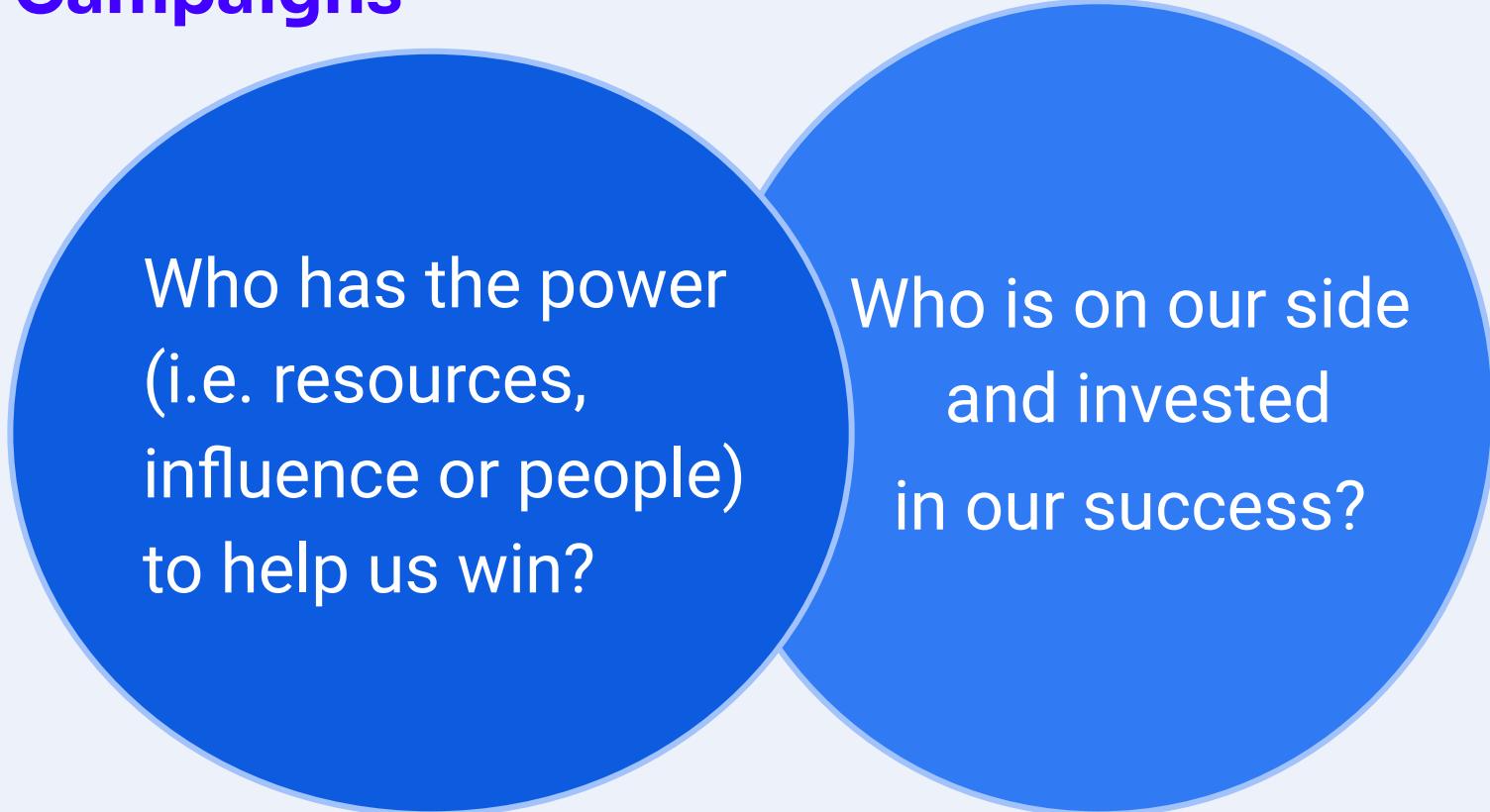


# Power Mapping for Ballot Measure Campaigns



Who has the power  
(i.e. resources,  
influence or people)  
to help us win?

Who is on our side  
and invested  
in our success?

# Power Map

**10**  
Decisive  
Decision making  
Power or  
Influence

**8**  
Active  
Participant in  
Decision-  
making

**6**  
Power to have  
Major Influence  
on decision-  
making

**4**  
Taken  
into  
Account

**3**  
Can Get  
Attention

**1**  
Not on  
Radar

**Amount of  
Power**

**Position or  
Perspective  
on our  
Agenda**

Die Hard Support

Active Support

Inclined Towards

Inclined Against

Active Against

Die Hard Against

# Examples of Powerful Actors in Ballot Measure Campaigns

- County Democratic/Republican Party
- Labor Unions
  - SEIU, Firefighters, Police Officers, Deputy Sheriffs, CTA/CFT, CNA, etc.
- Elected Officials
- Media outlets
  - Newspapers, blogs, earned media opportunities
- Faith-based leaders
- Donors/foundations
- Business groups/Chambers of Commerce
- State or national groups focused on children & youth
- Political PACs- pro and con
- Civic organizations

# Things to Consider

- **Support DOES NOT EQUAL help**
- Be on the lookout for opportunities to leverage **self-interest**
- Always **be specific** in your asks (\$, additional endorsements, volunteers)
- Assume **the status quo will come after you**
- **Not everyone is as nice as you are**
- **Be realistic** about your ability to move people on the support scale
- Regardless of supporter engagement, **lack of powerful opposition is the most important goal**
- **START EARLY!!!!**

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