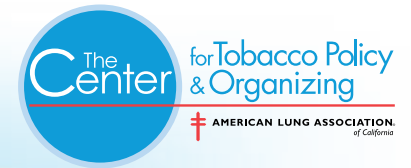


# Decision Maker Matrix



The Decision Maker Matrix is a tool to help you complete the “Targets” Column of the Midwest Academy Strategy Chart. This is completed after you have conducted an assessment of the political environment. This matrix can help you identify which people can make the final decision to give you what you want, and records whether they are a target, supporter, opponent, or are undecided on the issue.

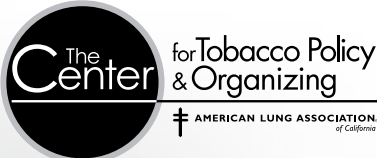
Decision Maker	Yes	No	Undecided	Notes	Their Allies
List each individual decision maker on your board or council. Remember, targets are always individuals, never the group.	Mark here if this decision maker is likely to support you	Mark here if this decision maker is likely to oppose you	Mark here if the decision maker is undecided or on the fence. These decision makers will become your targets.	Complete the Notes section with all of the information you have gathered during your political assessment. This information will help you decide whether they are a target of your campaign or not.	You will likely have gathered information on the allies of your decision makers during your political assessment. Include this information here to help you begin your strategy and recruitment.

## SAMPLE DECISION MAKER MATRIX

Decision Maker	Yes	No	Undecided	Notes	Their Allies	
Mariana Flores (District 1)			X	<ul style="list-style-type: none"> <li>Works as a child advocate in the DA's office</li> <li>Board of Directors for the Boys &amp; Girls Club</li> <li>There are several small parks in her district</li> </ul>	<ul style="list-style-type: none"> <li>Moderately supportive of smokefree parks</li> <li>Represents the south side of town (poorer)</li> <li>Term ends 2010</li> </ul>	<ul style="list-style-type: none"> <li>Co-workers in the DA's office</li> <li>Boys &amp; Girls Club</li> <li>Southside Community Center</li> </ul>
Sandra Lee (District 2)	X			<ul style="list-style-type: none"> <li>Very active in the Asian community in town</li> <li>Spoke at the Asian Health Fair last year</li> <li>Is very supportive of the smokefree parks</li> </ul>	<ul style="list-style-type: none"> <li>Represents the west side of town</li> <li>Only member on the council when the council passed smokefree workplaces 15 years ago. She voted for it.</li> <li>Term ends 2009</li> </ul>	<ul style="list-style-type: none"> <li>Asian Health Fair Board members</li> <li>Chinese American Business Council</li> <li>Chinese Evangelical Church</li> </ul>
Ken Fellman (District 3)  President of the Board		X		<ul style="list-style-type: none"> <li>Dentist</li> <li>Formerly was on the ACS board of directors</li> <li>Represents the eastern edge of town</li> <li>Very conservative, doesn't like government regulation</li> </ul>	<ul style="list-style-type: none"> <li>Is active in the Southern CA Republican Club (former secretary)</li> <li>Term ends 2010</li> </ul>	<ul style="list-style-type: none"> <li>Local Dental Association</li> <li>Republican Party of Southern CA</li> </ul>
Tom Knight (District 4)			X	<ul style="list-style-type: none"> <li>Avid golfer (helps with the town's charity golf tournament each year)</li> <li>Lawyer</li> <li>Had heart surgery last year</li> </ul>	<ul style="list-style-type: none"> <li>Is active in the Rotary Club</li> <li>Represents the downtown area and therefore is a member of the Downtown Business Association</li> <li>Term ends 2009</li> </ul>	<ul style="list-style-type: none"> <li>Grande Oaks Golf Tournament Planning Committee</li> <li>Rotary Club</li> <li>Downtown Business Association</li> </ul>
Hector Dimas (District 5)			X	<ul style="list-style-type: none"> <li>Works at the phone company</li> <li>3 school age children (his wife is on the PTA at Brandon Elementary School)</li> </ul>	<ul style="list-style-type: none"> <li>Moderately supportive of smokefree parks</li> <li>Roman Catholic</li> <li>The largest park in the town is in his district</li> <li>Term ends 2009</li> </ul>	<ul style="list-style-type: none"> <li>Catholic Church leaders</li> <li>PTA at Brandon Elementary School</li> </ul>

The Center for Tobacco Policy & Organizing • 1029 J Street, Suite 450 • Sacramento, CA 95814  
Phone: (916) 554.5864 • Fax: (916) 442.8585

# Decision Maker Matrix



Decision Maker	Yes	No	Undecided	Notes	Their Allies

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