

## Worksheet: Coalition Mapping

You may not need a large or complex coalition to run and win a campaign in support of body confidence legislation. But you will benefit from having more than one organization supporting the effort. Lawmakers will inevitably ask you, “Who else is supporting this bill?” You will want to have a good answer!

Regardless of how many organizations join your coalition, usually the bulk of is okay, if every organization knows its role and can deliver the support you n

Within the Power Prism®, there are four essential layers to successful campa

### Example:

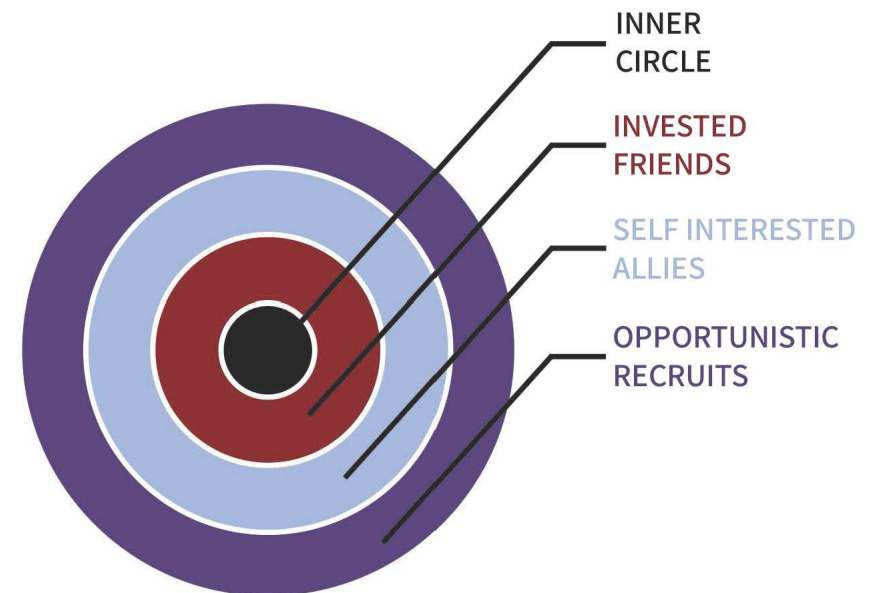
In a body confidence campaign, the coalition might strive for the following lay of membership:

**Inner Circle:** State eating disorder association, youth advocacy organization, academic research center, student body confidence club or civic group

**Invested Friends:** Professional associations of pediatricians, mental health professional, and school nurses, youth athletic association, researchers, community health centers, parent engagement organizations, youth, and heal ministries within faith-based groups

**Self-Interested Allies:** Health insurance companies

**Opportunistic Recruits:** Organizations that your key decision-maker belong has a positive connection to, or that are located in their district



## Who can you recruit in each of the four coalition areas?

Categories of coalition partner	Criteria for consideration	Organizations you have or would like to recruit, <i>and why</i>
<b>INNER CIRCLE</b>	Which organizations directly share your campaign mission?	
<b>INVESTED FRIENDS</b>	Which organizations embrace a vision that would be advanced if your campaign succeeded?	
<b>SELF-INTERESTED ALLIES</b>	Which organizations stand to better serve their membership if your campaign succeeds?	
<b>OPPORTUNISTIC RECRUITS</b>	Which organizations have a good relationship with any of the key decision-makers you are seeking to influence? (Do some homework to identify groups that your key decision-makers trust and respect.)	