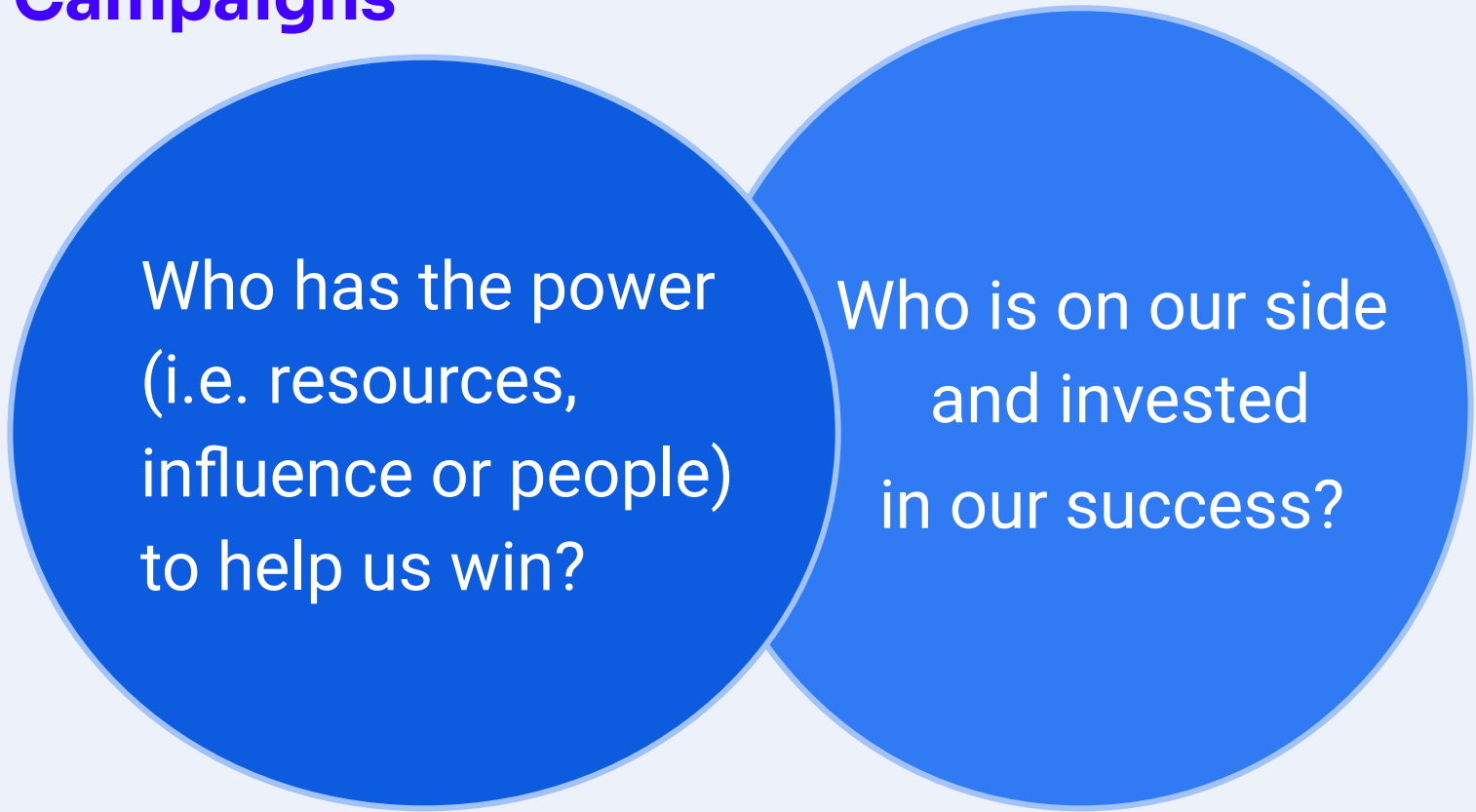


Power Mapping for Ballot Measure Campaigns



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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