

Target Activity for Calls to Action

1. Blue General Action Notice
 - Grassroots audience: employees only
 - Deployed for low volume issues (example: thank yous to legislators or calls for comment)
2. Code Yellow Alert
 - Grassroots audience: employees only
 - Deployed for low to moderate issues needing some response, but time not of the essence
3. Code Orange Alert
 - Grassroots audience: employees and volunteers
 - Deployed for issues of need, board members involved and aware of impact (example: opposing interchange legislation), utilized for various time frames (immediate need versus extended timeframe) dictating the need for unique emails, letters, or phone calls
4. All-Staff Alert
 - Grassroots audience: all employees
 - Deployed for issues of need, utilized typically for quick turnaround, often involving both emails and phone calls
5. Code Red Alert
 - Grassroots audience: employees, volunteers, and membership
 - Deployed only for issues of critical importance to the credit union industry (examples: banker attacks, legislative attempts to prevent credit unions from operating or offering products)
6. Member Alert
 - Grassroots audience: employees, volunteers, and membership
 - Deployed only for issues of critical importance to the credit union industry

In the Call to Action Framework, Code Red or Member Alert would be used rarely. The majority of calls to action would fall between Code Yellow, Orange and/or All-Staff with various needs for emails, letters, and/or phone calls.