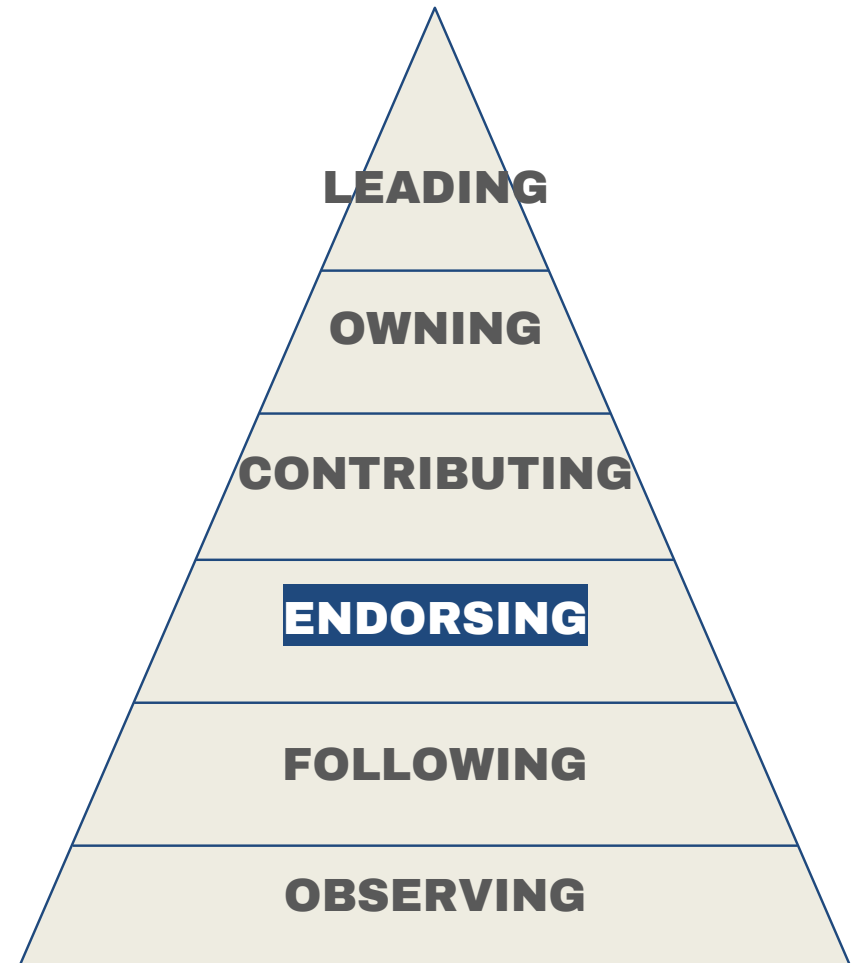
The endorser has **performed a simple action** to support your cause. This includes a single step with relatively low risk or investment.

Example actions:

- Signs petition
- Makes one-time small donation
- Shares a social media post



Getting more tough



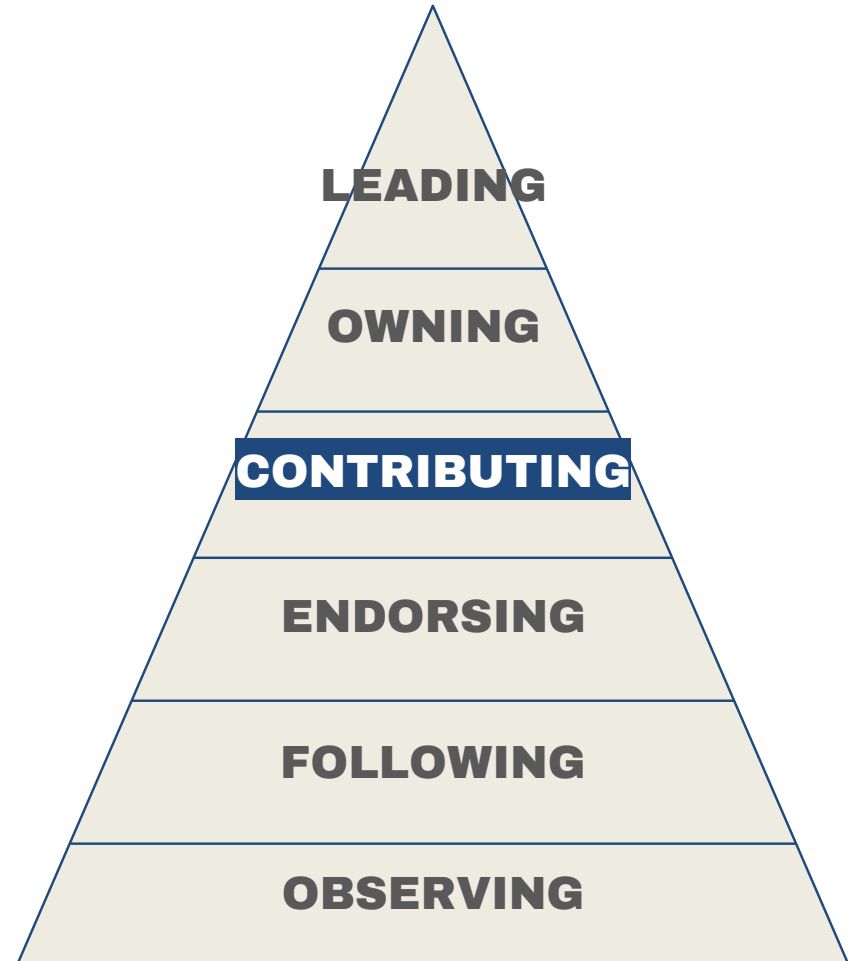
CONTRIBUTORS

The contributor has done something which has required a **significant quantity of some resource** (usually time or money).

This often involves multiple steps.

Example actions:

- Attending an event
- Joining a volunteer group
- Making a large donation

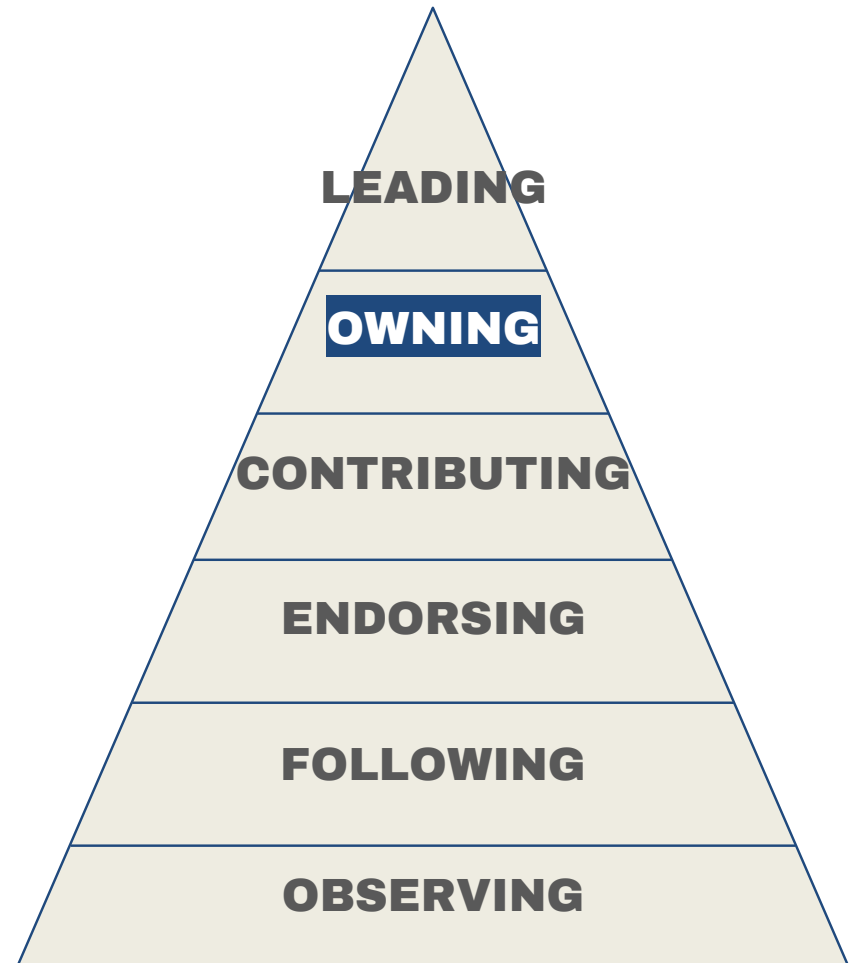


OWNERS

The owner feels ownership - they are **fully invested in the success** of the mission and does ongoing collaborative actions to fulfill that.

Example actions:

- Speaking or writing on behalf of the cause
- Deep voluntary engagement

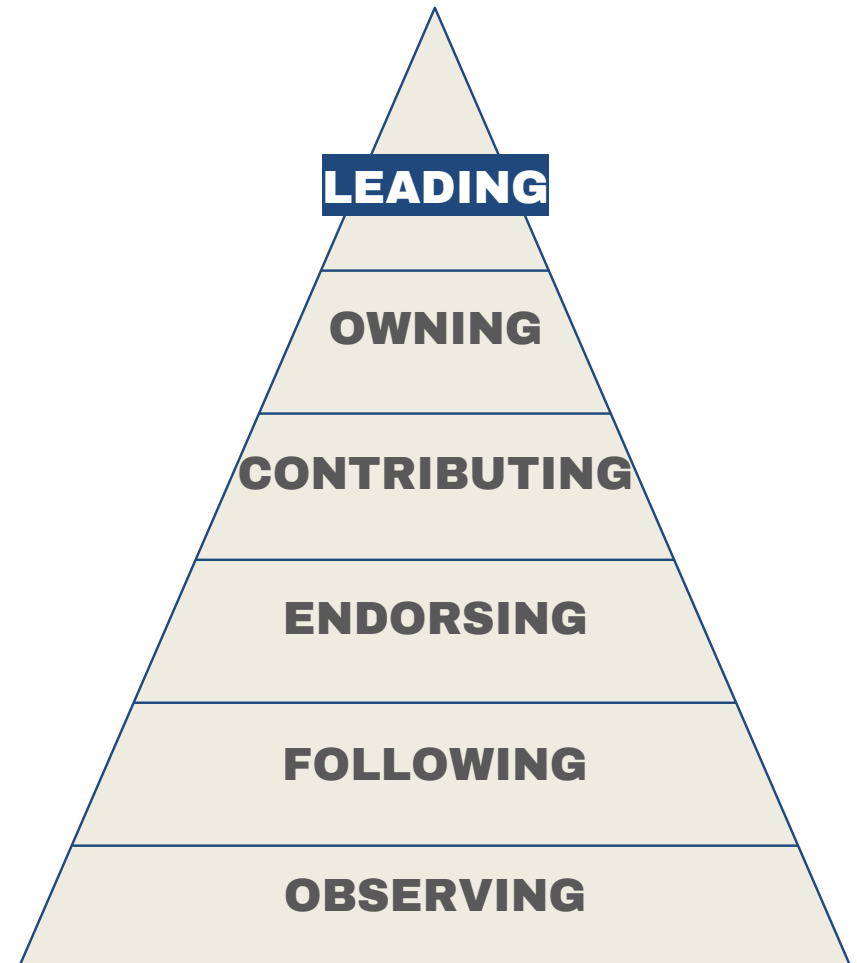


LEADERS

The leader is responsible for organising and mobilising people at all the other levels.

Example actions:

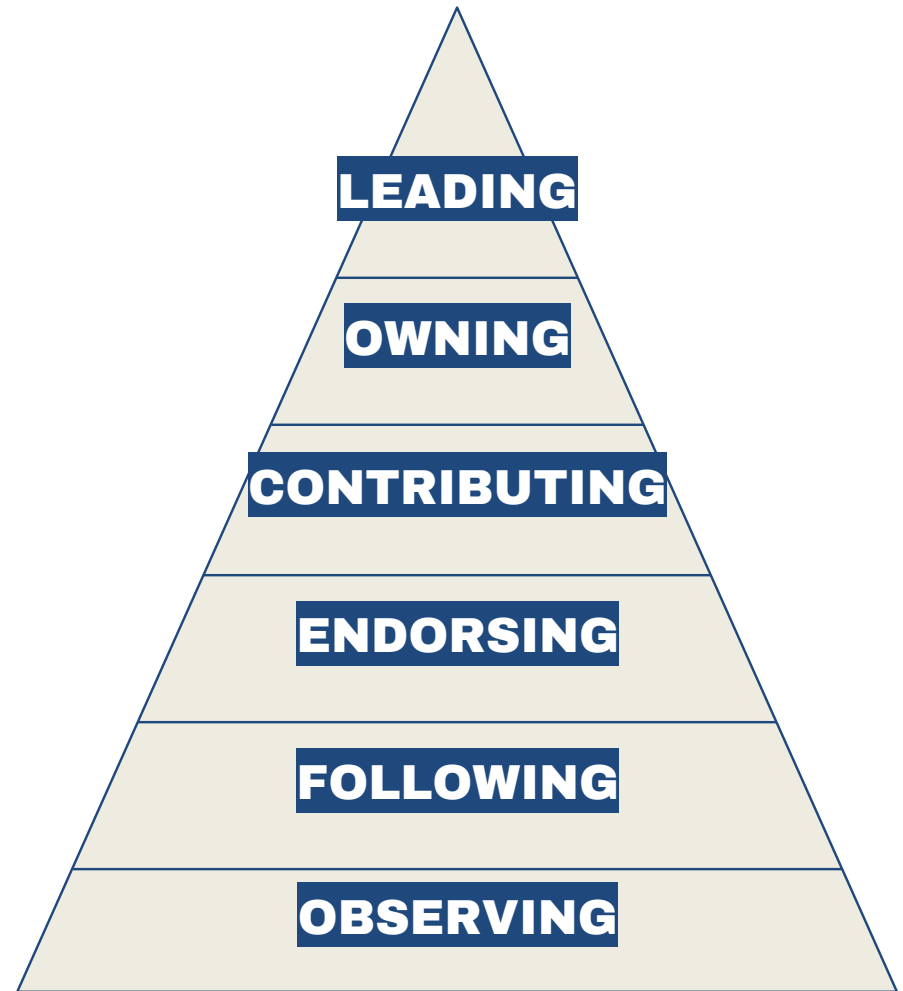
- Being a board member
- Being a staff member



LADDER OF ENGAGEMENT

This is a conceptual map - a jumping off point to clarify assumptions and simplify complex realities.

The bottom half can be automated; the top half needs a human touch.



**SO HOW DO WE
USE THIS?**

STEP 1: COLLECT EMAIL ADDRESSES

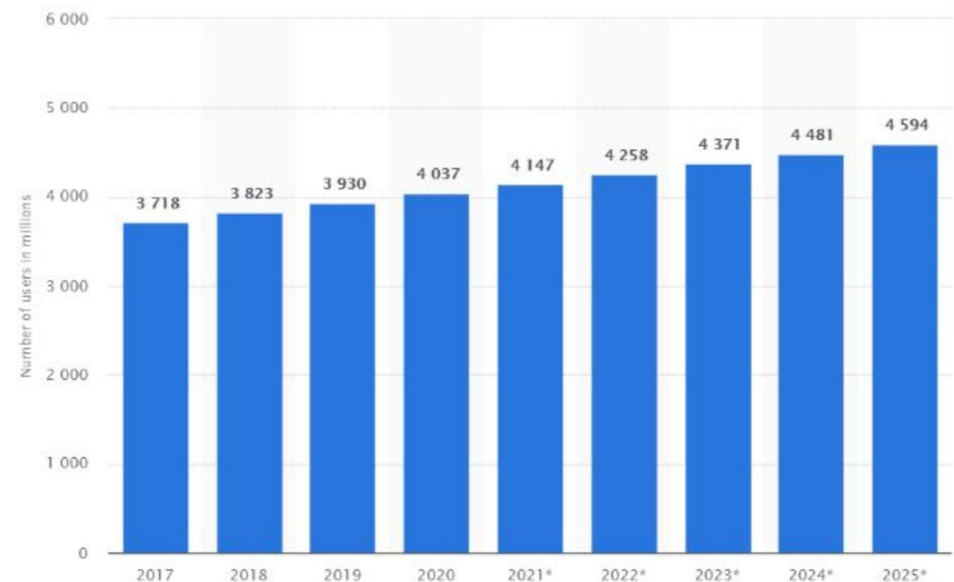
EMAIL IS GROWING

The average open rate for email newsletters across all industries is 21.33% - CTR 2,3% - Unsubs 0,1%

Emails related to the Government and Non-profit sectors receive the highest open rates (26-28%)

4 out of 5 marketers said they'd rather give up social media than email marketing, 35% of marketers send their customers 3-5 emails per week.

Number of e-mail users worldwide from 2017 to 2025
(in millions)



© Statista 2021

TELL FIFA: BAN PRIVATE JETS FROM THE WORLD CUP

Target: Gianni Infantino, FIFA President



Football is the world's game. A game of streets, terraces, parks, pubs, chants, nerves, joy and heartbreak. But, today, it is increasingly the sport of corporate interests. Of unaffordable tickets. Of disregard for the climate crisis.

Nothing shows this more than this World Cup. While players take Powerade-sponsored hydration breaks under the heat of runaway climate change, FIFA Chief Infantino rides between games on his private jet - gifted by World Cup sponsor Qatar Airways.

To win back control of our sport we need to organise together. Join us in demanding that FIFA:

- Ban private jets from the World Cup.
- Honour its "carbon neutrality by 2040" pledge by cutting unnecessary air traffic.
- Make future World Cups accessible, grounded, democratic and built around fans - not VIPs.

FIFA is rotten to the core and banning private jets alone won't solve that. But banning these pinnacles of climate injustice would send a signal: that the World Cup is for the people - not the private jet class.

Sign now: tell FIFA to ban private jets from the World Cup.

To: Gianni Infantino, FIFA President
From: Sean Currie

Dear FIFA President Gianni Infantino,

We love football, but we're disgusted by the corruption, inequality, and pollution that are at the center of the 2026 World Cup. We're writing to demand that FIFA take immediate action to make the World Cup a beacon of future-forward sustainability instead of a pinnacle of climate injustice.

Specifically, we demand:

- 1) Future World Cups must ban FIFA staff, players, and team officials from traveling via private jet. Host cities and countries must ban fans from using private jets to attend games.
- 2) FIFA must honor its carbon neutrality pledge and account for carbon impacts of air travel associated with teams, officials, and fans attending games.
- 3) Future World Cups must be affordable for the general public and built around fans, not VIPs.

Thank you.

Not in DK?

☐ I accept the [Privacy Policy of Stay Grounded](#) and of [Inequality.org](#).

☐ Keep me informed about this campaign and Stay Grounded activities (in English).

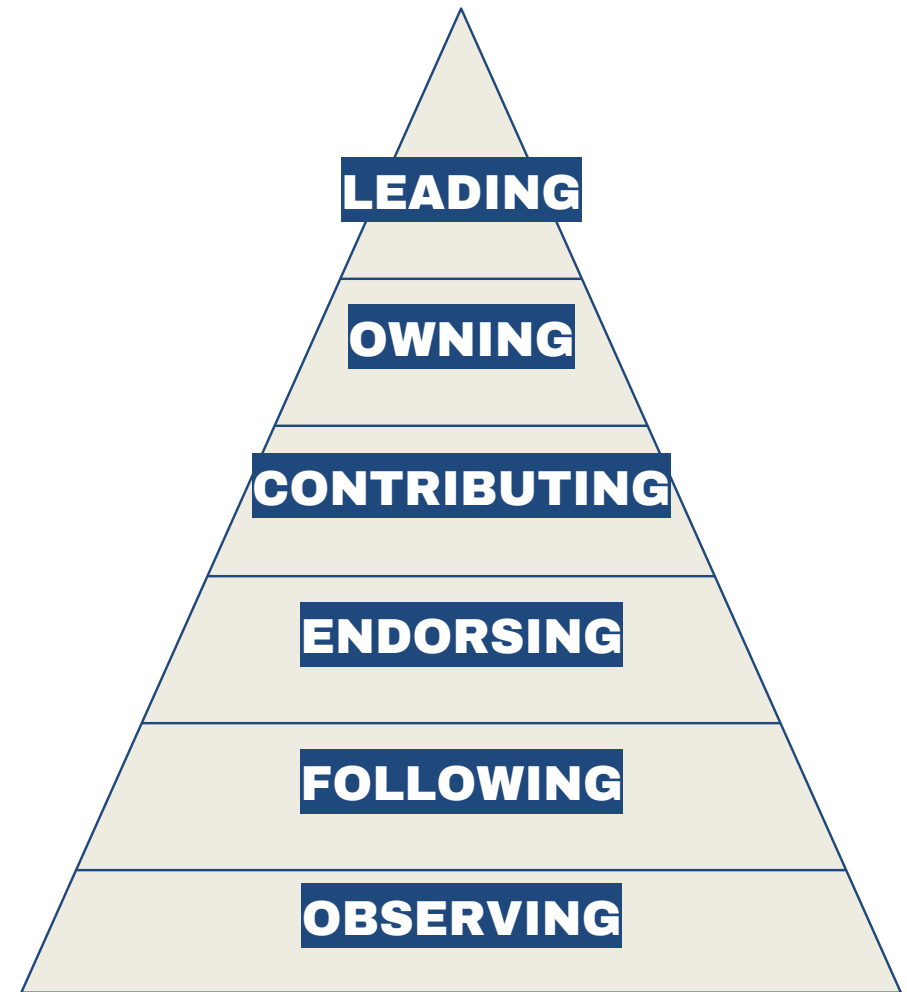
☐ Keep me informed about the Tax Private Jets campaign from Inequality.org (in North America).

ADD YOUR NAME

STEP 2: EMAIL THEM

LADDER OF ENGAGEMENT

- Email every 1-2 weeks.
- Make them short and simple.
- Sometimes include a call to action - but only one!



TECHNOLOGY

- Ideal: Action Network.
- Plan B: Free online petition maker like jotform.com or petitions.com might work.
- Important: GDPR!

First Name

Last Name

Email *

ARE YOU SIGNING AS AN INDIVIDUAL, AN ORGANISATION, OR BOTH? *

ORGANISATION (IF APPLICABLE)

Not in DK?
ARE YOU FIGHTING A SPECIFIC AIRPORT? WHICH ONE?

By signing this form, you agree that your organisation's name is published in the list of signatories.

☐ I accept the [Privacy Policy](#).

☐ Keep me informed about this campaign and Stay Grounded activities (in English).

SIGN NOW

QUESTIONS?

EXERCISE

1. **Choose a demand** - make it precise and catchy. Examples:
 - Ban Night flights - Protect our Health.
 - End cargo flights.
 - No more airport expansion.
 - Cancel flights when air pollution is “poor” or worse.
2. **Choose the arguments** you want to use. (e.g. health concerns, economic arguments, ecological arguments?)
3. **Choose the target** for your petition. (National government? Airport?)
4. **Choose the name** of your umbrella group? (This is the name that will be associated with the petition)