Table 1-1 Comparison of Lone Wolf, Mobilizing, and Organizing Models

High-Engagement Sites
Combined These Strategies

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	LONE WOLVES	MOBILIZERS	ORGANIZERS
Strategy for building power	Build power through information	Build power by building membership; take people where they are	Build power by building leadership; transform motivations and capacities of members to take on more leadership
Strategy for building membership	N/A	Build membership by getting as many people as possible to take actions; build a bigger, more targeted prospect list	Build membership by developing leaders who can engage others; constantly develop leadership among new prospects
Implications for advocacy	Choose advocacy strategies that can be done without many people (i.e. writing comments, research)	Choose advocacy strategies that require quick engagement by lots of people (i.e. petitions); focus on reacting to timely events that engage people	Choose advocacy strategies that build people's engagement over time; focus on campaigns that sequence actions people can take
Implications for structure	Centralize responsibility in the hands of staff or a few key volunteers	Centralize responsibility in the hands of staff or a few key volunteers	Distribute responsibility out to a large network of volunteers
Implications for types of asks made to volunteers	N/A	Focus on discrete requests that often allow people to act quickly and alone	Focus on interdependent asks that are often more time-intensive, force people to work with others, and give them some strategic autonomy
Implications for communications with volunteers	Provide information and updates to interested people	Focus on reaching out to as many people as possible by developing attractive "pitches" that will draw in the most people and new networks	Focus on reaching out to people by building relationships and community with them
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