



## Community Mapping & Targeting Influencers

Community mapping is a tool to help you better understand the work happening around a campaign in your community. We encourage you to do community mapping with your group before you start targeting influencers. Mapping will help you better understand how the issues impact your local community in relationship to the global movement, clarify your group's capacity, and ensure that you know who in the community is already doing work around the issues. All of it helps build better partnerships in local communities to create change in people's lives.

### Steps:

1. Assess your group's capacity
2. Contextualize it in your local community
3. Think about allies
4. Identify influencers
5. Convince them to oppose Berks & family detention

### Step 1: Assess your group's capacity

We can't run a local campaign without people, so it's important to start with a real assessment of where you are, and what you'll need to succeed. Successful campaigns have numerous people working in multiple roles to support many moving pieces. The most effective campaigns drive change in policy and change in peoples' lives, and they also build the skills, knowledge, and power of communities.

#### *Questions to consider when assessing capacity:*

- Does your group have a history of working on this issue? If so, what and when?
- How many of your group members are committed to working on this campaign locally?
- Are there members in your group who are impacted by this issue and/or have experience working on the issue? If not, what is the best approach to working on the issues as allies?
- Do members have connections to other groups who are working on this issue?
- What will you need to do to increase your capacity to work on this campaign?
  - Do you need to educate members?
  - Do you need to recruit more members?
  - Do you or your group members need skills training?
  - Is there someone in your group who can lead your group in the local campaign?

### Step 2: How do the issues impact your local community?

The priority campaigns we work on at AIUSA have global and local implications. While it's important to understand the issue globally, it's also important to understand how these issues impact communities locally. Try to identify neighborhoods and specific communities in your community impacted by the issue(s).

Here are a few ways in which you can do this:

- Host a group discussion about the issue. You never know the experiences and knowledge within the group or who may show up to a meeting based on the discussion.
- Research the issue online and in the media.
- Search for events to help you better understand the issues. Make it a field trip your group can attend together.
- Move into step 3, research organizations and set up 1-1 conversation to learn about your community.

**Step 3: Who is working on this issue locally? Think creatively.**

Often, though not always, there are other organizations who may already be working on the campaign issues. Research who is doing what, what their focus is, what activities they have you can participate in and your potential for working with the organization. This will help you with Step 3. Remember that each organization has its own restrictions and AIUSA has guidelines about who we can partner with, so an analysis does not necessarily mean they will be a partner in the campaign.

<i>Who</i>	<i>Focus</i>	<i>Activities</i>	<i>Contact</i>	<i>1-1 meeting</i>	<i>Potential</i>
Community Based Organizations					
Service Based Organizations		..	.		.
Informal Networks					
Public Sector Institutions		....	..		..
Private Businesses					

**Examples**

<i>Service Orgs</i>	<i>Community Orgs</i>	<i>Informal Networks</i>	<i>Public Sector Institutions</i>	<i>Private Businesses</i>
<ul style="list-style-type: none"> <li>• Housing services</li> <li>• Immigrant</li> <li>• Health services</li> <li>• Crisis intervention</li> <li>• Support groups</li> </ul>	<ul style="list-style-type: none"> <li>• Organizing Based Institution</li> <li>• Youth orgs</li> <li>• Religious institutions</li> <li>• Cultural orgs</li> <li>• Unions</li> <li>• Neighborhood groups</li> </ul>	<ul style="list-style-type: none"> <li>• By culture</li> <li>• By activity</li> <li>• By geography</li> <li>• By unique skill</li> <li>• By service</li> </ul>	<ul style="list-style-type: none"> <li>• Social Services</li> <li>• Schools</li> <li>• Justice</li> <li>• Politicians</li> </ul>	<ul style="list-style-type: none"> <li>• Key employers</li> <li>• Banks</li> <li>• Manufacturing</li> <li>• Retail</li> </ul>

#### **Step 4: Identify Influencers**

A good influencer is a person or institution that will change public opinion. By putting a face and name to an abstract issue, we will make Berks (and family detention) a household name and part of the national conversation, which will push the needle on national coalition advocacy to end the practice of family detention. We are focusing on civil society engagement rather than government officials because federal electeds need to hear from a range of voices that we as a society condemn this practice, which does not reflect our values.

#### *Power Mapping*

“Power mapping is a framework for addressing issues and problem solving through leveraging relationships and networks. It is a conceptual strategy of determining whom you need to influence, exactly who can influence your target, and whom you can actually influence to start the dominoes in motion.” – The Bonner Community Engagement Curriculum

#### *Brainstorm influencers using the categories below! Be creative!*

We want a wave of champions to change the public narrative on refugees and asylum seekers. Together, we will build an America that welcomes refugees and opposes the practice of detaining families seeking asylum.

#### **Examples of Influencers**

- Business leaders
- Faith leaders
- Education leaders
- Professional associations

#### **Examples of Influencers on the Influencers**

- AIUSA members
- Business owners
- Faith communities
- Parents
- Refugee/Asylee communities
- Film/TV celebrities
- Musicians/Artists
- Communities invested in child welfare – e.g. mommy bloggers

#### **Step 5: Convince them to oppose Berks & family detention**

As you map out your community around the campaign, it's important to be clear about whether you are getting involved with organizing that is already happening in your community, or whether you are building something new. Always work with an AIUSA Organizer to make this decision.

<i>Who</i>	<i>Focus</i>	<i>Activities</i>	<i>Contact</i>	<i>1-1 Meeting</i>	<i>Potential</i>
Influencer:					
Influencer:					
Influencer:					
Influencer:					
Influencer:					

**INTRODUCE YOURSELF:**

“Hello, my name is \_\_\_\_\_(name) and I live in \_\_\_\_\_ (city, state). Every day, the Department of Homeland Security (DHS) detains hundreds of families seeking asylum at three family detention centers in Pennsylvania and Texas. Some children and their moms were jailed for nearly two years. I am deeply troubled that children and their families are being locked up in \_\_\_\_\_(the U.S./my state) for seeking safety. The America I believe in would \_\_\_\_\_. I think \_\_\_\_\_(influencer) has the responsibility to speak out against the policy of detaining families and children.”

**MAKE THE ASK:**

“I want to ask that \_\_\_\_\_(influencer) make a public statement denouncing the cruel practice of family detention. He/she has a responsibility as a (type of influencer) to use his/her platform to counter this wave of fear and hate.”

**PROMISE TO FOLLOW-UP:**

“If it would be helpful, I can send you a model statement of solidarity or examples of statements from local organizations and leaders in my community. I’ll follow up in a week or two about the possibility of \_\_\_\_\_(influencer) issuing such a statement. Thank you for your time and I look forward to discussing this further.”