Change Maker Map

To win a campaign we need to know our allies but also the people who can make changes happen. We call these people the change makers. In order to influence them to make these changes, we need to understand who and what influences them. It can be hard to get straight to the people we need to, so it often easier to influence those around them first.

Use the map below to find connections to the change maker to work out the best way to influence them. Let’s say we’re trying to influence the Prime minister, their inner circle of influence would include other MP’s, the public, party funders and even personal interests. The outer circle of influence would include the media & local councils etc.