

Pathways of Influence Worksheet

"If you would persuade, you must appeal to interest rather than intellect." ~Benjamin Franklin

Your name:

Which lawmaker/decision-maker are you researching?

What office do they hold?

On a scale of 1-5, how strong is your relationship with this decision-maker? (0=nonexistent and 5=strong and positive) ____

General resources for finding "pathways" of influence:

- Google search and Google news search and other search engines
- State/city legislative websites
- Campaign websites
- Press releases (from their legislative web page or campaign website)
- Social media accounts

Which community do they live in?

What are the demographics of the district they represent?

How do their district demographics connect to the demographics of people most impacted by your proposed policy change?

Which community leaders (official and unofficial) and community-based organizations that have the most credibility with those communities most impacted by your proposed policy change?

How long has the person been in the legislature?

Do they ever hold office hours in the district to meet with constituents?

What did/does the lawmaker do, professionally, besides serving in the legislature?

What information did you find about their family members?

Does the lawmaker have any hobbies, volunteer activities, or pet issues?

Which community organizations seem to be important to them and why? (Board affiliations, civic, social, or scouting groups, etc.)

If they participate in organized religion, what is the name of the place they worship?

Look them up on social media. What does their profile tell you? Do you have anything in common? If they post, what are they generally posting about?

Do they use any of these social media platforms?

___ Facebook

___ Twitter

___ LinkedIn

___ Instagram

Google their **name + key terms** related to the campaign and see if you learn anything interesting. [For example, if you are working on a healthy kids' meal campaign, Google legislator's name + sugary drinks, legislator's name + restaurant association, legislator's name + diabetes, legislator's name + pediatric health, lawmaker's name + Pepsi, lawmaker's name + obesity, lawmaker's name + health equity, etc.]

Similarly, Google the name of communities and neighborhoods within their district + key terms related to the campaign and see if you learn anything interesting.

Within their district, which are the major employers?

Within their district, what are the major health institutions?