



## WORKSHEET 1

### TARGETING

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#### IDENTIFY YOUR TARGETS

##### Targeting Step 1: Identify who you need to influence

Group/Committee you are trying to influence: \_\_\_\_\_

##### Questions

- Who in the group is strongly in favor and who is strongly opposed to your solution?
- Who in the group might you convince, and what will convince them (somewhat in favor and somewhat opposed?)
- Who has more power on the committee (leadership, committee assignments?) Rank members in order of seniority.
- Who are the other key players (other associations, interest groups, companies, etc.) that could influence the discussion? What are their positions on your issue?
- Are there others who are willing to take up your issue as a personal cause? (key player)

Using the chart on the back, fill in the names of your targets and show their current position on the issue you are working on.



| Legislators | Seniority/<br>Level of<br>influence | Strongly<br>in favor | Somewhat<br>in favor | Neutral -<br>do not<br>know | Somewhat<br>opposed | Strongly<br>opposed | Priority<br>(high,<br>med, low) |
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| Key Players |                                     |                      |                      |                             |                     |                     |                                 |
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**Targeting Step 2: Prioritize your targets** (high, medium, low)

This is an optional step - use the last column of the chart to prioritize your targets. This is useful if you have a large number of targets that fall in the “somewhat” or neutral categories.

**Targeting Step 3: Capture what you know about your top priority targets**

Do this for all your higher priority targets. Capturing this information will help build a picture of your targets and help you determine the best approach for reaching out to them.

**Targets Name** \_\_\_\_\_

**Position** \_\_\_\_\_

**Questions**

- What are your target's policy priorities?
- Which issues do they care about?
- Which issues are they indifferent to?
- What do they want their legacy to be?
- Have they made public statements about your issue?
- What is your target's past experience with your issue?
- What is the target's background with your organization?
- What is your target's previous (or current, if a state legislator) profession?
- Is your target considering running for higher office in the future?