

Identify Your Key Decision Makers & Influencers

Directions: Fill out the organizer below to identify the key decision makers and influencers for your goal.

STEP 1: What is your group's goal?

STEP 2: What level of government are you targeting with this goal? Circle one:

Federal

State

Local (City or Town)

School District

Are you asking for:

- More **funding/resources** for something?

Or...

- More **student voices** in leadership?

If so, you have an **EXECUTIVE POLICY GOAL!**

Are you asking for:

- A **law** or **ordinance** to be passed or not passed?

If so, you have a **LEGISLATIVE POLICY GOAL!**



Who is the **EXECUTIVE** (ex: governor, mayor, etc.) at the level of government you selected in Step 1? What is their title?

Which executive departments can help you advocate for this goal? Who leads them? Where can you find more information about them?

Who are your **LEGISLATORS** (senator, representative, etc.) at the level of government you selected in Step 1? What are their titles?

Which committee(s) would be responsible for helping you achieve this goal?

Are any of your legislators on this committee? Circle one: YES or NO

STEP 3: Who are the non-government members of the community (aka influencers) who could help you with this goal?

Think about:

- Organizations in the community (ex: food pantries, homeless shelters, youth centers, etc.)
 - TIP! Do a Google search with this format: [YOUR LOCATION] + [YOUR ISSUE / GOAL]
- Teachers / Teachers Union
- Parents / PTO
- Communities of worship

Take some notes here:

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STEP 4: Decide who is a DECISION MAKER and who is an INFLUENCER.

A **decision maker** is the person or people with the power to make your goal happen. For example, if you have a school-based goal, your decision maker is probably your superintendent or school committee.

An **influencer** is someone who can join you in your goal and help you convince (or influence) the decision maker. This can be just about anyone, and the more you have the better! For example, if your decision maker is your superintendent, parents and teachers would be great influencers. So would your principal and your mayor.



OUR DECISION MAKER(S):	OUR INFLUENCERS: