

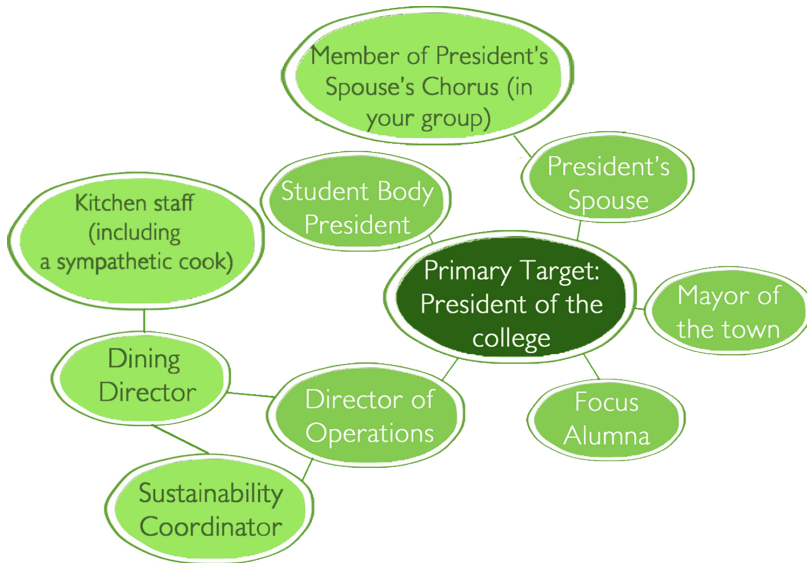


Guide to Powermapping

To win a campaign, we need to see the big-picture of all your potential allies, including the people who have the power to give us what we want-- we call these folks *primary targets*. We have to move these decision-makers to support us. To get there, we have to know who are targets are, how much power they really have, and how we are connected to them -- to be able to access them & gain support. **Powermapping and Research Actions are the way to figure all of this out. Let this guide you!**

*The University President or Chancellor is the **primary target** in the Real Food Campus Commitment campaign. This is the person who can give you what you want: she or he can sign the Commitment.*

Secondary targets are people who have influence over the primary target --people who meet directly with the President or are otherwise connected. Primary targets (like the President) might be hard to access directly -- for example, the President might be off-campus often, while secondary targets like a Dean or Vice President might have weekly office hours.



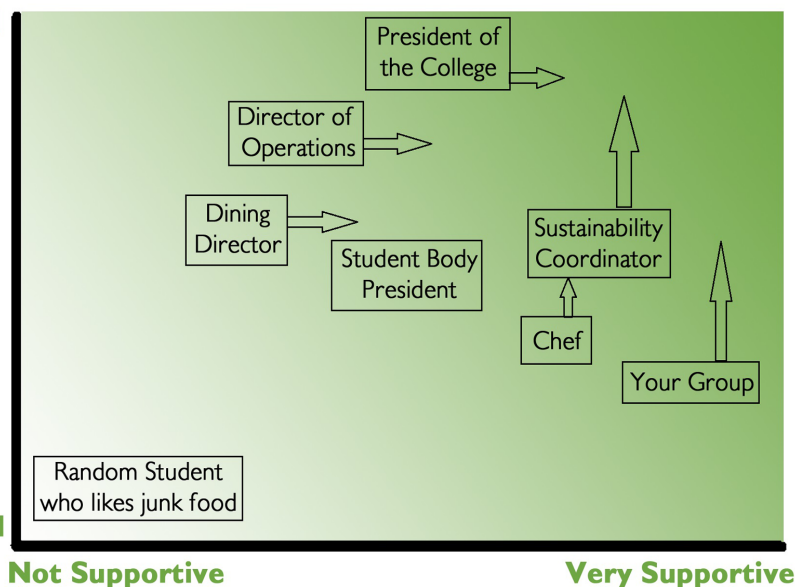
INFLUENCE POWERMAP

- Put your target in the center of a large piece of paper, then **map the connections to them that you know about**. Who does the President listen to? Those are secondary targets. Who do secondary targets listen to?
- Ultimately you can trace any target back to a member of your group, even if it's a long chain. If you have a strong path of connections to a secondary target, follow it! **Use Research Actions** to meet with people directly and learn about more potential connections -- and adjust the powermap according to what you learn!

SPECTRUM POWERMAP

Use this map as you consider how to approach a target or ally. The X axis represents support for your campaign, and the Y axis represents power to give you what you want in the situation.

You want to **engage people who actually have power & choose tactics that increase their support of your campaign** -- strengthening the support of allies, or neutralizing opposition. Don't worry about people who are unsupportive & without power.



Not Powerful

Not Supportive

Very Supportive