CANDIDATE & CAMPAIGNS EXERCISE POWERMAPPING

Once we've developed a theory to powermap the race, and who might drop-off in what order, what communities might be in our extended base, then we literally start to map the base community groups out.

You put people and organizations on the map based on their likely (or known) support of you and their strength and plot it out on the grid.

Each dot is a person or a group, sometimes a mix of both, and they have names on them.

This is not something that needs to be on the all at campaign HQ for everyone to see but should be written down.

And you should continue to move people around during the course of your basebuilding and outreach, if you are actually being intentional about it, they should move, hopefully closer to you and higher up!

Community Groups/Stakeholders to in your community (you can list more than 10):

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

CANDIDATE & CAMPAIGNS EXERCISE POWERMAPPING

Organizational Strength

More Likely To Support Candidate

Less Likely To Support Candidate

Organizational Weakness

www.rankthevotenyc.org