

Mapping Power (cont.)

- What do the positions of the various players tell you about how you must craft your messages to the public? To government? To legislators? To other key actors?
- How does this analysis change your short-term goals and objectives? Does it help you define the types of activities you will be doing in your advocacy strategy? Does it tell you when you need to do different activities?

<i>Short-term Goal:</i>			
<i>Long-term Goal:</i>			
MAJOR PLAYERS	INSTITUTIONS/STRUCTURES	KEY INDIVIDUALS	OPINION-INTEREST/RANK
1. Government Decisionmakers and Actors			
National			
Provincial/State			
Local/District			
Other			
2. Other Influential Actors			
Business/Corporate			
Media			
Political Parties			
NGOs			
Community Groups			
Membership Groups			
Labor			
Religious Institutions			
Academics and Professionals			
Other			
3. International Actors			
Donors and Foundations			
NGOs and Support Groups			
UN Bodies			
World Bank and IMF			
Other Governments			
Banks			
Multinational Corporations			
Other			