



Beekeeper
Group

Gamifying Your Advocacy Program

What are the benefits and how do we build it?

About Beekeeper Group

Beekeeper Group, LLC, is a communications, research, advocacy and interactive services firm located in Washington, D.C. We embrace a fresh, community-based approach to cultivate and grow a hive buzzing with activity.

As people increasingly rely on their peers and new forms of media for information, we incorporate tactics like information curation, modern storytelling and stakeholder mobilization through a wide range of digital communications services.

Commenced
operations in 2010
with 4 partners

2010



Active client
accounts per year

135



Fun Facts

- My go-to karaoke song is Despacito
- I went viral on Tiktok... once!
- I still watch EVERY episode of Grey's Anatomy



Gamification: Beyond the Game

It's not just about points or prizes; it's about creating a structured pathway that builds on the work you're already doing, using game mechanics to make your efforts more focused, measurable, and sustainable over time.



WIFM (What's In It For Me)

Advocate's POV

- Milestone Momentum
- Defined Journey
- Goal Alignment



Ladder of Engagement

The Ladder of Engagement *is* the gamification system.

A ladder of engagement introduces new and existing advocates to simple, quick actions, and advances them into increasingly involved advocacy efforts as they gain more experience and familiarity with advocating for your organizations priorities.

Champion (61+ pts)
Took multiple (3) or (4) level activities and becomes consistent advocate.

Connection (41 – 60 pts)
Established connection with client PAC or became Key Contact.

Quality (21 – 40 pts)
Took high quality actions such as in-district meeting or video testimonial.

Engagement (6 – 20 pts)
Took multiple actions within 12 months.

Action (1 – 5 pts)
Took a single advocacy action.



Action-to-Tier Model

These metrics range from low-level to high-level actions, and reflect the advocate expectations as they continue to engage on higher tiers.

Side note: It's OK if some of these actions are aspirational

Action	Tier Level
Clicks on an advocacy email	Advocate
Clicks on an advocacy SMS	Advocate
Complete a survey	Advocate
Submit an advocacy letter form	Advocate
Sharing your advocacy story for the website	Champions
Complete a click-to-call form	Champions
Recruit one advocate in your team / region	Champions
Attend an educational webinar	Champions
Participate in a video project	Champions
Add a recruitment CTA into your email signature	Ambassadors
Participate in a virtual Hill meeting (local, state or federal level)	Ambassadors
Being nominated for a committee or task force	Ambassadors
Recruit five advocates in your team / region	Ambassadors
Participate in an in-person Hill meeting	Ambassadors



Tier Structure: Participation

Behavior

how advocates
participate

Opportunities

exclusive content,
swag, rewards

Progression Requirements

how to move up



Tier Level: Example

Ladder Rung	How We Communicates	Tier Behavior	Tier Opportunities/Rewards *includes everything from previous tiers	How to Move to Next Tier
Champions (engaged)	Everything from previous tier Receives targeted activation updates as action takers	Consistent email opens and clicks Regular participation on advocacy actions (2-3 actions a year depending on the region) Has completed the EOY survey Recruits at least one advocate a year	Attend educational webinars Access to more intermediate to advance advocacy training Engage one-on-one with staff over email 1 advocacy reward item (e.g. notepad, pen)	MUST have been a champion for over 2 years MUST have completed at least 2 intermediate to advance advocacy training



Plan Ahead

Outlining the ladder of engagement and defining tiers is a critical first step, but a plan on paper isn't enough.

To make this structure sustainable, you need to be realistic about the resources to consistently deliver the opportunities and rewards that drive advocate growth.

**Advocate prizes
or incentives**

**Branded
swag/welcome
kits**

**In-person events
or recognition for
top-tier
advocates**

**Any integration
tools or add-ons
to enhance the
program**

**Educational and
training
opportunities**

**Tailored and
consistent
communication
(Ex: Quarterly
calls)**



Make It Your Own

How do you structure your current program/campaign and how can you gamify it?

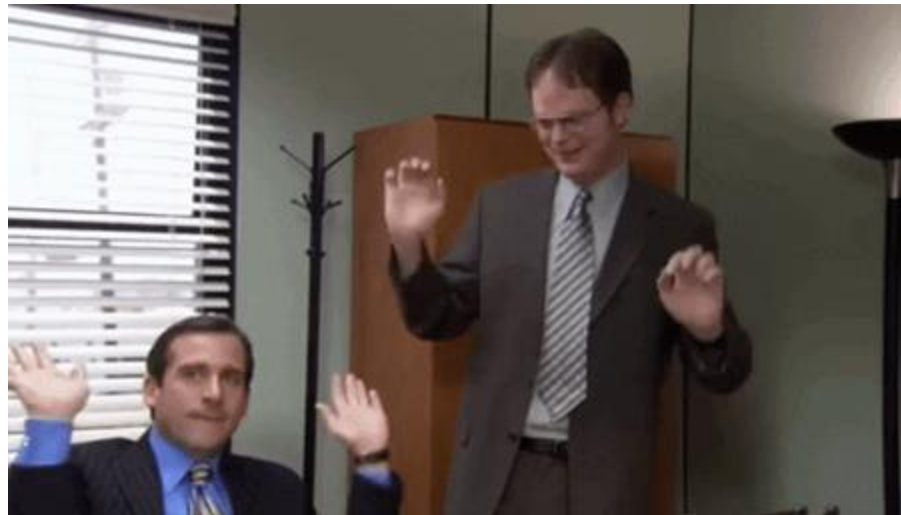
Who is your audience and what motivates them?

What exclusive content (non-monetary rewards) can you offer?

Define your ideal top-tier advocate?

Get creative! What fun names can you come up with?

What other resources do you need to plan for?



How It Comes Together

Case Study

Securing Our Future



[About Us](#) [Our Wins](#) [Resources](#) [Action Center](#) [Get Involved](#) ▾

How It Works

Every action you take, from writing to your lawmakers to sharing a campaign on social media, earns you points. The more you engage, the higher you climb through the ranks:

Level 1: Member (0-50 pts)

You've joined the movement. Just by signing up, you've taken the first step in shaping smarter policy.

Level 2: Advocate (50 – 250 pts)

You've gone beyond the basics. Advocates like you have taken multiple actions and are building momentum in their journey.

Level 3: Ambassador (250+ pts)

You're all in. As an Ambassador, you lead by example, often submitting an LTE, calling their lawmaker, and helping to train or recruit others.

Take Action, Level Up, and Earn Points by:

15 Points

Sign Up to Be an Advocate

20 Points

25 Points

50 Points

100 Points

Get Recognized for Your Impact

Every action you take, from writing to your lawmakers to sharing a campaign, earns you points toward higher recognition levels on the [Advocate Leaderboard](#). This is our way of celebrating the real impact you're making. Your advocacy is helping to shape smarter policies and a stronger future.



SOF Leaderboard

- Public recognition
- Friendly competition
- Increased transparency

Leaderboard

Welcome to Securing Our Future's Advocate Leaderboard! Below, you will find information about ways to get involved with Securing Our Future and enhance your advocacy journey. The Leaderboard showcases our top advocates, who work tirelessly to help impact the legislation affecting the accessibility and affordability of property casualty insurance.

Start climbing the Leaderboard today. [How to earn points.](#)

Compare your progress to other Securing Our Future advocates from across the country. See how your points stack up and get inspired by the work of your fellow members.

SECURING OUR FUTURE				Leaderboard	
Search by name...				🔍	📄 Download
🔄	First Name...	Sta...	Level in Action Cent...	Points in Action Cent...	📊
1	Cheryl	South Carolina	Advocate	140	<div></div>
2	Dennis	Florida	Advocate	120	<div></div>
3	Patricia	Florida	Advocate	100	<div></div>
4	Nancy	Florida	Advocate	100	<div></div>
5	Kathleen	Florida	Advocate	100	<div></div>
6	Christopher	Florida	Advocate	100	<div></div>
7	Boyce	Louisiana	Advocate	80	<div></div>
8	Dorothy	Florida	Advocate	80	<div></div>
9	Israel	Florida	Advocate	80	<div></div>
10	Bill	South Carolina	Advocate	80	<div></div>



Takeaways

- No list is too small
- A robust advocacy platform with gamification features is *not* required
- Make it your own so it comes across as authentic

**LEVEL
UP**



Thank You!

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