



Campaign Planning Worksheet Two: Identify the Decision Maker(s)

Decision Makers In the last section you chose a campaign goal. In this section, we're going to think about who the people or institutions are that hold the power and can make the final call on our campaign goal.

How to identify the decision maker in your campaign

Who has the power? Thinking about your goal, who may have the power to make it happen? If you are trying to change the behavior of a company, this could be a company executive, company shareholders or investors. It could also be elected officials who can force the company to change its behavior. Below list out people or institutions that you think are possible decision makers.

Research questions. Once you have all your potential decision makers listed out, it may be clear to you who holds the power, or, you may realize that you need to do some research to really figure out who is in control. Looking at your list, is the decision maker clear, or do you need more information? If you need more information, what sort of information would help you identify the decision maker?

Secondary Decision Makers. We call the people or institutions that can give us what we want "primary" decision makers. There may also be "secondary" decision makers, these are people or institutions that might not be able to make the final call, but who have a lot of influence over the primary decision maker. Looking at your list above, are there any secondary decision makers? Sometimes we may want to make the first short term goal of a campaign winning over the secondary decision makers so they can help us influence the primary decision makers. List any possible secondary decision makers below.