



Campaign Planning Worksheet Three: Power Mapping

What is power mapping? Now that we know what our goal is, and we know who our decision maker is, we need to step back and look at the environment we're in, who around us could help, who may be against us and what influence these groups have over the decision maker.

Spectrum of Allies The "Spectrum of Allies" is a tool organizers use to categorize people and institutions that may influence their campaign. You and your group are the "leading activists", the decision maker in your campaign is somewhere on the opponent side of the spectrum, likely a "leading" or "active" opponent.

On the chart below, or on a separate sheet, place people and institutions in your local environment along the spectrum.



Figure 1 Spectrum of Allies- Organizing for Power <http://organizingforpower.org/resources-for-ally-coalition-building/>