



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.):
- Politics (i.e., are they running for office, do they have a challenger, are they in leadership or influential in the party):
- Affiliations (groups they belong to, positions held):
- Community (volunteer, philanthropic work):
- Neighborhood (where are they from and what are they involved in):

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