Class Agenda

**Week 2: Targeting and Power Mapping Decision Makers**

**TIME ALLOTTED:** 6:00-8:50 PM

**INSTRUCTOR(S):** Ashley Pinedo, Sara El-Amine

**GUEST SPEAKER(S):** None

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**PRINTED MATERIALS NEEDED:**

* Issue Campaign Plan Template
* “Who to Target” Worksheet
* Power Mapping/Research Worksheet
* Strategy Worksheet

**GOALS FOR THE SESSION:**

* (S) Students know how to identify who their targets should be for their chosen issue campaign
* (K) Students understand how power mapping helps to build a more effective issue ecosystem around a targeted decision maker
* (S) Students know how to create a power map around a decision maker
* (A) Students feel ready and confident about identifying their targets and building a power map around each

**SKELETAL AGENDA:**

**6:00-6:30 Report-back on Selected Issue Campaigns**

**6:30-7:15 Identifying Who to Target**

**7:15-7:30 Break**

**7:30-8:40 Power Mapping Decision Makers**

**8:40-8:50 Next Steps and Closing**

**ANNOTATED AGENDA:**

**6:00-6:30 Report-back on Selected Issue Campaigns**

**6:30-7:00 Identifying Who to Target**

* Identify the decision-making body: Who has the power to create the change you want?
* Analyze the decision-making body
  + Who is with us, who is against us, who is in the middle/unknown?
    - Ways to find out: CALL THEIR OFFICE. Also, ballotpedia, current news, their official website, what else?
  + Who has procedural power (for example: Speaker of the House, Committee Chair, Subcommittee chair, etc.)? Where do THEY stand?
    - Ways to find out: Same as above
* Based on your analysis, who needs to be persuaded in order to get the change you want?

**7:00-8:00 Power Mapping Decision Makers**

* Recap: motivations and ecosystems:
  + Every elected official is motivated by a number of things.
  + Issue advocacy is about sending a message to elected officials that says “If you [support/oppose] X issue, you can have that thing that you want.”
  + We build an issue ecosystem surrounding decision makers that sends this message to them
  + They could get the message directly, through the press, or through Digital.
* Why we power map
  + Find best messengers for targeted decision makers
  + Identify organizations to partner with
  + Identify “messenger gaps” so you can fill them
* How to power map
  + Research the target
  + Brainstorm groups or individuals
  + Place groups or individuals on the map by influence and support
  + Generate a list of potential coalition partners to pursue
* Demonstration RE guns in AZ
* Do your own research and power mapping

**8:00-8:15 Break**

**8:15-8:40 Theory of Change: Articulating Your Campaign’s Objective and Strategy**

* We see X problem.
* To solve this problem, we would like to achieve Y.
* The decision maker(s) with the power to make Y happen are \_\_\_\_ because \_\_\_\_\_ (ie they are the undecideds/they can bring the issue to a vote/out of subcommittee, etc).
* Our campaign will persuade the decision maker to do Z by…. [spell out which motivation(s) you will focus on and what kind of message you will use to persuade them to do Z]

**8:40-8:50 Next Steps and Closing**