



# Gamifying Digital Advocacy

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# Trinity Health Digital Advocacy

## A little about me...

- Serving in the health care industry for more than 30 years, starting as a marketing and communications intern at a hospital while in college.
- Served health care in several professional ways, including:
  - owning a successful marketing firm
  - Leading marketing/communications/philanthropy and advocacy at a local hospital
  - followed my passion for advocacy to help build meaningful relationship with our advocates and connect it to our Trinity Health mission



# Today, we will...

- Detail options to engage in a successful gamification strategy
- Learn how to leverage existing resources to build gamification components that meet your needs
- Honor participants without breaking the bank

# Define your gamification goals

- Honor advocate value and contributions
- Advance relationship building activities outside of standard campaigns
- Connect advocates more closely with your mission and values
- Grow your database with FUN



# Care for the Common Good objective

Empower and inspire stakeholders, including colleagues and community partners, to engage in national and local health policy conversation, be informed voters, and take part in digital advocacy that will advance national health care policy reform.



# Take Action Advocate (TAA) engagement & journey

- TAA list grew over the course of the initiative (from 18,900 to 21,600) an increase of: **14%**
- Total number of new TAAs: **4,264**
- Number of TAA who engaged with the C4CG Initiative via a promo email: **2,861**
- Number of TAAs who collected 2 of the 3 Advocacy Journey badges: **2,540**
- Number of TAAs who collected all 3 of the Advocate Journey badges: **416**
- TAA email promotions resulted in an average email open rate that was nearly two times the industry average of 23%. C4CG open rate: **42%**
- Email click-thru rate was nearly 65% higher than the industry average of 2.8%. Click-thru rate: **4.6%**



## Care for the Common Good Outcomes

# Use your digital advocacy platform as your gamification partner

- Get all your ducks in a row
- Learn all you can about the Leaderboard functionality of your digital platform and how it can be utilized to meet your needs
- Determine what components will contribute to the game at hand:
  - Sign a Petition
  - Make a call
  - Send a letter
- Be creative and adapt other parts of your platform to create component of your plan that provide for tracking and further engagement

A screenshot of a web application interface for a digital advocacy platform. The top navigation bar includes links for PEOPLE, ADVOCACY, MESSAGING, LEGISLATION, and REPORTS, along with a CREATE button. The main section is titled "Leaderboard" and has two tabs: "Advocate Groups" and "Leaderboard Settings". The "Leaderboard Settings" tab is active. Below it, there is a section titled "Advocacy Action Weight". This section contains two categories: "Campaign" and "Petition". Under "Campaign", there are three items: "Written message" (10 points), "Phone call" (15 points), and "X Post" (5 points). Each item has a dropdown menu for points and a toggle switch for "Points active". The "Points active" toggle is turned on for "Written message" and "X Post", and turned off for "Phone call". Under "Petition", there is one item: "Signature" (10 points), which has a dropdown menu for points and a toggle switch for "Points active". The "Points active" toggle is turned off for "Signature".

## Surveys

Surveys Enter Survey Responses

Surveys > Options > Alert > Section Headings > Questions > Confirmation > Promote

Civic Sense Quiz 1: The federal governments impact on hospitals

+ New Question

What percentage of national health care services are provided through M...

EMTALA, HIPAA and the ACA are all examples of laws that must be follo...

The federal government impacts local hospitals by (select all that apply):...

# Evolving the challenge: Make it simple



## Foundations of American Political Philosophy

Presented by: Sean Gehle, Vice President of Advocacy, Trinity Health Michigan

  
Sean D. Gehle

  
Stephanie J. Armstrong ...

Core Values: Reverence • Commitment To

Stephanie J. Armstrong - Helton

### Test Your Knowledge! Civics 101 Lesson 1: Early Political Philosophies that Influenced America's System of Government

\* 1. What year was the U.S. Constitution signed into law?

-- Choose One --

\* 2. When was the Declaration of Independence signed?

1787

1776

1775

\* 3. Where did the concept of democracy have its origins?

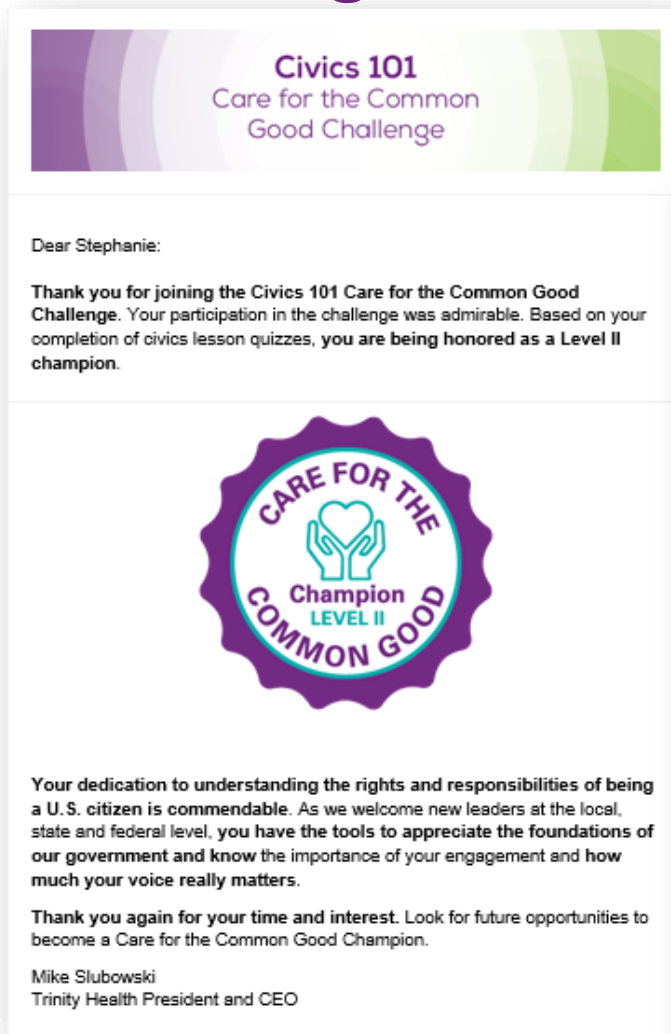
-- Choose One --

4. Check Your Knowledge

-- Choose One --



# Celebrating on a budget



# Campaign highlights

## MYTH

The U.S. Constitution can never be changed.

## FACT

Article V of the U.S. Constitution specifically provides for changes through the amendment process.



Total Civics 101 Video Views: **7,881**

Average Civics 101 Video  
\*Engagement Rate: **83.4%**

Views of promotional  
newsletter article: **2,751**

## MYTH

The U.S. President is elected directly by the votes of the people (the "popular vote").

## FACT

The U.S. President is chosen by the Electoral College, with delegates influenced by the votes of the people.



Total number of quizzes  
submitted: **2,982**

Total new  
advocates: **267**

Average \*open rate for  
lesson promos: **33.5%**

Visits to Civics 101  
Resource Center: **1,121**

Advancing Together Presentation  
Attendees: **788**

\*How long viewers watched each video.

\*\*Open rate industry average: 28%

Civics 101  
Care for the Common  
Good Challenge

Dear Stephanie:

**Congratulations!** You've nearly completed the 8-week series designed to outline civic duties and responsibilities. **Thank you** for your participation in Civics 101! **We hope you enjoyed this friendly challenge.**

## MYTH

State constitutions provide the ability for state laws to supersede federal law.

## FACT

Federal law takes precedence over any conflicting state law.



Our last lesson focuses on something important: **citizen engagement in local and state government.** Get ready to learn more about how you can influence legislation.

Check out this week's lesson!

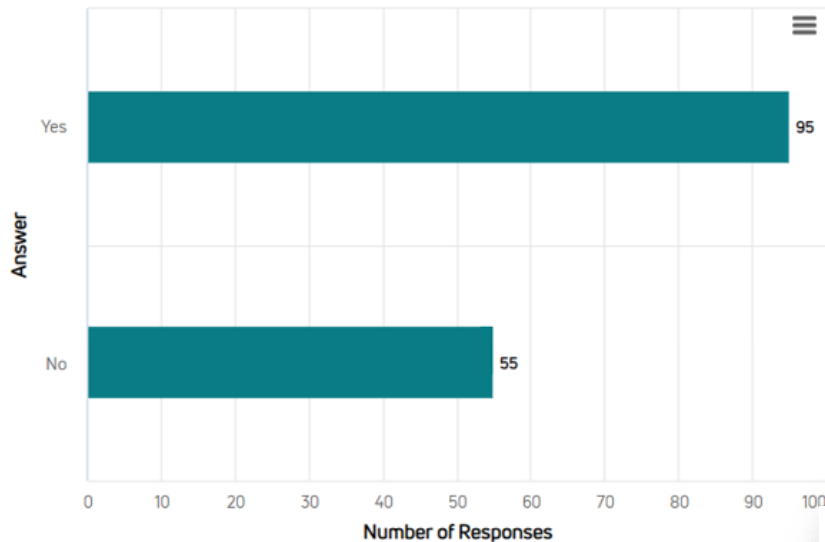
When done, please be sure to [take the final quiz](#) and hit submit! Missed previous lessons? Trinity Health colleagues can [visit our toolkit](#) to check out all eight Civics 101 lessons.

Remember to [vote](#) and use the [Essential Elements to Health Care Transformation for the Common Good](#) as a helpful resource when identifying health policy solutions.

We thank you for continuing to participate as a Trinity Health Advocate because **your voice matters!**

# Not everyone wants recognition or awards

- 9) Trinity Health is planning to launch a new Leaderboard program designed to celebrate and honor advocates for meeting high levels of engagement over the course of participation. Is this new opportunity of interest to you?
- Yes/No



- Direct personal letter from management. In appreciation for Leader Board time and talent.
- A leader board seems counterproductive. We are not in a competition.
- I'm not against employee recognition, but I feel the email TH distributes outlines what and why the take action is necessary. An email thanking you for time and commitment is enough for me.
- Not seeking recognition.
- I'm not really interested in being recognized with a leaderboard.
- A humble email giving recognition and saying thanks.
- Not as interested in recognition as I am in what is changing for improved access and health.
- No recognition.

# 2024 Survey Results

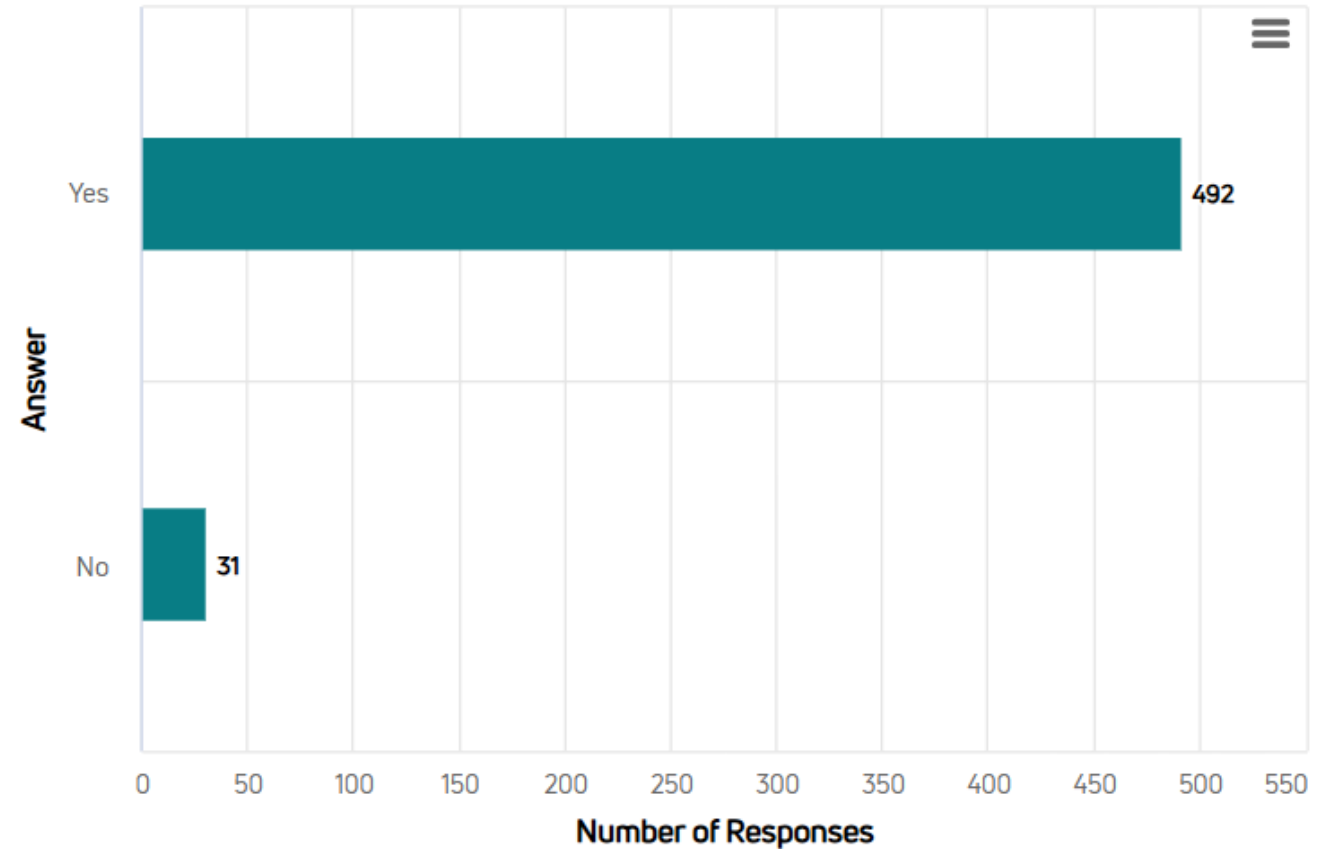
Survey response: Just a quick opportunity to thank you, Advocacy team. The work you are doing is so important, and you make it easy for us to do our part in support/take action. I also enjoyed the Civics 101! Again, great appreciation for all that you do!



## Question 1

Does being a Take Action Advocate or taking part in Trinity Health advocacy activities provide you the opportunity to be a more engaged Trinity Health colleague or partner?

**Key observation:** Overwhelmingly, Take Action Advocates, who participated in the survey, agree that opportunities to engage in Advocacy contributed to their being an engaged colleague at Trinity Health.



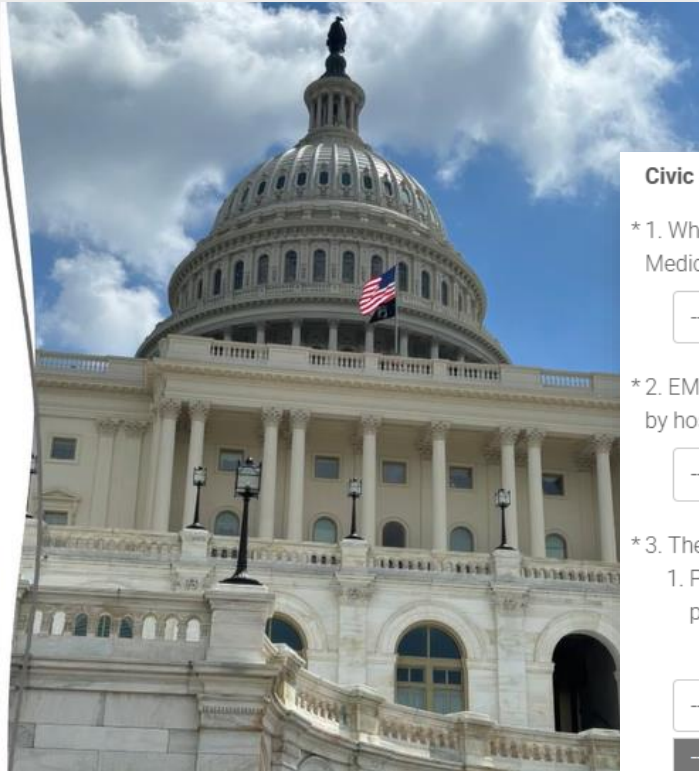
# What's next?



## Civic Sense

How the Federal Government  
Impacts Hospitals

Information in this video provided via the U.S. National Archives



### Civic Sense Quiz 1: The federal governments impact on hospitals

\* 1. What percentage of national health care services are provided through Medicare and Medicaid?

-- Choose One --

\* 2. EMTALA, HIPAA and the ACA are all examples of laws that must be followed by hospitals.

-- Choose One --

\* 3. The federal government impacts local hospitals by (select all that apply):

1. Providing funding for health care services   b. Setting rules   c. Supporting public health   d. funding research

-- Choose One --

-- Choose One --

- Providing funding for health care services  
Setting rules  
Supporting public health  
Funding research  
All of the above

# Key steps include:

- Set overall goals and objectives that go beyond clicks and data
- Get defined guardrails on recognition options from your HR or legal teams
- Survey your members to determine what's important to them
- Use existing resources available via your digital advocacy platform to help carry the load
  - What can AI do for you?
- Make challenges meaningful and fun
- Survey members again to define what worked and what doesn't.