Legislative Targeting and Asset Mapping

TARGET NAME _____

STATE/DISTRICT INFLUENCER _____

Influence Type: ☐ Donor ☐ Thought Leader ☐ Vote Getter

Describe relationship to legislator and power of influence:

_____

What interests the influencer—what do we have that appeals to their values, goals, interests:

_____

1 lowest ➡ **10** highest

On a scale of 1-10, rate the influencer's INFLUENCE: _____

On a scale of 1-10, rate the influencer's CAPACITY: _____

On a scale of 1-10, rate the influencer's LIKELIHOOD TO ACT: _____

TOTAL SCORE _____

Score all your influencers and prioritize your efforts accordingly.