

Pathways of Influence and Preemption: How Research Can Help Find a Champion or Hold the Line

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November is right
around the corner...



Alignments

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Pathways of Influence Research

A Power Prism® tool for influencing key decision-makers

POWERPRISM 

Introductions and Objectives

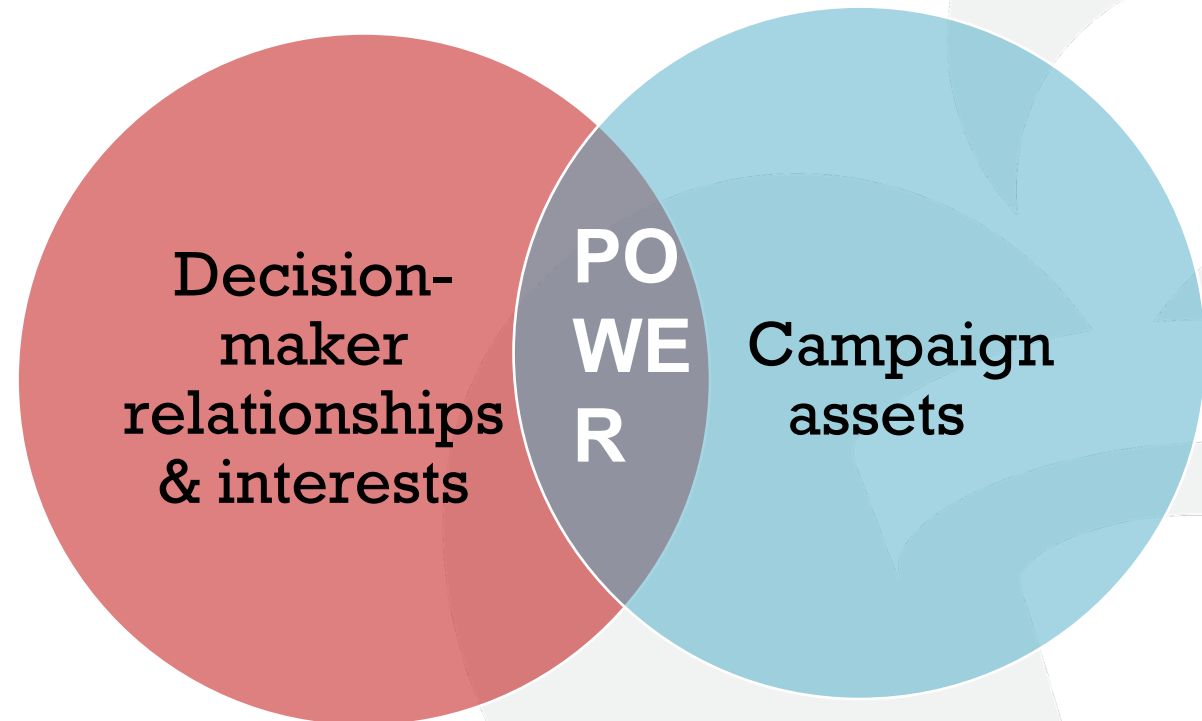
- Brief sampling of Pathways of Influence research & how it can help campaigns build power
- Learn the steps for conducting Pathways of Influence research
- Try it out! – working groups

Overview of Pathways of Influence Research

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What is Pathways of Influence research?

A systematic way of researching decision-makers to find the intersection between their relationships and interests and your campaign assets to strategically apply pressure for your campaign.



The 3 Key Questions

**What do you
want?**

What is the policy
change you are seeking
to address with your
issue?

**Why do you want
it?**

What data make a case
for that policy change?

**Who has the
power to give it to
you?**

Which specific decision-
makers have the power
to make that change?

Why is Pathways of Influence research useful?

- Informs campaign strategy
- Brings forward powerful messengers and messages, individualized for key decision-makers
- Strategically uses resources *and* decision-maker's time and attention



Neutralize opposition and/or build support

When/how to use Pathways of Influence

- Strengthen campaign planning or tactics at any point
- Identify legislative co-sponsors that will be persuasive to decision-maker target
- Identify coalition member prospects and potential grasstops contacts
- Inform invitation lists for lawmaker meetings, community meetings and other events
- Enable strategic deployment of partner resources
- Create ownership and buy-in for campaign work among grassroots and coalition members who become liaisons
- *and more...*

5 step process for Pathways research

Step 1

- Determine which decision-maker(s) you will be researching

Step 2

- Conduct research on decision-maker

Step 3

- Identify potential pathways of influence based on research

Step 4

- Overlay campaign assets to find points of connection

Step 5

- Select most promising pathways to apply pressure



Activity!

Determine which Decision-maker to Research



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The 3 Key Questions

What do you want?

What is the policy change you are seeking to address with your issue?

Why do you want it?

What data make a case for that policy change?

Who has the power to give it to you?

Which specific decision-makers have the power to make that change?

Who has the Power to give it to you?

- Who holds key positions of power in committees or legislature?
- Who's up (or not up) for re-election soon?
- Who poses a challenge to your legislation?
- Who is the instigator of preemption policies?

What can research cover (or uncover)?

Biographical Information

- ✓ Family information
- ✓ Schools attended
- ✓ Career/business connections
- ✓ Place of worship
- ✓ Board membership
- ✓ Causes
- ✓ Hobbies / interests

Political Information

- ✓ Electoral information (elections, campaign platforms, opponents)
- ✓ Political ideology and issue focus
- ✓ Staff and allies/opponents
- ✓ Legislative district info and priorities
- ✓ Donor information

Deeper Connections

- ✓ Personal connections to your issue, similar issues, and opposition
- ✓ Connections of people in decision-maker's orbit to your issue, similar issues, and opposition
- ✓ Legislative district connections to your issue and opposition

What can research cover (or uncover)?

- ✓ Political ideology and issue focus
- ✓ Legislative district priorities and potential opposition
- ✓ Campaign donors who oppose issue
- ✓ Business connections that could pose opposition
- ✓ Personal connections – theirs or their close circle – to opposition

Activity!

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Conduct Research



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Public sources for research

- Google and Google News
- Social media
- Decision-maker's official web site
- Decision-maker's campaign web site
- Press releases
- Media web sites / archives
- Legislative web sites for bill sponsorship
- Public campaign finance reports

Campaign finance reports

Elected officials must report campaign contributions. This is public information but how reports are organized varies – you may have to do some digging!

Itemized contributions are most helpful to identify:

- Larger donors (individuals and organizations)
- Location of donors
- Individuals or organizations that may fundraise for a candidate

How deep you go depends on candidate and your time:

- Federal – may only look at top donors, based on size of donations
- Local and state – look at frequency of donations, look at size relative to other donations

Other campaign finance resources

followthemoney.org

Overview
Competitive Index
Top Donors
Top Industries
Similar Candidates

HARDISTER, JONATHAN YATES has run in **7** races for public office, winning **5** of them.
The candidate has raised a total of **\$1,637,706**.

Candidate	Election Status	Status of Candidate	Specific Party	General Party	Election Jurisdiction	Election Year	Election Type	Office Sought	Incumbency Status	# of Records	Total \$
HARDISTER, JONATHAN YATES	PENDING-GENERAL	PENDING	REPUBLICAN	REPUBLICAN	NC	2022	STANDARD	HOUSE DISTRICT 059	INCUMBENT	169	\$121,846
HARDISTER, JONATHAN YATES	WON-GENERAL	WON	REPUBLICAN	REPUBLICAN	NC	2020	STANDARD	HOUSE DISTRICT	INCUMBENT	499	\$941,551
HARDISTER, JONATHAN YATES	WON-GENERAL	W									
HARDISTER, JONATHAN YATES	WON-GENERAL	W									

Top Donors	NORTH CAROLINA HOUSE REPUBLICAN CAMPAIGN COMMITTEE	NON-INDIVIDUAL	11	\$376,366
Top Industries	NORTH CAROLINA REPUBLICAN PARTY	NON-INDIVIDUAL	23	\$106,565
Similar Candidates	NORTH CAROLINA ASSOCIATION OF REALTORS	NON-INDIVIDUAL	9	\$29,700
	HARDISTER, CAROLYN	INDIVIDUAL	27	\$24,923
	KOTIS, ASHELEY	INDIVIDUAL	9	\$19,648
	KOTIS III, WILLIAM M	INDIVIDUAL	5	\$18,403
	DUKE ENERGY	NON-INDIVIDUAL	7	\$17,900
	TIMOTHY KEITH (TIM) MOORE CAMPAIGN CMTE	NON-INDIVIDUAL	4	\$17,400
	STATE EMPLOYEES ASSOCIATION OF NORTH CAROLINA	NON-INDIVIDUAL	6	\$15,350

Name of Filing Committee or Candidate DISANTO FOR SENATE	Reporting Period From: 1/1/2021 To: 11/22/2021
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				DATE		AMOUNT	
Full Name of Contributor Bradley R Jones				MO	DAY	YEAR	\$ 500.00
Mailing Address 2626 Logan Street				5	27	2021	
City Camp Hill	State PA	Zip Code (Plus 4) 17011					
Employer Name Harristown Development Corp				Occupation President			
Employer Mailing Address/Principal Place of Business 320 Market Street			City Harrisburg		State PA		Zip Code (Plus 4) 17101
Full Name of Contributor Stephen C MacDonald				MO	DAY	YEAR	\$ 500.00
Mailing Address 107 Hillside Road				5	28	2021	
City Harrisburg	State PA	Zip Code (Plus 4) 17104					
Employer Name n/a				Occupation Retired			
Employer Mailing Address/Principal Place of Business n/a			City		State		Zip Code (Plus 4)
Full Name of Contributor Ross D Miller				MO	DAY	YEAR	\$ 1,000.00
Mailing Address 684 Cherrydale Drive				7	13	2021	
City Lafayette Hill	State PA	Zip Code (Plus 4) 19444					
Employer Name Hanover Fire & Casualty Ins				Occupation Government Relations			

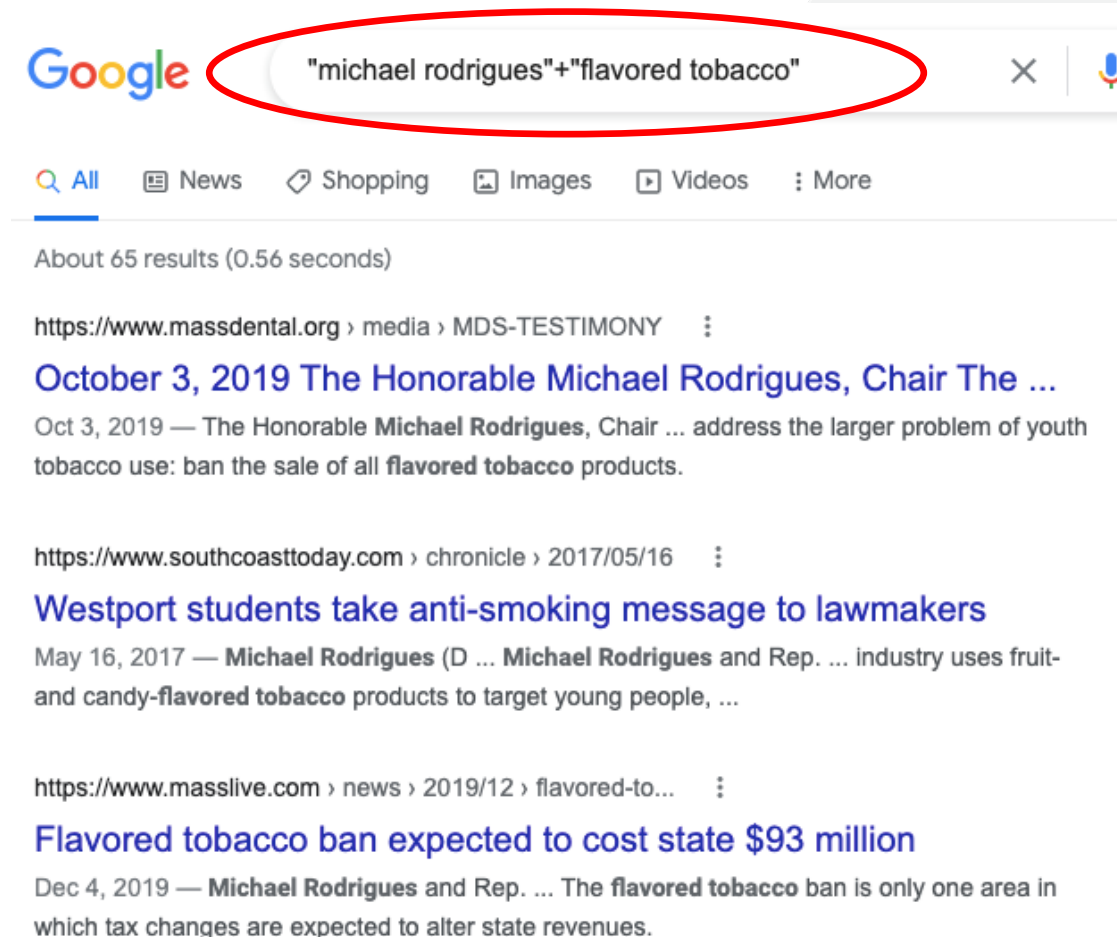
Campaign finance reports

Top Donor	Number of Donations	Total Amount
MD Association of Realtors	13	\$19,700
Vernon Stansbury	4	\$8,500
Plumbers & Steamfitters	2	\$6,000
Lisa Jones-Harris	2	\$6,000
Nathaniel Oak Campaign Cmte	4	\$5,750
One Call Concepts	8	\$5,500
Southern MD Electric Cooperative	10	\$4,500
Verizon Communications	10	\$4,250
Perry White Ross & Jacobson	4	\$4,250
Exelon Corp	6	\$4,000

Then... go deeper

Search key phrases related to your campaign + key decision maker's name – in google and on social media

Don't limit your research to the decision-maker – search family, staff, top donors and other connections



The screenshot shows a Google search interface. The search bar contains the text "michael rodriguez"+"flavored tobacco", which is circled in red. Below the search bar, the results show "About 65 results (0.56 seconds)". The first result is from <https://www.massdental.org> with the title "October 3, 2019 The Honorable Michael Rodrigues, Chair The ...". The second result is from <https://www.southcoasttoday.com> with the title "Westport students take anti-smoking message to lawmakers". The third result is from <https://www.masslive.com> with the title "Flavored tobacco ban expected to cost state \$93 million".

Google "michael rodriguez"+"flavored tobacco" X

All News Shopping Images Videos More

About 65 results (0.56 seconds)

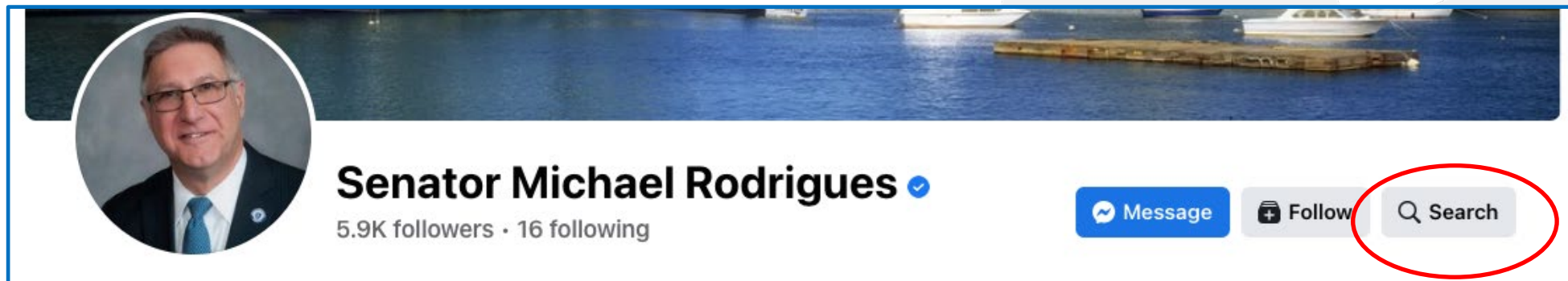
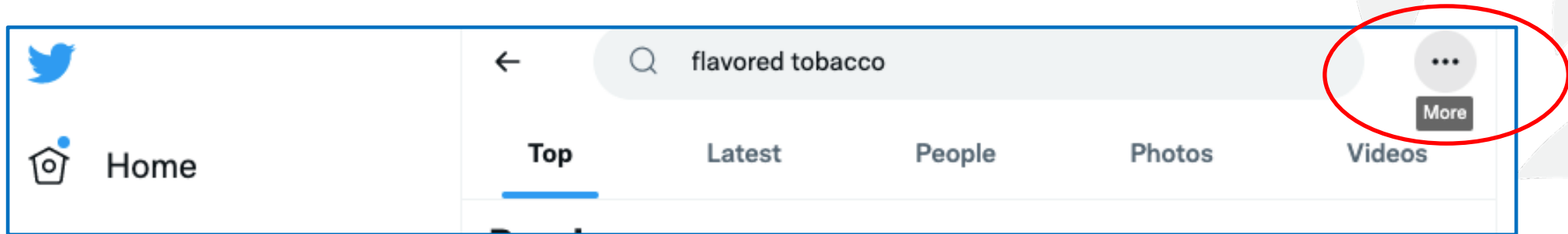
<https://www.massdental.org> › media › MDS-TESTIMONY
October 3, 2019 The Honorable Michael Rodrigues, Chair The ...
Oct 3, 2019 — The Honorable **Michael Rodrigues**, Chair ... address the larger problem of youth tobacco use: ban the sale of all **flavored tobacco** products.

<https://www.southcoasttoday.com> › chronicle › 2017/05/16
Westport students take anti-smoking message to lawmakers
May 16, 2017 — **Michael Rodrigues** (D ... **Michael Rodrigues** and Rep. ... industry uses fruit- and candy-**flavored tobacco** products to target young people, ...

<https://www.masslive.com> › news › 2019/12 › flavored-to...
Flavored tobacco ban expected to cost state \$93 million
Dec 4, 2019 — **Michael Rodrigues** and Rep. ... The **flavored tobacco** ban is only one area in which tax changes are expected to alter state revenues.

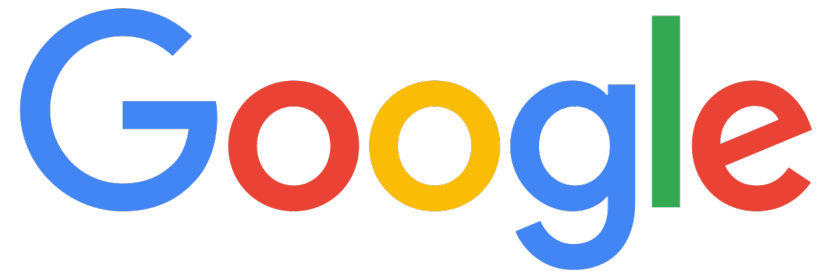
Then... go deeper

Advanced searches on Twitter and Facebook





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Voices
for Healthy Kids

Final Thoughts

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Learning Through the Work

Pathways of Influence can inform your work during your current campaign and beyond. You are:

- Expanding your knowledge about lawmakers
- Building valuable support from grassroots
- Creating new contacts for your campaign
- Understanding more about the opposition

Remember that knowing which individual lawmakers, at each step, have the power to give you what you want is the best way to plan your work!