

Circles of Influence Overview

Allies are a critical part of your campaign and therefore an essential part of your Strategy Chart. Allies are the way that you have connections to and influence over your targets (city council members).

The Circle of Influence is a tool to represent your allies and their relationships. Each circle on the paper represents an individual and each link between circles represents a relationship.

The Circle of Influence is personal, geographically specific and policy oriented.

Personal

The Circle of Influence is highly personal. It is about the strong relationships and connections that you have that you can call on for assistance for your campaign.

The names on the circles that are directly linked to yours should only either be organizations that you are a part of or individuals that you know personally. If you know who Policy Chief Woods is, but do not actually know him, he does not belong in a circle connected to yours.

Policy
Oriented

The Circle of Influence is geographically specific to the community in which you are working. You may know Pam, a nurse in the Fresno, but you should not include her in your circles since she has no local connection or influence.

You may not live in the community in which you are working. In this case you will need to rely on the Circles of Influence of your coalition members.

Geographically
Specific

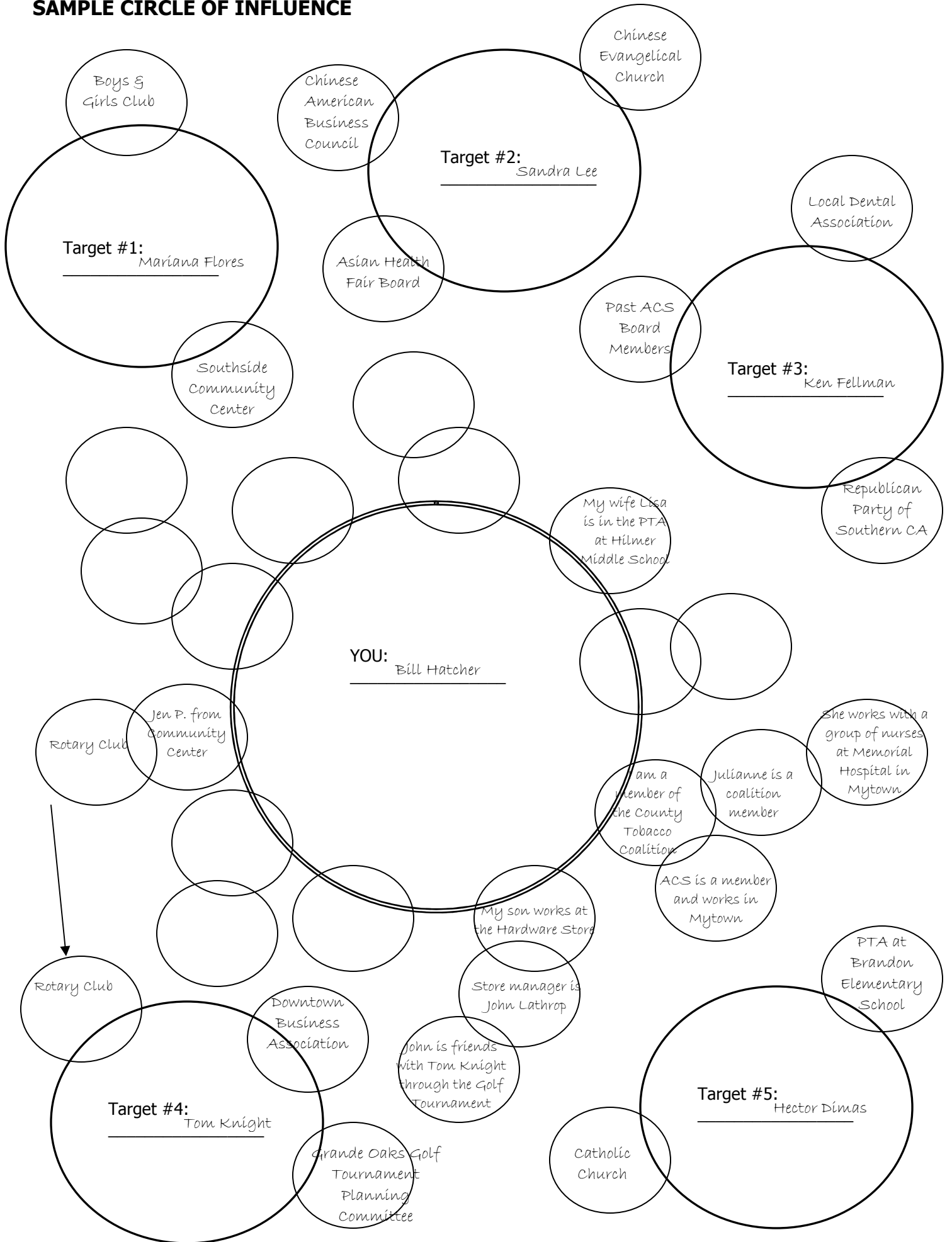
The goal of all of the connections in your Circle of Influence is to pass your policy goal. So only connections that will further this goal belong on the chart.

You may know Mr. Wells at the Rotary Club. However, if he is going to be opposed your policy goal and would not be willing to help you, do not include him on your Circle of Influence.

Circle of Influence Instructions

1. Transfer the information from your Decision Maker Matrix to your blank Circles of Influence Handout. Place the targets in the target circles. Take any allies that the targets have (listed on the Decision Maker Matrix) and place them in the circles linked to the targets' circles.
2. Your name goes in the center circle.
3. In the empty circles that link to your center circle fill in individual people who you know or organizations you are a part of.
4. The next ring beyond this first ring is people your connections know. Again think of people they know personally or organizations they are a part of.
5. You may add new circles for additional allies where ever you need them.
6. If there are any relationships that connect your circle of influence and those of your target, draw a line between them.

SAMPLE CIRCLE OF INFLUENCE



YOUR CIRCLE OF INFLUENCE

Target #1:

Target #2:

Target #3:

YOU:

Target #4:

Target #5:
