

# HOW TO:

# engage decision makers



This how to guide will help you to identify the people and networks who can help you achieve your campaign goals, and think about ways you can engage with decision makers at your school.

## STEP 1:

Decide on your campaign goal ie. We want to put solar panels on our library roof in the next 6 months.

## STEP 2:

Write a list of people and groups that may be able to help you achieve your campaign goal. Be sure to think really broadly about who may be connected to your campaign goal – it could be teachers, your SRC, friends, community groups or other people outside your school.

## STEP 3:

- Once you have a list of people/groups, think about:
- Who has the power to influence your campaign positively
- Who has the power to influence your campaign negatively
- Who is supportive of your campaign
- Who is against your campaign

#### STEP 4:

Distribute these people/groups on the template below according to their support and influence level. You'll see that there are two axes on the template– one indicates how influential that person is for achieving your goal, and the other shows whether that person is for or against your goal (or neutral).

#### STEP 5:

Make a plan of who you are going to target, how you are going to get them to support your campaign and how you can engage with decision makers who have influence over your campaign.

