



## Circle of Influence

Constituents and allies are a critical part of your campaign. You connect with and influence your targets through your allies. Therefore determining the allies and constituents that you and your coalition can draw on is an essential part of completing the Strategy Chart.

Once you have identified your allies and constituents, you should use the Circle of Influence (COI). This tool represents your constituents and allies and their relationships to you and the targets (decision makers).

Each circle on your Circle of Influence represents an individual and each link between circles represents a relationship.

When you are developing your Circle of Influence, it is best to do it as part of a strategy chart session or coalition meeting because each individual will bring their own contacts which will help to expand your Circle of Influence. In addition, keep in mind that your COI should be: personal, geographically specific, and policy oriented.

### Personal

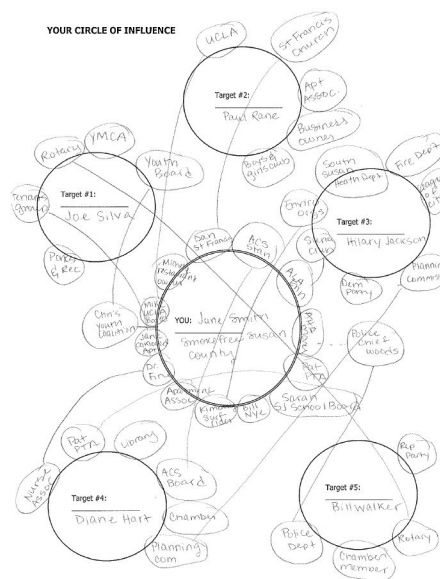
Your Circle of Influence is highly personal. It describes the strong relationships and connections that you have and can call on for assistance for your campaign. The names on the COI that are directly linked to your circle should be either organizations that you are a part of or individuals that you know personally. If you know who Police Chief Woods is, but have not been introduced or ever talked to him, he does not belong in a circle connected to yours. Put him on a running list of potential allies or connect him using a dotted line on your circle to denote that he is someone you have yet to make contact with.

### Geographically Specific

Your Circle of Influence is geographically specific to the community where your campaign is taking place. You may know Pam, a nurse in Fresno, but you should not include her in your COI for Bakersfield since she has no local connection or influence. In many cases, you may not live or work in the community in which the campaign is taking place. In this case you will need to rely on the Circles of Influence of your local coalition members.

### Policy Oriented

The connections and relationships you identify in your Circle of Influence will help you pass your policy goal, therefore, only connections that will further this goal belong on the chart. You may know Mr. Wells at the Rotary Club but if he is going to oppose your policy goal and will not help you, do not include him in your Circle of Influence.



## Circle of Influence Instructions

1. Your name or coalition name goes in the center circle. Place small circles around and overlapping your center circle and fill in your allies and constituents.
2. Place the names of your targets (city council members, county supervisors) in the 5 large target circles. Add extra target circles if you have more than 5 targets.
3. Think about the allies of these targets. Draw small circles overlapping the target's circle and place the name of the target's allies and constituents in these smaller circles.
4. If there are any relationships that connect your circle of influence to those of your targets, draw a solid line between them. The goal is to connect yourself to the target in as many ways as possible.

Target #1

Target #2

Target #3

YOU:

Target #4

Target #5