RESEARCHING AND POWER MAPPING DECISION MAKERS

WORKSHEET

Use this worksheet to learn what you need to know in order to effectively persuade one of your campaign’s targets.

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| Background Information  Issue:  Target Name and Role:  Desired Action from Target:  Key Motivations: |

Target Research

Use the questions below as a guide while you research your targeted decision maker.

* Where does this person currently stand on this issue?
* What prior actions or statements has this person made on this issue?
* Where is this person from?
* What previous elected offices, if any, has this person held?
* What was this person’s career prior to becoming an elected official? Please include whether they have served in the military.
* What percentage of this person’s constituents are Democrats, what percentage are Republicans, and what percentage are independent/unaffiliated?
* What is this person’s religious affiliation?
* What organizational affiliations does this person have? Do they sit on any boards? Are there any organizations this person cites as critical to their past election(s)? What organizations have endorsed or given to this person’s campaign?
* Is there any other info you feel is important to keep in mind as we work to persuade this person on this issue?

Key Motivations

Which motivations are the most important factors for this target, and why? Check all that apply, and then explain.

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| **√** | Motivation | Explanation |
|  | Desire to be reelected |  |
|  | Desire to raise campaign funds |  |
|  | Desire to be in position to hold higher office |  |
|  | Desire to stand up for strongly held beliefs |  |
|  | Desire to maintain connections and partnerships on which they depend |  |
|  | Desire to please friends and affinity communities |  |
|  | Desire not to alienate those who work for them |  |
|  | Desire to be part of the mainstream |  |
|  | Desire to get a job with a special interest post-term |  |
|  | Desire to be liked by constituents/colleagues/lobbyists/business associates/friends |  |

Relevant Groups or Individuals

What are some groups or individuals that have a stake in or are affected by this issue? Cast a wide net – start by writing down everything you can think of. You’ll have a chance to narrow it down later.

Power Mapping



Resulting List: Groups or Individuals to Recruit to Your Campaign

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| --- | --- | --- |
| Group Name | Brief Description | Potential Role in Campaign |
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