BUILD A POWERMAP

Relationships are the lifeblood of any successful campaign. “Power Mapping” helps you identify the people who need to hear your story, can connect to what you are doing, and take action to help you achieve goals.

Power comes in many forms. A good “Power Map” goes beyond perceived power to sharing, honoring, and galvanizing the power people have from many different perspectives to transform communities and change

- **The best Power Maps make the most of natural connections.** People are more likely to respond to people they already know and trust.
- **Think about the interests and needs of people on your Power Map.** The goal of “Power Mapping” is to *engage* people, not *pitching* or pressuring them to get involved.
- **Be prepared for outreach and follow through.** Take time to consider possible ways that people can participate ahead of time. How can you achieve results *together*? What ideas do you already have?
- **Keep on top of your Map and keep track.** Regular and consistent community organizing will move your local goals forward one step and one person at a time.

NOTE: As your Power Map grows, it may be too much to manage in a spreadsheet. Free or low cost database tools may be an easier way to keep track of your relationships and action steps. They are most often called Customer Relationship Management (CRM) and are geared toward business – but can be really effective for grassroots organizing too! See below for a list of other resources.

Organization	***Contact***	***What do they care about most?***	***Action Step***	***Best Contact on Your Team***	***Notes***