

# POWERPRISM

## *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 grassroots advocates*
- *Your staff*
- *Your special events*

***Geography – Do you have territory in common?***

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