

★ STEP TWO: BUILDING ORGANIZE THE POWER ON CAMPUS

**“Power concedes nothing
without a demand.
It never did, and it never will.”**

— FREDERICK DOUGLASS

- A. Make a Power Map and Find a Sponsor16
- B. Write Your Resolution18
- C. Consolidate Support for the Resolution18

A. MAKE A POWER MAP AND FIND A SPONSOR

A “power map” is a tool for figuring out who has power and what will move them to take action. Most often, we use power maps to figure out how to get a decision-maker to vote a certain way on an issue. But power maps also can be used to persuade an organization to take a stand or someone to give your organization a grant. While making a power map is not mandatory, its great tool that will help you be successful in your efforts. Power mapping can help you develop a strategy for who to pressure and in what way as you build up grassroots power.

I. DETERMINE YOUR TARGET

Before your power map session, determine the key person you want to influence — this is your target. In the case of this campaign, you’re targeting key representatives in student government. You may need to talk to a few people familiar with student government to determine who has the power to push forward or block your resolution. Start by focusing on the one or two powerful representatives who you think would be easiest to bring on board. They can put your resolution on the agenda and persuade their fellow representatives to pass it.

2. RESEARCH YOUR TARGET

If you know a representative personally or have a friend who does, reach out to them. Ask them to help you determine who your main targets should be. If you don’t know someone, talk with others on campus to determine the representative most likely to listen to and agree with you. Consider asking around to see who has taken an active stance in the past on related issues.



3. BRAINSTORM

A power map brainstorm session helps you determine the individuals and groups at your school who are affected by the issue and who can influence your target. Some groups and individuals may be affected by the issue but don't have much influence. Others might have a lot of influence over the target but aren't directly impacted by the issue.

Start your power map by brainstorming all the individuals and groups in your school who are influential and whose primary concerns – be they human rights or liberty – are harmed by the corruption of our political institutions. Examples of groups are provided on page 14.

Think broadly of all the people and groups that have a relationship with the target. Anyone who can exert influence on this individual should be included in your list.

4. DRAW A GRID

On a piece of paper, copy the diagram to the right. Put the target on the chart depending on how supportive you think the target is.

5. ASSESS INFLUENCE

Go back to your brainstorm list. For each organization and individual on the list, ask yourself:

- How much influence do they have?
- Are they with us or against us?



Based on this assessment, place them in the appropriate place on the grid.

6. DETERMINE CONNECTIONS

Take a step back and review the network you've created. Some of these people and institutions connect not only to your target, but also to each other. Start drawing lines to connect individuals and groups that have something in common. This will help you see connections between your selected groups and the target.

7. DETERMINE PRIORITY RELATIONSHIPS

Revisit your original list of university organizations and leaders. Draw circles around the individuals or groups you want to prioritize in your outreach. Ideally, these individuals and groups represent the range of these criteria from your power map:

- "Influential" in pressuring the target. These groups are placed high up on the vertical axis.
- "With Us" and "Likely to Support" the campaign groups are placed to the left on the horizontal axis.

Assign people at the meeting to contact the targets and periodically report back on their status.

Congratulations! You've successfully made a power map. With this map as your guide and your fellow members to assist, you should find a student government sponsor for your resolution before long.

Note: Once you've found a sponsor who has introduced the resolution, go back to your power map and discuss how these groups can help you gain "yes" votes from a majority of the student government.



B. WRITE YOUR RESOLUTION

See sample resolution in the APPENDIX pg. xv. Discuss the resolution language as a group and come up with proposed language that your team members would like to see passed. An effective resolution is one that:

- Outlines the issue or problem;
- Provides an explanation or justification for the proposed solution; and
- Gives the reader enough background so he/she can understand what is being proposed and makes it clear what people are voting on.

Present the language to your chosen student government sponsor(s) and work with them on the language they will introduce. They may wish to check in with their advisors and make changes.

C. CONSOLIDATE SUPPORT FOR THE RESOLUTION

You don't want to have your sponsor introduce your resolution and have the student council pass it so quickly that no one hears anything about it!

Ask your sponsor and allies to WAIT to pass the resolution until you've educated as many people as you can about it, gained support and packed the room for the vote. Without media coverage of the vote, and without broad support, a resolution isn't nearly as valuable. Media will need to be familiar with your campaign efforts and see it as a campus issue in order to cover the vote. See Step One - Organize an Event to help with this. Student resolutions are a vehicle not only to show student support for an amendment, but also to educate and reach more people than you could just screening films or hosting speakers alone.

I. RECONNECT WITH ALLIES

Using your power map, revisit the student organizations you contacted and any you still want to reach. Get in touch with them and ask them to endorse passage of the resolution and to show up for the vote. Some things that will help:

- Before the meeting, send them a copy of your suggested resolution. Also, provide a summary of why the issue is important and why they should sign on.
- During the meeting, chit chat and show your interest and knowledge of their work. Ask them about a recent event or initiative of theirs.
- Explain what *Citizens United* is and how it affects them, and ask if they have questions.
- Ask them to endorse the effort.
- If they don't support it, identify the sources of contention and resolve them if possible. If they have major objections – e.g., if they think the wealthy have a right to buy elections and/or that corporations are people – don't waste your time!

Here are some suggestions for what your allies can do to help:

- a. Co-sponsor an event.
- b. Write letters of support to media and other key organizations, as well as student government officials.
- c. Turn people out to a student council meeting by working with these new partners and your fellow students.



2. ADVOCATE FOR YOUR RESOLUTION

Meet with your representatives and as many of the high-ranking representatives as you can well before the vote, following a similar protocol to the one above. Make sure you have a majority of the student representatives confirmed or likely in support before the vote.

You want to get as many student government representatives to sign on as co-sponsors, or at least pledge their support, as possible. Make sure to do a little research about what issues are important to them.

Ask ally organizations to write a statement of support and reach out to student council members to encourage them to vote “yes” on the resolution. Also, have someone in your group (and/or an allied group) submit an op-ed for your school newspaper describing *Citizens United*, the myriad problems it presents, the resolution you wish to pass, and the work you’re doing. See sample opinion editorial in our APPENDIX pg. xiv.

If you have trouble reaching the most important/powerful student government representatives, build support from other members and come back to them.

If you have done all of the above, your representative should now be on his or her way to introducing a resolution. Emails and calls of support may help win over those student representatives who you haven’t been able to meet with in person. If not, a well-planned and well-attended campus event or rally can do the trick. With some organizations and professors on board, as well as your newspaper’s attention, you have most of the ingredients for a successful vote on your resolution.