Power mapping planning tool

A primary target is a decisionmaker with authority or the power to grant your policy issue. Primary targets (versus a more secondary target that has influence over your primary targets) are central to winning your initiative; therefore, they are central to your power map. Identify up to three primary targets on your issue and complete the chart below for each. Charts for opponents and allies are below. Try to be as realistic as possible in your assessment.

Chart Instructions:
Primary Target – Name each target separately. Do not list an entire decisionmaking body. Name individuals.

Elected/Appointed by – Identify whether the individual is elected by a specific geographic constituency or appointed by a mayor, county board, etc. Name the office or body that is responsible for the appointment when applicable.

Key Interests and or Conflicts Related to the Issue – Examples of key interests include family member involvement in housing development, past opposition or support on related issues, financial conflicts, financial and political interests of close allies, past and/or current championing of the issue and/or related issues. This will require research including online searches, review of political contributions and financial records, interviews with veteran activists and others with insight, etc.

Power/Leverage You Have Over Them – If they are elected, you have power in their re-election. Consider pressure tactics that have worked previously like media exposure, engagement of key organizations and leaders as allies, traditional protest tactics and relationships with key supporters and/or family members.

To whom/what do they read/watch/ listen? Who are the influentials they listen to? What media outlets are they most likely to listen to/read and engage? You will be mapping these secondary targets later. Prioritize those that are most influential with your target.

Support Ranking – On a scale of 1-10 with 10 being a very strong ally and 1 being die hard opposed, rank each target.

Primary Target	Elected/Appointed by	Related Key Interests and/or Conflicts	Power/Leverage You Have Over Them	What/who do they read/watch/listen to?	Support Ranking

Who are the groups and individuals that may oppose you? Use the chart below to identify at least three opponents, identify their strengths or power in this effort and weaknesses or where they are vulnerable/can be divided, rendered ineffective and/or shifted to support. Then, rank how much they are opposed using the same scale from above. Then, rank them according to how important their role is in winning this issue on a scale of 1-10 with 1 being the highest priority.

Opponent	Strengths	Weaknesses	Support Ranking	Priority Ranking

Now, think of those key individuals and organizations that will help you build the power needed to move your initiative. Identify three that are actually allies or would be likely to support (those should be identified as potential) and complete the chart below.

Key [Potential] Allies	What would they gain by joining you?	What assets/power/ resources do they bring ?	Support Ranking