

MAPPING YOUR BOARD AND INFLUENCERS TO BUILD POWER

Identifying the key people, places, conversations, connections, and shared interests is critical for carving a path toward bolder policies and protections for your fund. This guide is designed to help you navigate this process. Here are a few key mapping 'phases.'



RESEARCH

Understanding the landscape helps you identify the levers and approach relationship-building to grow your collective influence.

That includes the relevant decisions, moments, places to raise critical issues, key peoples' motivations, track records, connections, & perspectives.



CONVERSATIONS

After learning an initial sense of people's stake and experience related to your goals, it's time to really get to know them! See our "10 questions to better understand and engage" to explore points of shared concerns, interests, or opportunities.



MAPPING

Once you know more about what moves key decision-makers and influencers, it's time to map out and more clearly see your "ecosystem" of connections, interests, representation, and styles/ degrees of influence.



PRIORITIZE

Once you see it all, you can narrow down what's most important for building collective influence, such as: accessibility, alignment with goals and values, influence, ability to make connections, diverse perspectives, and lived expertise.



ALIGN

As you know who you're working with or working to influence, be sure to be on the same page with your collaborators! Consider goals and engagement strategy, relationships activated, stories elevated, support or resources needed, etc.



BUILD

Time to create an action plan! What places and activities will you and the people you are working with visit or engage in? How will you ensure clear communication, measure effectiveness, and adjust as needed?



Scan the code to get a mapping worksheet with sample research, conversation prompts, and tips for finding key roles and decision-shaping spaces to help spark opportunities for change.