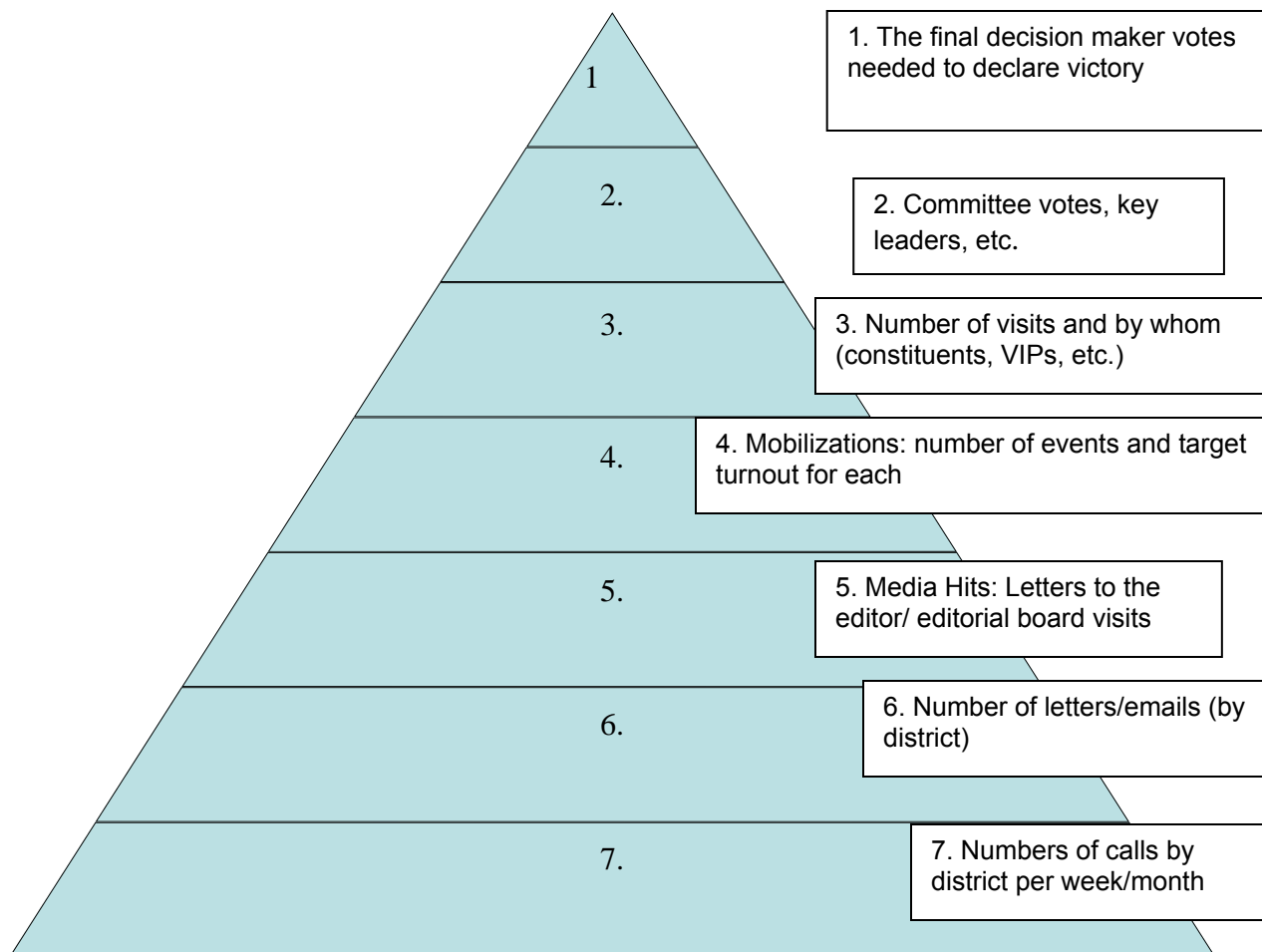


PYRAMID OF POWER



Consider your target and how many votes you will need to win: a “simple” legislative majority? More? How much will you need in order to safely declare victory? What it will take to move them to yes. What will you need to do to build the power/influence you need?

Make your own pyramid using the boxes as a guide. Your targets may require additional tactics though most targets require calls, emails and visits at minimum. Once you set your goals in this area, use the Campaign Planning Template to create a weekly plan. Remember, start with the target decision date and work backward through committee hearings, preliminary votes, mark ups, etc.