

Leadership Ladder

Level	Basic criteria to define each rung	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)
<p>5. Potential Leader</p> <p><i>Example: Someone who signed a petition. .</i></p>	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ 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
<p>4. Volunteer</p> <p><i>Example: Comes to at least 1 actions per year.</i></p>	<ul style="list-style-type: none"> ▪ Attends at least 1 events, training, or action, or takes actions through email or newsletter ▪ Embraces campaign 	<ul style="list-style-type: none"> ▪ 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
<p>3. Active Leader</p> <p><i>Involved in an issue committee. Attends at least four times a year.</i></p>	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ 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
<p>2. Core Member</p> <p><i>Leaders who chair committees, regularly participate in actions and events.</i></p>	<ul style="list-style-type: none"> ▪ 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. 	<ul style="list-style-type: none"> ▪ 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

<p>1. Core Plus Member</p> <p><i>Board members, leaders involved in many campaigns.</i></p>	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ 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
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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