<table>
<thead>
<tr>
<th>Level</th>
<th>Basic criteria to define each rung</th>
<th>Additional activities that someone in this level could do. (Note: The idea is to move them up the ladder so asking them to take on a role or task that belongs in a higher box is part of leadership development)</th>
</tr>
</thead>
</table>
| 5. Potential Leader | • Could be dues-paying member, but not active in other ways  
• Action taker at a door or on the phone. (called an elected, signed a petition, took a survey, told a story)  
• Responded as a strong supporter or supporter through a survey or activist code on My Campaign.  
• In Every Action | • Sign a petition/card/ fill out survey  
• Write a letter to elected official or target  
• Attend meeting/ Justice Works  
• Give a Personal story  
• Create Friends and Neighbors List/spider chart  
• Participate in email actions  
• Attend lobby visit |
| Example: Someone who signed a petition. |                                                                                                           |                                                                                                                                                                                                  |
| 4. Volunteer     | • Attends at least 1 events, training, or action, or takes actions through email or newsletter  
• Embraces campaign | • Includes all of the above asks/leadership development steps  
• Phone bank  
• Go door to door  
• Do research  
• Work on the turnout for events/meetings  
• Join a committee  
• Become a block captain |
| Example: Comes to at least 1 actions per year. |                                                                                                           |                                                                                                                                                                                                  |
| 3. Active Leader  | • Regularly attends committee meetings  
• Regularly doing action (at least 4 a year)  
• Regularly participating in mobilization  
• Becomes a canvasser in mass engagement program  
• Becomes a phone bank captain  
• Begins to identify with]  
• Citizen Action | • Includes all of the above asks/leadership development steps  
• Write an article for Citizen Action website  
• Lead a phone bank/canvass  
• Take on role at meeting  
• Speaking at events/testifying  
• Makes reminder phone calls |
| Involved in an issue committee. Attends at least four times a year. |                                                                                                           |                                                                                                                                                                                                  |
| 2. Core Member   | • Primary Identification is with Citizen Action (although may have other affiliations)  
• Mobilizes people regularly  
• Shows initiative by moving campaign forward with new strategic ideas  
• Shows interest and participates in multiple Citizen Action campaigns  
• Aware of their own development  
• Understands basics of event planning including organizer math and coordinating turnout. | • Includes all of the above asks/leadership development steps  
• Join Citizen Action board  
• Participate in agenda setting for meetings  
• Take on a role in electoral campaign  
• Represent Citizen Action (press/events)  
• Chair/organize a lobby visit  
• Run committee/chapter  
• Take part in fundraising |
| Leaders who chair committees, regularly participate in actions and events. |                                                                                                           |                                                                                                                                                                                                  |
| 1. Core Plus Member | ▪ Board members or potential board member  
▪ Regularly bringing people and resources to the organization  
▪ Joins in strategic planning  
▪ Promoting the organization regularly (with funders, businesses,, and community)  
▪ Sustaining member | ▪ Membership increase/gets other members  
▪ Includes all of the above asks/leadership development steps  
▪ Takes lead responsibility in mobilization activities  
▪ Steering committee member  
▪ Run a campaign  
▪ Actively involved in policy conversation |

List of movements:
A new person can become a 5 if: They have done any of the activities listed
A new person can become a 4 if:
A new person can become a 3 if:
A new person can become a 2 if:
A new person can become a 1 if:
A 5 can move UP to a 4 if: they come to at least one action in the previous 12 months
A 4 can move DOWN to a 5 if: they don’t come to at least one action in the previous 12 months
A 4 can move UP to a 3 if: they attend four or more actions/events/rallies/meetings etc during 12 months
A 3 can move DOWN to a 4 if: they have attended at least four actions/events/rallies/meetings/etc during 12 months
A 3 can move UP to a 2 if: they meet all requirements of a 3 AND if they take on a volunteer role at an action/event/rally/meeting/etc. AND if they are a dues-paying member
A 2 can move DOWN to a 3 if: they have not taken on a volunteer role in any of the last 3 actions/events/rallies/meetings etc that they have attended
A 2 can move UP to a 1 if: they meet all the requirements of a 2 AND have attended a board meeting in the last three months
A 1 can move DOWN to a 2 if: they have not attended a board meeting in the last 3 months