

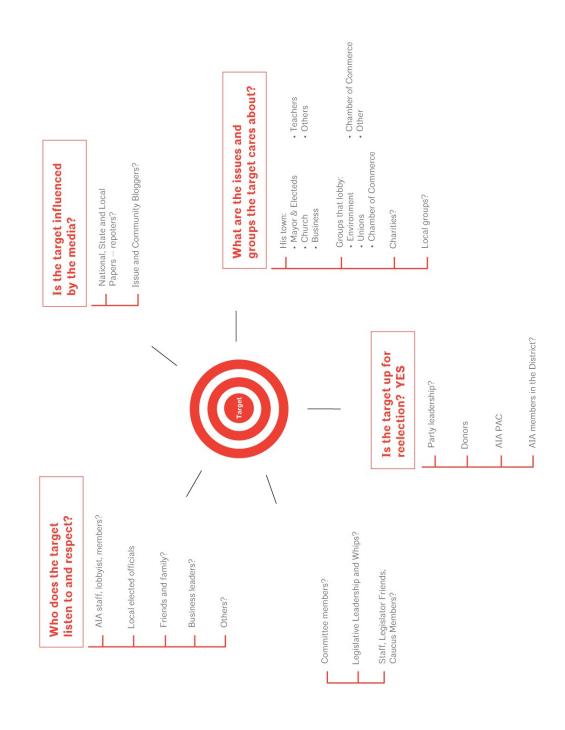
# WORKSHEET 2 POWER MAPPING

### **POWER MAPPING PRIORITY TARGETS**

Target name
What is the desired outcome for my target? 1.
2.
Does the target care about my issue? If yes, how deeply do they care? What have they done to demonstrate they care about the issue?
What is my strategy to convince the target to take the desired action?
Step 1: Identify spheres of influence:  What do you know about the target?
• Work (i.e., allies in legislature, etc.):
<ul> <li>Politics (i.e, are they running for office, do they have a challenger, are they in leadership or influential in the party):</li> </ul>
Affiliations (groups they belong to, positions held):
Community (volunteer, philanthropic work):

Neighborhood (where are they from and what are they involved in):





## Step 4: Organize the map

Sort influencers into logical categories, prioritize them and determine which people are best to make the contact in terms of workload and return on investment.

Influencer	What we need them to do	Overlap with other targets?	Priority	AIA contact for outreach

## Step 5: Influencer call list

List influencers and how you will reach out to each of them.

#### Things to consider:

- What do you want each influencer to do (e.g., make a call, write a letter, go to a meeting, testify, letter to the editor, etc.)?
- Who is the best person(s) to contact the influencer?
- What is the best way to access the influencer (phone, email, meeting, etc.)?
- What will you give to the influencer if he/she agrees to help (contact information, detailed instructions, talking points, white paper, FAQs, etc.)?
- Things to include
  - Name
  - Relation to target and why are they an influencer
  - What you want them to do
  - Who will contact them
  - Contact information

Influencer name	Relation to target	What do we want them to do?	Contact info	AIA contact for outreach