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!