

CAUSE Leadership Ladder

#1 Leader

They are essentially a volunteer organizer and are reliable enough to be included in the organizing team's work plans. These leaders actively help develop strategy and campaigns. They have a clear analysis of power and self-interest and see their power and self-interest as tied to CAUSE. These top leaders share CAUSE's social justice vision and values and are motivated by long-term organization-building, not just short-term campaigns. They have gone through a formalized multi-day training on organizing skills and worldview. They are potential board members and can represent CAUSE as spokespeople to the media, in coalitions with other organizations, and talking to public officials.

#2 Leader

They begin to blur the line between an organizer and a leader, doing work like conducting one-on-ones, facilitating and planning meetings, turning others out to actions and meetings, grassroots fundraising, and developing other leaders. They are beginning to be part of campaign strategy discussions. They have an individual leadership development plan and are aware and interested in their own leadership development. They have had significant informal training and likely attended short formal trainings.

These leaders can be developed by attending multi-day formal training and introducing them to strategic and organizational discussions. They should create a workplan. Organizers should have intentional conversations with them about power and their self-interest to invest them deeply in organizing and CAUSE.

#3 Leader

They consistently and reliably attend meetings and actions and participate in minor tasks that may border on organizing, such as phonebanking and door knocking. Their organizer knows they can depend on them and has invested some informal training in them. They understand and support our vision and strategy, but do not see their role as creating the vision or strategy. They feel some investment in the organization and think of CAUSE as "we", not "you". They have no indication of negative worldview flags and we would consider endorsing them for public office.

These leaders can be developed by gradually introducing them to organizing tasks, providing both formal and informal training, creating a leadership development plan with them for their role within the organization.

#4 Leader

They have inconsistent attendance and participation in meetings and actions and do not consider it their responsibility to be a reliable part of the campaign. They have had a one-on-one with an organizer. They may have donated money before. They are open to learning more about CAUSE and our issues and support CAUSE at a basic level.

These leaders can be developed by introducing them to CAUSE's vision and strategy, clarifying their worldview, beginning to provide informal training and consistently asking them to take actions.

#5 Leader

They are new to the organization or rarely show up for meetings. They are on the organizer's contact list and have some familiarity with the organizer.

These leaders can be developed by conducting a one-on-one to build a relationship with the organizer and identify their self-interest.