



From Newbies to Stewards



Providing Continuity

Information:
Awareness,
Knowledge?

Access: Trial?
Continuation

Education: Skills,
Trial

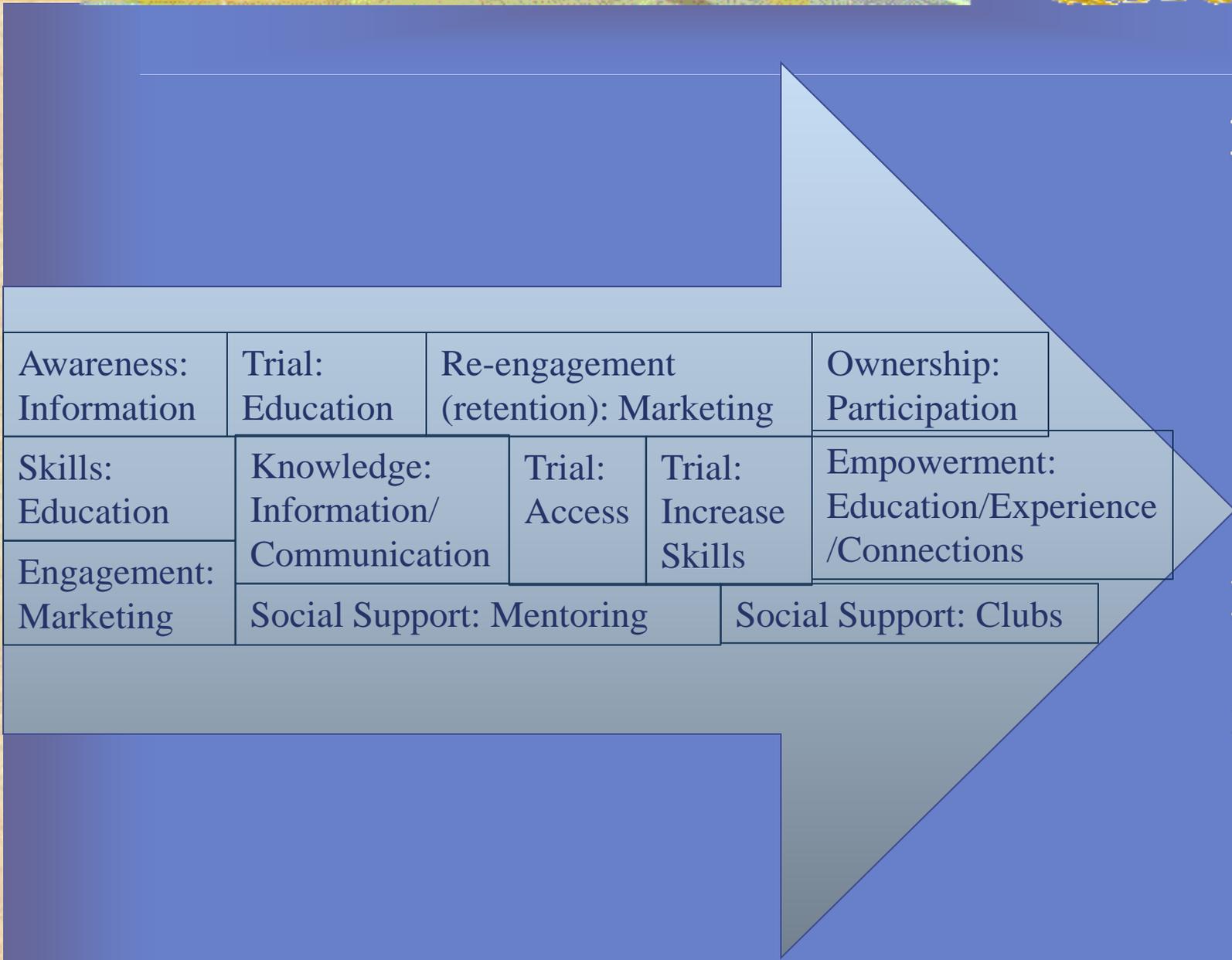
Marketing (Engagement):
(Recruitment, Retention)

Mentoring: Social
Support

Clubs: Social Support

Social Marketing:
Connection;
Stewardship?

P
a
r
t
i
c
i
p
a
n
t



P
a
r
t
i
c
i
p
a
n
t

S
t
r
a
t
e
g
y

W
i
d
e
n
g
t
h
e
n
g
t
h

P
a
r
t
i
c
i
p
a
n
t

Awareness: Information	Trial: Education	Re-engagement (retention): Marketing		Ownership: Participation	
Skills: Education	Knowledge: Information/ Communication		Trial: Access	Trial: Increase Skills	Empowerment: Education/Experience /Connections
Engagement: Marketing	Social Support: Mentoring		Social Support: Clubs		