

Circles of Influence

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.



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, county supervisors).

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 Police Chief Woods is, but do not actually know him, he does not belong in a circle connected to yours.

Geographically Specific

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 local coalition members.

Policy Oriented

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 to your policy goal and would not be willing to help you, do not include him in your Circle of Influence.

Circle of Influence Instructions

1. 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.
2. Next, think about the allies of these targets. This can be people they know and listen to, and organizations of which they are a part. Draw a small circle overlapping the target's circle and place the name of the ally in it.
3. Your name goes in the center circle. Place small circles around and overlapping your center circle and fill in your allies and connections - individual people who you know or organizations you are a part of.
4. The next step is filling in the people that your allies know. Again think of people they know personally or organizations they are a part of. Ideally you should sit down with your individual allies and have them fill out a circles of influence so that you get a more complete and thorough look at their connections.
5. If there are any relationships that connect your circle of influence to those of your targets, draw a line between them. The goal is to connect yourself in as many ways as possible to the targets.

Your Circles of Influence

