

POWER MAPPING

Power Mapping is a strategy to understand the relationships leaders and decision makers have. The purpose is to understand who the leaders are, including friends, colleagues, donors, and others who might be persuasive when trying to win the vote of a legislator. Power mapping is an exercise to help advocates identify the right people to help make the case for a particular reform to policy makers.

THOUGHTFUL TIPS!

- **Research** - the more information you bring to a power mapping session, the more likely you are to identify relationships that can be beneficial
- **Be open** - don't rule out any possible relationships or partnerships too early in the exercise
- **Collaborate** - working with many members brings unique perspectives to the exercise, and can reveal potential existing relationships that would help you



POWER MAPPING STEPS

1. Identify the legislative leader you're trying to get to.

This is the one key person who can greatly help or hinder passage of the pro-democracy reform policy.

- » **Who is a target for the campaign?**
- » **Why is this person important to achieving the campaign goal?**

2. Build your map - Connections to the Focus Person

*Identify **everyone** who is connected to the target; any person or institution should be considered at this point, and their relationship to the target should be defined.*

What do you know about this target?

- » Where are they from?
- » What party do they belong to?
- » Have they held any other public offices?
- » What issues do they care about or prioritize?
- » What committees have they served on before?
- » Are they connected to other legislators? If so, who?
- » What individuals, organizations, PACs, etc. have donated or endorsed them in their campaigns? (Might want to check follow the money website)
- » Are they connected to any influential people outside of the legislature? If so, who? How are they connected?

3. Set Goals

Examine the people/organizations on the map and identify every commonality that can be used to your advantage.

4. Based on the goals, strategize!

Once the people and organizations that can sway the legislator are identified, set goals to connect with them.

BUILDING THE POWER MAPPING PLAN:

Build a chart of the people and organizations connected to the target

Who/what is connected to target	How are they connected	How would developing a strategy around this connection help to achieve campaign goal

After examining all of the connections and commonalities, decide which connections you can work with to sway your target.

Who are you going to work with	Goal for working together	How to meet that goal (strategy)