



Pathways of Influence Worksheet

“If you would persuade, you must appeal to interest rather than intellect.”
Benjamin Franklin

Step 1: Do your research

- Learn all you can about your target decision-maker through publicly available data online
- Utilize sources such as: Google, Google news, official bio, campaign websites, political donor lists (usually available through the secretary of state’s office, FollowTheMoney.org, FCC, etc.), Linked In, Facebook, Twitter, etc.
- Look to gather additional intel from colleagues or individuals who are familiar with the target decision-maker

Step 2: Look at your campaign assets to see where there are connections – your campaign assets include:

- Your volunteers and donors (including corporate sponsors)
- Your partners + their volunteers and donors
- Your grassroots and grasstops advocates
- Your staff
- Your special events
- Geography – do you have territory in common?

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Other interesting facts & connections: