

# Power Mapping

Power mapping is a visual tool that helps identify who influences your legislators

## Step 1: Determine your legislators (e.g. State Representative and State Senator)

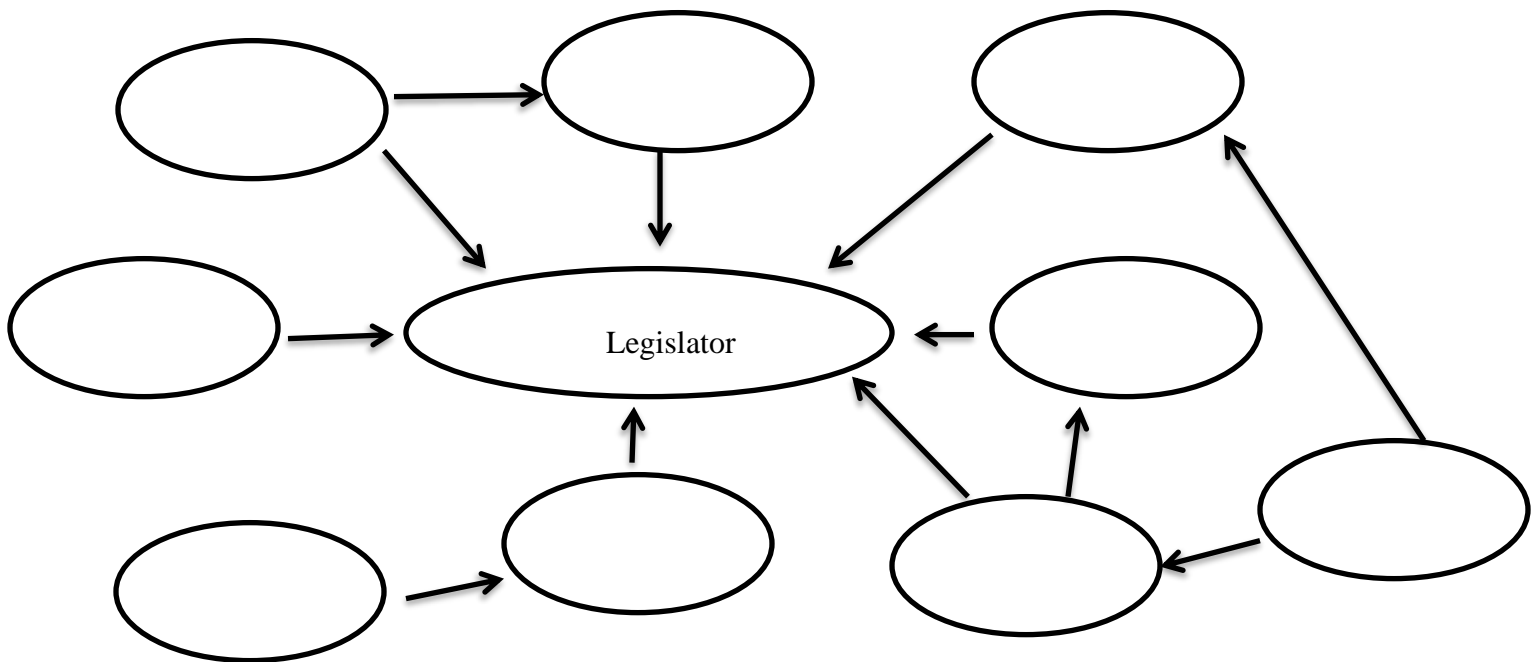
## Step 2: Convene a power mapping session

- Gather campaign allies and others who know information about the legislator
- Use butcher block paper. Power mapping is a visual tool that should be drawn.
- Bring the best facilitator you know
- Do basic research before you start

## Step 3: Map influence to target

Think about people, institutions, or constituencies that have relationships with your legislator and can potentially influence them (see reverse).

## Step 4: Determine relational power lines



## Step 5: Identify and focus on priority relationships

Highlight which of the relationships above are most influential for your campaign goal

## Step 6: Make a plan

Create action steps for moving forward. Divvy up outreach among partners.

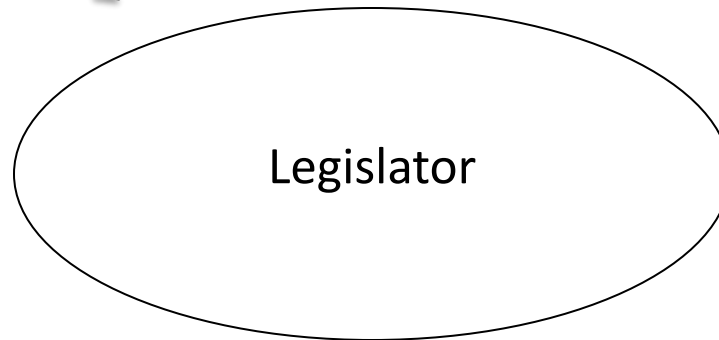


**Public Influences**

Voters/Constituents  
Media  
Interest Groups

**VIP Influences**

Community Leaders  
Opinion Leaders  
Technical Experts  
Business Leaders



Legislator

**Personal Influences**

Friends and Family  
Neighbors  
Campaign Advisors  
Former Employers and Coworkers  
Carpool or Seat-Mate

**Financial Influences**

Campaign Donors  
Investors  
Business Partners



Natural Resources Council of Maine

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