



THINKING ABOUT HOW TO ENGAGE YOUR CROWD? HERE ARE THINGS YOU MIGHT ASK THEM TO DO

If you have too much information to sift through, your supporters can:

- Review data
- Track & report trends
- Contribute original journalism
- Program & volunteer at events

If you don't know what you don't know, your supporters can:

- Share tips
- Collect data
- Ask questions about what they want to know
- Provide oral histories
- Provide expertise as sources

If you need help to get it right, your supporters can:

- Provide technical proofreading
- Contribute professional skills you need
- Test products
- Contribute code
- Cast their vote in important organizational decisions
- Offer language translation
- Help write your ethics policies
- Moderate site comments

If you want to empower people to involved in journalism, your supporters can:

- Train them & have them work as apprentices
- Champion your brand as an ambassador
- Be a part of a user advisory or community board
- Serve as volunteer guides & hosts
- Train others
- Onboard new members
- Curate your social media
- Fund your work!