



POWER PRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Pathways of Influence

Where Research and Decision-Maker Advocacy meet



Knowledge is power!

**RESEARCH POSSIBLE
PATHWAYS OF INFLUENCE**

Use a variety of sources to research possible “pathways of influence” to the decision-makers that have the power to give you what you want. We need to know what makes them tick so we can appeal to their self-interest. Possible sources:

- Google
- Campaign finance records
- Candidate endorsements
- Media coverage
- Facebook & Twitter
- Transcripts of public hearings and votes
- Official government websites
- Political blogs
- Your allies who know them personally





Survey staff, coalition partners, donors, volunteers, and board members to reveal grassroots relationships to key decision-makers.

How – and how well – do your allies know them?

See example from Rhode Island Tobacco Control Network to the right

The Rhode Island Tobacco Control Network is gearing up for a terrific 2011 and we need your help! One tool that we want to have is information about key decision-makers, beginning with folks serving in the General Assembly or key posts within the Executive Branch.

Please take some time to complete this relationship survey and know that your responses will be treated with the utmost professionalism and only used to advance the goals of tobacco control in Rhode Island. Everything we learn about these decision-makers will become part of our collective knowledge. Soon, we will be able to give this information out to you as easily as we solicit it from you, so please let us know when you have meetings scheduled so we can share our most up-to-date intel with you!

Below, you will find short questions about key members of the Administration as well as the members of the RI State Senate listed in the order of their district number. House members can be found on the next page.

+ Add Question ▼





Q4 Edit Question ▼ Add Question Logic Move Copy Delete

Please indicate how well you might know Governor Lincoln D. Chafee

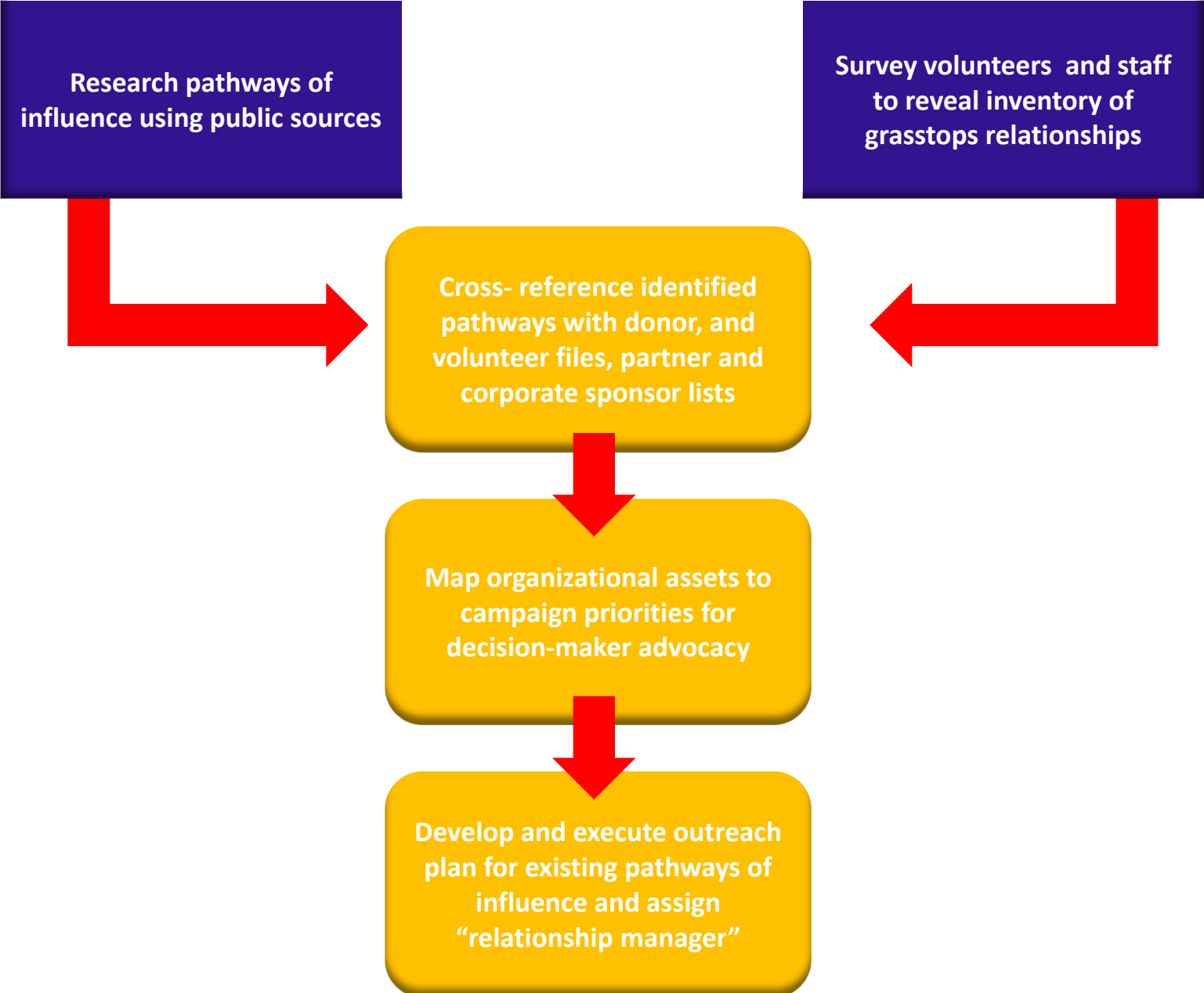
Leave blank if you have no information. For any of the boxes you check, please use the COMMENT box to provide more detailed information.

- | | |
|--|---|
| <input type="checkbox"/> We are on a first name basis - friendly | <input type="checkbox"/> I consider ours to be a professional relationship |
| <input type="checkbox"/> We are on a first name basis - unfriendly | <input type="checkbox"/> This lawmaker supports tobacco control |
| <input type="checkbox"/> I have been a campaign donor | <input type="checkbox"/> This lawmaker opposes tobacco control |
| <input type="checkbox"/> I have been a campaign volunteer | <input type="checkbox"/> This lawmaker has a personal connection to tobacco use |
| <input type="checkbox"/> We have met in one-on-one meeting | <input type="checkbox"/> I would be a good and trusted liaison to this lawmaker |
| <input type="checkbox"/> We have met in group meetings | <input type="checkbox"/> Our organization has given this lawmaker an award |
| <input type="checkbox"/> I consider ours to be a personal relationship | <input type="checkbox"/> This lawmaker has attended an event held by our organization |

Map your assets

		Response Percent	Response Count
We are on a first name basis - friendly		0.0%	0
We are on a first name basis - unfriendly		0.0%	0
I have been a campaign donor		0.0%	0
I have been a campaign volunteer		25.0%	1
We have met in one-on-one meeting		0.0%	0
We have met in group meetings		50.0%	2
I consider ours to be a personal relationship		0.0%	0
I consider ours to be a professional relationship		0.0%	0
This lawmaker supports tobacco control		0.0%	0
This lawmaker opposes tobacco control		0.0%	0
This lawmaker has a personal connection to tobacco use		0.0%	0
I would be a good and trusted liaison to this lawmaker		25.0%	1
Our organization has given this lawmaker an award		0.0%	0
This lawmaker has attended an event held by our organization		25.0%	1
Other comments that might help cultivate this decision-maker			3
Hide Responses			

Decision-Maker Advocacy Process Flow



Questions on Pathways of Influence research and how we've used it to better understand and plan for decision-maker advocacy?

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