

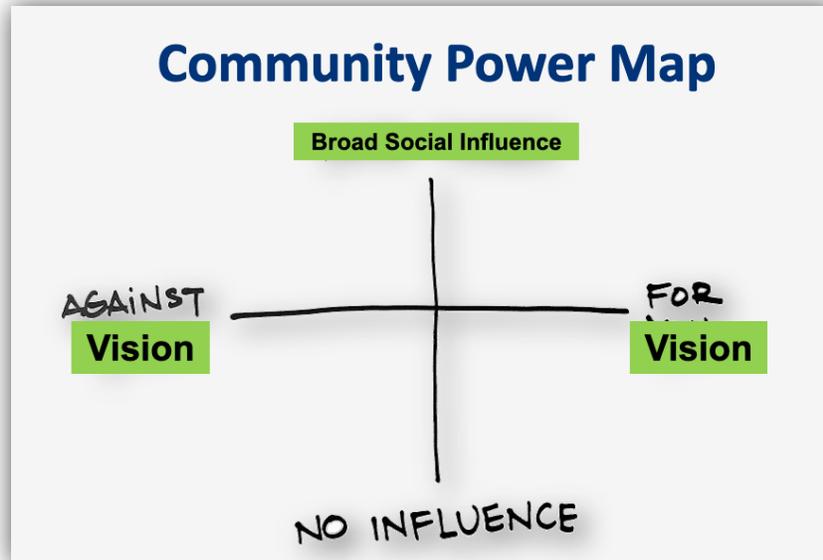
Community Power Mapping Tool

1. Start with people.

- Obtain any data available about who lives in your defined geography. This can be demographic, employment, political preferences, etc. [Data \(census.gov\)](https://www.census.gov)

2. Then, draft a vision that includes your conservation goals *and* other issues that are important to your community.

- Consider a really BIG vision for your work. One that includes the people, and the issues that matter to them, that surround your conservation goals. What might it take for the broader community to support your vision for conservation? A healthy economy that doesn't rely on resource extraction? A health care system that addresses the needs of all? Affordable housing? What other issues and concerns are your potential allies fighting for that prevents them from being able to support conservation issues more actively?
- Take special notice of what you don't know, what communities or demographics aren't represented in your vision. Look to build those in over time.
- Place a symbol that represents your vision on the far end of the right axis
- Place something that represents the opposite on the far left end



3. Conduct multiple brainstorms about where people who identify in particular ways connect and influence one another. For example:

- Geographically – How much is rural, urban, suburban? Are you looking to build power in a specific region, city, or neighborhood? How do people in those geographies identify themselves and how do they connect with one another?

- b. Economically – How do people make a living? Are there large numbers of people who work for a single company or sector? For example, are there significant numbers of farmers or ranchers, people working in tourism, for Amazon, in public health, government, unemployed, etc.? Are there associations, organizations, or publications for these communities?
 - c. Affinities and interests – How do people spend their free time? Do people spend time outdoors hiking, climbing, hunting, fishing, skiing, riding ATVs, etc.? Do a lot of people watch/play sports? Enjoy the arts? Go bowling? How and where do families spend time together? What are young people doing? What religions and faith centers are present? Who brings these people together, where do they connect, etc.?
 - d. Media sources – Are there community specific media sources for specific interests, demographics, people who speak a specific language, etc.?
4. After brainstorming, **look back to your demographic info and again reflect on what you don't know.** Are there underrepresented communities in your geography and are you lacking information about where they work, connect, etc.? Make note of what you don't know and look for ways to learn more about your entire community.
5. Next consider, **how large is the reach of these organizations or affiliations?** Create a customized scale for your map and to help you determine how high or low their sphere of influence is and their corresponding place on the grid. For example, if you are working in a single city, a group reaching 1000 people might be the middle axis with larger networks above and smaller ones below. If you are working in a rural community, that number for the middle axis may be smaller, and if statewide, much larger. Also keep in mind that size isn't everything, a leader of a church with 50 active members probably has more influence than a club that has 200 people on its mailing list but doesn't ever gather in person.
6. Once you have your scale, **start putting up the names of orgs, associations, community centers, etc. on your map** based on how large or strong their social networks are and how aligned, or not, they might be with your vision.
7. **Your community power map is complete, but only for now.** Remember, the purpose of this tool is to help you reflect on the social power in your community in order to help you set goals which will change that. It is not to be a snapshot in time for a single issue but a living document that changes as you build, and help others build, power for your vision. Always be asking yourself:
 - a. Where does my organization live on this map and how are we building our social power? This might be through building our community, partnerships with others, or both.
 - b. Who is likely to have a similar vision? How can we learn from one another to create alignment? How can we help each other build power and move up our map?
 - c. Who might we be able to move closer to our vision? Where would we have to build relationships in order to better understand them and help them understand us?
 - d. Are there communities, networks, or demographics missing from your map?
 - e. What are our strengths and those of our potential allies? What other types of power do we, and others, hold that through cooperation would allow us to build power together? Do we have access to a particular community or decision-makers that others lack? Do they have policy, fundraising, or organizing expertise we could learn from?