Agenda

Power – Know it, Show it & Grow it

Power Map

Small Group Exercise
power (pou’ ər) n. –

The ability or capacity to perform or act effectively.

Power in public policy
Why do our opponents have power?
Opponents’ Power

- They have resources ($$$)
- They forge and sustain alliances
- They are unrelenting
- They are innovative
- They are strategic
- They know their enemy (Us!)
Themes for Building Power

1. Know It

2. Show It

3. Grow It

**Goal**: To create lasting Social Change – not simply pass a policy
Power: Know It

• What is the lay of the land?
• Who are your potential allies?
• Opponents
• How do you communicate with allies? (two-way?)
• What motivates each ally?
• What is each ally’s track record, capacity and potential?
Power: Show It

- Show power in names and numbers
- Run a “power test”
- Internal vs. external power displays
- Public and private power displays
- Strategic rhythm and escalation
- “Inside Game” & “Outside Game”
• Organization + Strategy = Fuel to Grow

• It’s about relationship

• Individuals talking to individuals (You can make a difference!)

• Activity and engagement feed power

• Tipping points are real
The Power Map

• Who or Whom can say “YES”

• How do we make it easy for them to say “YES?”
“Pressure” Techniques

50 Letters From Grassroots
5 LTE’s
25 Grassroots Phone Calls
MD Sign-on Letter
5 Political Family

Target
“Pressure” To Gain Support

Faith Leader Visit
“Action”
10 Organizations’ Letters
15 Grasstosps Contacts
Power Techniques

• Persuasion

• Pressure
WASHINGTON (February 26, 2009) – An overwhelming majority of Americans believe restoring existing roads and bridges and expanding transportation options should take precedence over building new roads, according to a survey sponsored by the National Association of Realtors® and Transportation for America.
The Power Map Exercise

• Brainstorm
The Power Exercise

• Show It

• Grow It