
EXERCISE

Who Do You Know?*

This exercise should be used after the campaign committee's core group has set goals and identified the targets. Once you know your target, figure out how you can contact them.

Who do you know?

Who do you know who knows them?

These names become part of the constituents and allies column in the strategy chart.

Instructions:

Using the Personal Contact List form, make a list of all of the people you know who are connected to the target (e.g., the Mayor) or who by virtue of their position might exert some influence on the target. Your list could include your doctor, dentist, hairdresser, golf partner and child's teacher. Do not leave anyone out.

Fill out the name of your personal contact, title or position, your relationship to the personal contact, as well as your contact's relationship to the target.

Most groups of veteran tobacco prevention activists will have a variety of personal contacts that can be helpful to the campaign.

Whether making a cold call on the executive director of an organization or approaching a neighbor, how you present yourself can influence the outcome of the meeting.

*See the exercise "Who Are Your Personal Contacts" in *A Guide for Local Action*, American Lung Association of California, Educating Key Opinion Leaders Project, October 2001.