

Understanding Your Network



Use the tool below to map potential relationships in your local community. Mapping out relationships helps to identify allies, decision-makers, and potential partners; clarify what motivates those different

audiences; and adapt language and framing to specific contexts. The details below are just a starting point. You can and should continue to build a web of information to help you understand your network.

LOCAL GOVERNMENT

My local government structure: _____

Government roles likely to make decisions that impact my organization: _____

Two people in my local government to whom I could reach out to form a relationship: _____

Potential positive influence they may have: _____

Their interests: _____

Potential barriers or pain points: _____

COMMUNITY PARTNERS

Three organizations I might partner with: _____

Their interests: _____

Ideas to ensure mutual benefit: _____

Potential barriers or pain points: _____

K-12 EDUCATORS

The education system in my area: _____

To develop relationships with schools across the area, I should: _____

Two people to whom I could reach out to form a relationship: _____

Potential positive influence they may have: _____

Their interests: _____

Potential barriers or pain points: _____

MY WORK

PRESS

Local news provider in my community: _____

One person at that outlet/platform whom I should get to know: _____

Potential positive influence they may have: _____

Their interests or topics they cover: _____

Potential barriers or pain points: _____