



## Campaign Power Mapping Activity

(1) Identify your target area of focus – could be a community, voting district, state, or region.

Target area: \_\_\_\_\_

(2) Now identify your target decision-maker(s):

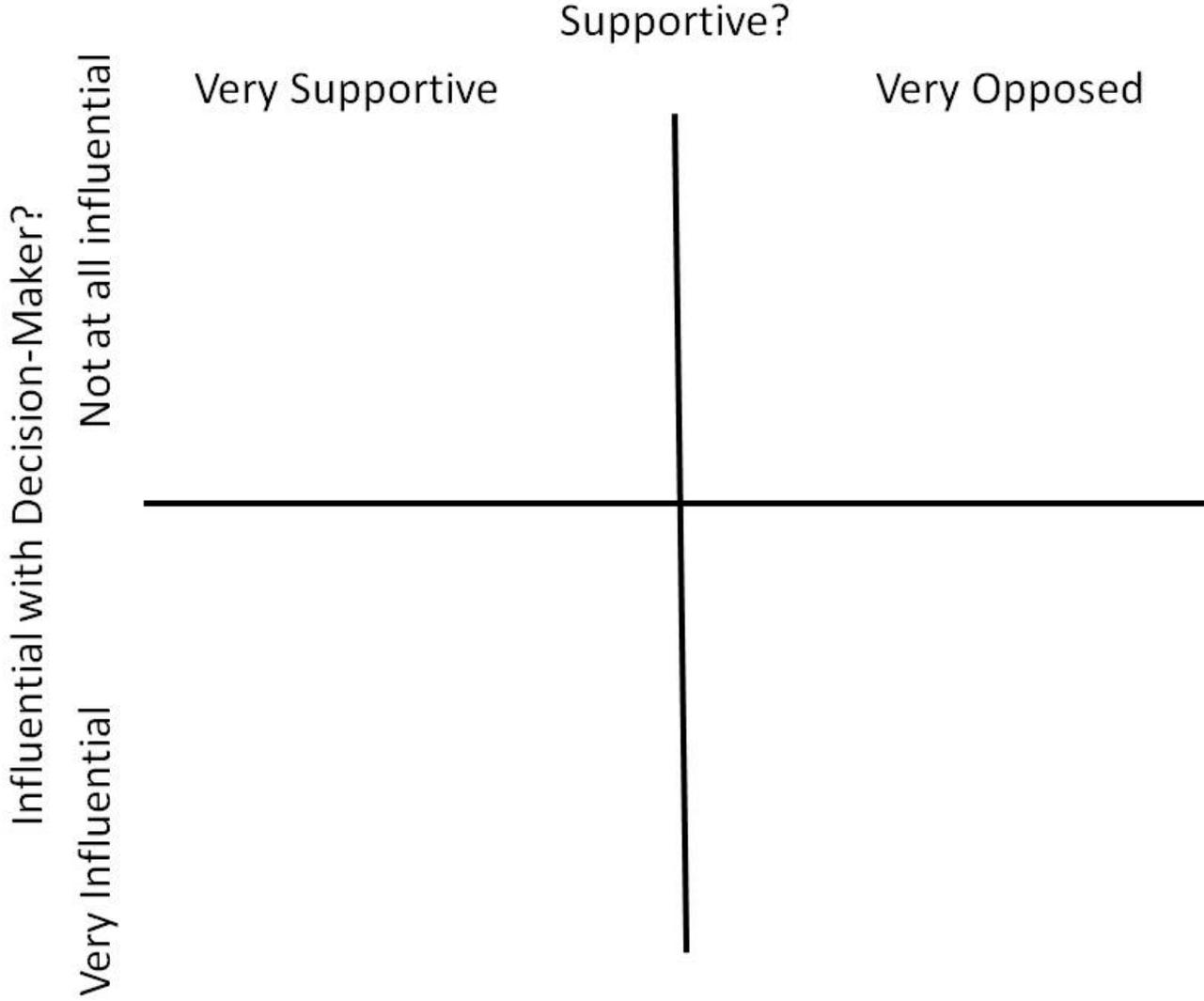
Target decision-maker(s): \_\_\_\_\_

(3) Identify the key influencers in your target area by completing the following grid:

<b>Category</b>	<b>Specific names of key influencers</b>
Those most impacted by the issue you are working on	
Business	
Philanthropy (foundations and individual donors)	
Education	

Government	
Health care	
Media	
Faith community	
Community-based organizations	
Resident/neighborhood groups	
Civic organizations	
Legal, law enforcement and corrections	
Public health	

(4) Using a flipchart page, chart out who among these influential individuals is for or against your issue and how influential they are with your target decision-making by using the following grid:



(5) Map out your strategy for building power and influence using this framework:

<p><b>Supportive but not influential with decision-maker:</b> This will not be your biggest source of power but should factor into your planning nonetheless. These individuals can be secondary influencers because they might have access to other community leaders that do have influence with the target decision-maker. They also have the ability to bring community residents along with them as grassroots supporters. You will, therefore, want to identify some priorities among these individuals and cultivating and engaging them as grassroots leaders.</p>	<p><b>Opposed and not influential:</b> While not your biggest threats, you should consider whether any of these individuals pose a particularly strong challenge to the campaign because they can rally opposition from others in the community or influence any of those in the lower left hand box. If so, develop a plan to neutralize their opposition.</p>
<p><b>Supportive and Influential with Target Decision-Maker:</b> This is your "sweet spot" of power! These are individuals you will want to cultivate and work to engage as grassroots supporters.</p>	<p><b>Opposed and Influential with target decision-maker:</b> This is your biggest challenge in power. You will want to think about how to neutralize those who fall into this box.</p>