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.