**IDENTIFYING YOUR ISSUE CAMPAIGN TARGETS**

**WORKSHEET**

Use this worksheet to guide your decision about which decision maker(s) to target in your issue campaign.

**Analyzing the Decision Making Body: Questions to Think Through**

General body:

* Who is with us?
* Who is against us?
* Who is in the middle or unknown?

Procedural Power:

* Who heads up the committee or subcommittee relevant to this issue? Where do they stand?
* Who can bring this issue to a vote? Where do they stand?
* If a bill hasn’t been introduced, who might introduce it?

Where to Look for Answers

* Call their office
* Ballotpedia
* Current news
* Official or campaign website

**Prospective Targets**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Name** | **Role** | **Why a target?** | **Current stance** | **Potential motivations** |
| **Target 1** |  |  |  |  |  |
| **Target 2** |  |  |  |  |  |
| **Target 3** |  |  |  |  |  |
| **Target 4** |  |  |  |  |  |
| **Target 5** |  |  |  |  |  |