

LEARNING LEGISLATORS (AND OTHER PUBLIC OFFICIALS)

While planning an issue campaign strategy, it is helpful to find out as much as possible about the target or decision maker – especially areas of weakness or vulnerability. This is called “political intelligence” or “tactical investigation.”

The purpose is not to gather information for information’s sake, but gathering pieces of information and then using that information tactically.

Information to be gathered includes:

- Elections won/lost by the official
- Prior business or profession
- Major donors to the election campaign
- Names of organizations who strongly support the official
- Lower level elected officials in the district who support /help turn out voters for the official
- Areas of the district/state where voters do not get much of the official’s attention

Much of this information is available online. If you need assistance, please contact the [chapter office](#).

Attached is a form to use for collecting data on elected and public administration officials.

Profile of an Elected Official

Name _____

Title/Office _____

State _____ District _____

Party _____

Political subgroups the official is known to be a part of (if legislative)

Recent elections won/lost by the official _____

In what business or profession has the elected official worked prior to election? _____

With what pastime, interest, hobby, or recreation is the elected official associated? _____

Major donors to the official's election campaign _____

List organizations, *by name*, who strongly support the elected official.
(Examples would be SEIU, or AFSCME, or PA Psychological Association)

Group characteristics (size, status in the community, issue areas of concern)

List any lower level elected officials in the district/state who cooperates with and help turn out voters for this official: _____

List any areas of the district/state where voters do not get much of the official's attention: _____

Profile of a Public Administrative Official

Name _____

Title _____

If this person is not the head of the agency or department who is?

Is the administrator under civil service or is he/she a political appointee?

Who made the appointment? _____ When? _____

For how long is the appointment? _____

How much is the target paid? _____

Who is the elected official responsible for the agency that the administrator heads? (Fill out "Elected Official's Profile" for the elected official above this administrator)

What other agencies have authority or review in the same area? (Example: Day care facilities must be inspected, Hospitals must be accredited, etc.)

Who can fire this person? _____

What was the administrator's prior employment? _____

Are there any potential conflicts of interest between former jobs and this one? (Example: a utility commissioner who used to belong to a law firm that represented either utility companies or large industrial users of electricity.)

What are the administrator's ambitions? (Example: run for office, get a better paid job in a big city, expand her/his jurisdiction and get more power, get promotion, get funding for department from city, state or federal government [e.g. transportation funding] etc.)

How can you either help or block any of the above? _____
