

NWBC power mapping presentation

For the purpose of building a stronger base of support against your opponents and to clarify strategy

Part 1 Chart your overall strategy.

STRATEGY CHART GUIDE				
Priority Issue:				
GOALS	CONSTITUENTS, ALLIES&OPPONENTS	TARGET	TACTICS	RESOURCES
Long-Term Goal: What is your long term goal?	Constituents: Who are the people - organized or not -on your side of the issue who share your self interest & will benefit if you win?	Primary Target: Who has the power to give you what you want? What power do you have over them?	What are the steps you can take to influence your target?	What We Want to Get Out of This: What organizational gains do we want from this campaign (more people, more leaders, other?)
Intermediate Goal: What you are seeking to achieve in this campaign	Allies: Who are the people and organizations who can align with your issue for reasons that may differ from your own?	Secondary Target: Who has the power to influence your primary target? What power do you have over them?	Partial List of Tactics: Community walk-around Media advocacy Community presentations Letter writing campaigns	What We Need: What resources, people, money, info, other do you have to carry out the campaign? What problems do we need to solve to move forward?
Short-Term Goal: Short term victories on your way to the intermediate goal.	Opponents: Who are the people and organizations who oppose you and who will lose if you win? What will they do to oppose you? How strong are they?		Speaking/Performing at public hearings Meetings with elected officials Postcard/letter campaigns Rallies, pickets, letters to the editor.	What We Have: What resources, people, money, info, other do you have to carry out the campaign?

Contra Costa Tobacco Prevention Project * 597 Center Avenue Suite 115 * Martinez CA 94553

(925) 313-6214 phone (925) 313-6864 fax

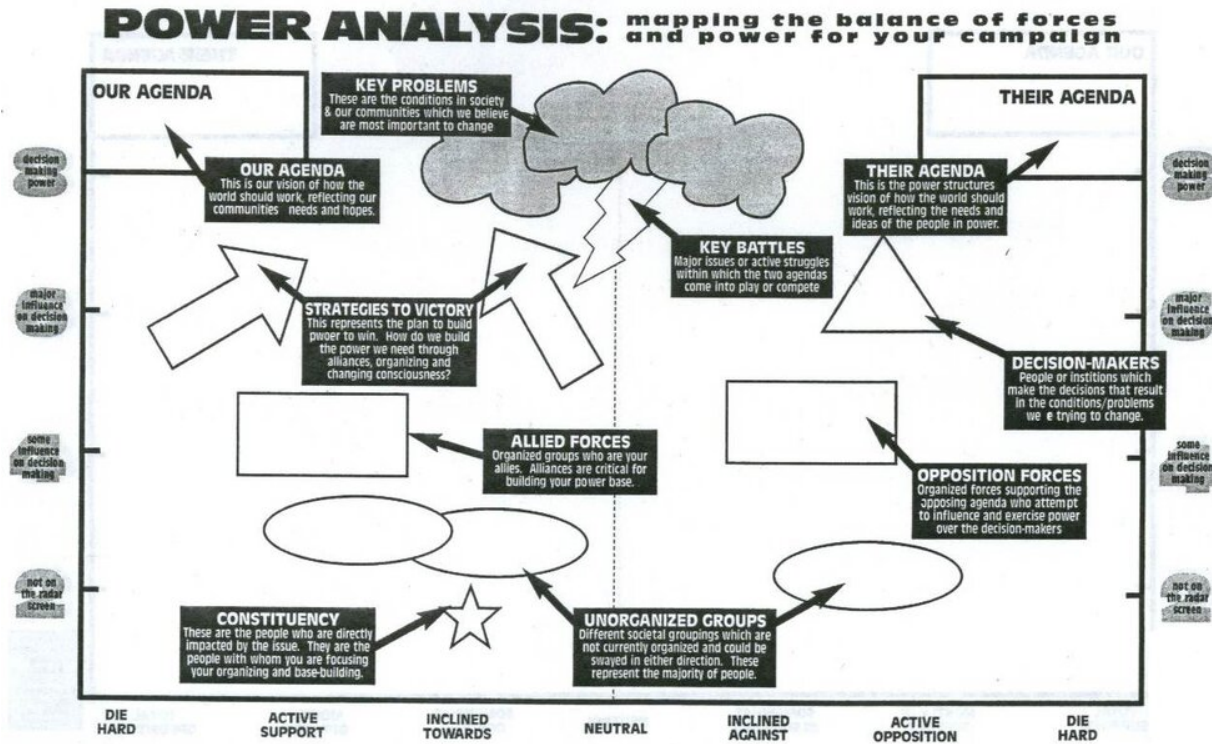
Adapted from Bob, Kim et al. *Organizing for Social Change*. Seven Locks Press. 2001.

<https://www.cnmsocal.org/blog/2021/1/28/introduction-to-power-mapping>

Strategy chart- Dignity at Work Louisiana

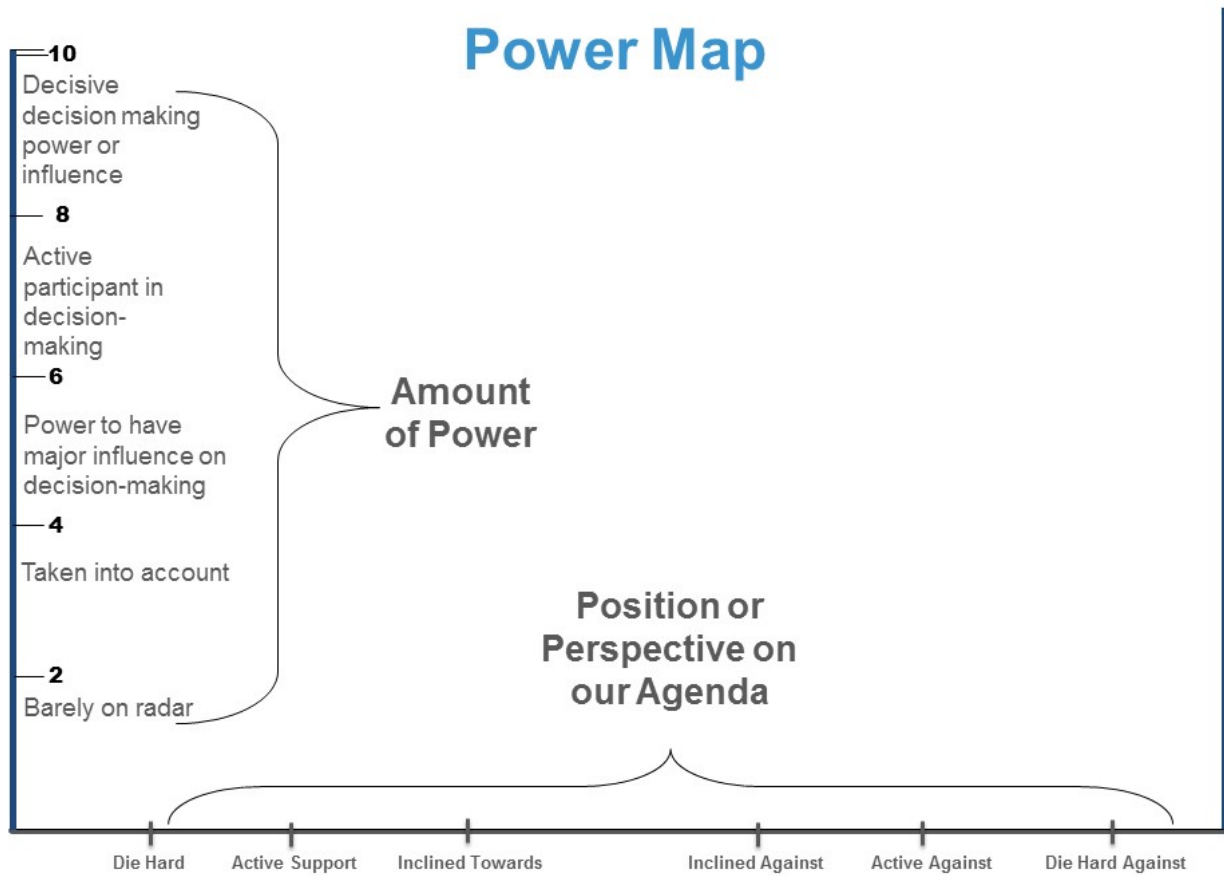
Goals	Constituents, Allies, Opponents	Target	Tactics	Resources
Pass the Dignity at Work Act	Constituents= bullied workers	We need to gain support of the state legislature.	Reaching out to victims of bullying to write to their legislators	We have an organization in place to work for the bill.
Get committee hearings for bill			Connecting with potential allies to back us	
Get legislators to sponsor the bill.	Allies= plaintiff employment attorneys, unions, progressive activists	We hold the power of the vote, if we can get the numbers to speak up.	Lobby day, event at capitol	We need to build a much larger base of support.
Meet with legislator regarding bill.	Opponents=business lobby groups, LABI, Pelican Institute, the Republican dominated state legislature			

Part 2. Map information from above on this crazy looking chart. The key point is identifying key target allies and opponents



<https://www.cnmsocal.org/blog/2021/1/28/introduction-to-power-mapping>

Here are some easier methods for mapping target allies and opponents.



<https://blog.stormventures.com/power-mapping-9581c1d727a4>

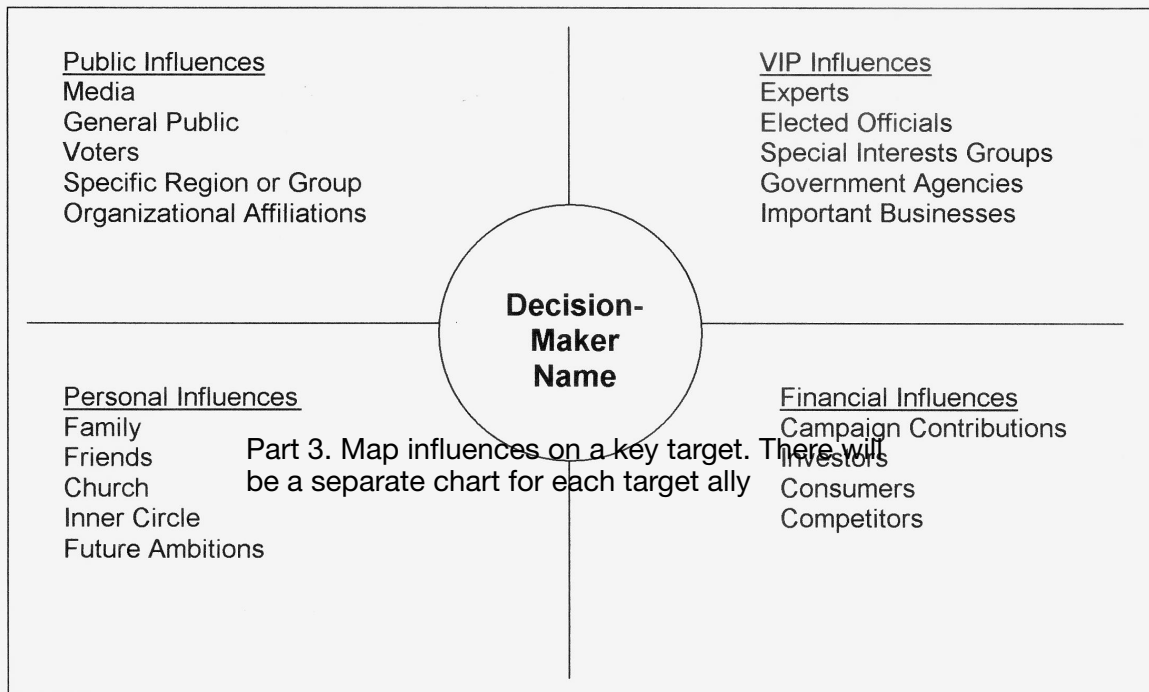
Louisiana example

Power Map

Decisive				Democrat Legislators		Likely all Republican legislators, state legislature is currently business-friendly and unfavorable for workers	Business lobbyists claim too much biz regulation discourages business from entering state
	Targets of bullying		Union groups				
Barely on radar							
	Die hard support	Active support	Inclined towards	Neutral	Inclined against	Active against	Die hard against

Part 3. Map influences on a key target. There will be a separate chart for each target ally

Tool 2: Power Mapping



1. Who has the power to decide? Put them in the center
2. Who are the less powerful players that influence decision maker? Write their names down in the appropriate category
3. Who of these have the most influence? Circle them
4. Who do we have access to? Star them
5. Look over list – whom do we know that has access to and can influence those identified or the decision-maker directly?

Individual target power map

Fred Mills,
https://ballotpedia.org/Fred_Mills_Jr.

Republican, former Democrat, proposed St. Joseph the Worker day to honor workers and celebrate the dignity of work

Public Influences
voters

Personal influences
church pastors, health care workers and health care worker unions because he is a pharmacist

VIP influences

Financial influences
check his campaign contributions from lobbyists and unions

Note- he has sponsored bills regarding power-based campus violence.
His district represents sugar mills, an industry which has paid \$\$\$\$ in employment lawsuits.

Ballotpedia scorecards are a quick way to check a legislator's voting record on major bills.
<https://www.lafamilyforum.org/wp-content/uploads/2020scorecard-1pager-final-web.pdf?eType=EmailBlastContent&eld=58f9f934-f364-4fa8-a92a-0427181ee4bf>

<https://littlesis.org/oligrapher/3248-corporate-power-in-louisiana>

<https://louisianaemploymentlawyers.org/> Association of plaintiff employment lawyers in Louisiana

Loyola Workplace Justice project (Catholic, may be good connector to Fred Mills)
<https://www.wjpnola.org/policy-advocacy>

<https://www.wjpnola.org/policy-advocacy>. Note good list of potential allies on Loyola Workplace Justice website

<https://www.ethics.la.gov/CampaignFinanceSearch/ViewScannedFiler.aspx?FilerID=202052>

References

<https://www.organizingforpower.org/tools/>

<https://www.organizingforpower.org/tools/>

<http://bonnernetwork.pbworks.com/w/file/fetch/70546632/BonCur.PowerMapping.pdf>

https://rjdtoolkit.impactjustice.org/wp-content/uploads/2019/04/Resource_-_Guide-to-Power-Mapping_.pdf

<https://commonslibrary.org/guide-power-mapping-and-analysis/>

<https://neaedjustice.org/power-mapping-101/>

<https://www.movetoamend.org/guide-power-mapping>

<https://www.thecampaignworkshop.com/blog/campaign-and-advocacy-training/power-mapping>

Political connector sources

https://ballotpedia.org/Main_Page

<https://littlesis.org>

<https://www.opensecrets.org>

Media outlet directories

<https://progressivegraffiti.com/independent-progressive-news-commentary-directory/>

<https://aan.org/member-directory/>

<https://members.inn.org/directory>

Labor organization directories

<https://guides.library.cornell.edu/c.php?g=31384&p=199727>